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The Influence of Digital Marketing on Product Quality, Price, and Consumer Purchasing Decisions Towards Something Product Brands

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Abstract

Digital marketing has revolutionized business-consumer interactions by providing unprecedented global reach and opportunities for influence. One notable example of this digital marketing transformation is the experience of "Somethinc" an Indonesian health and beauty products brand that expertly leveraged social media platforms to develop a strong brand identity and engage its target audience. This study investigates the diverse impacts of digital marketing on consumer behavior and business strategy. The study examines factors such as the effectiveness of digital platforms, product quality and price, which are expected to increase engagement, and the importance of data analysis in refining marketing approaches. Consumer purchase decisions are influenced by many factors, among which product quality and price are the most significant factors. Product prices reflect perceived value and quality, but the relationship between high prices and better quality is not always true, according to research. Location and product display also play an important role in purchasing decisions as the convenience of the location and visual experience in the store can increase consumer satisfaction. Good service from retailers also influences purchase decisions, with positive experiences increasing the likelihood of consumers to buy. Other research shows that while price is important, product quality also plays an equally important role in consumer decisions, often seeking a balance between the two to maximize satisfaction.

INTRODUCTION

The development of digital technology has changed the marketing landscape and consumer behavior. Digital marketing has become an important strategy for companies to reach and influence consumer purchasing decisions. Through digital media such as websites, social media, and mobile applications, companies can more effectively deliver information, promotions, and interact with consumers (Amstrong et al., 2017). Rapid advances in digital technology have ushered in a transformative era, which has had a major impact on the marketing landscape and the way consumers engage with products and services (Faruk et al., 2021) (Hendrix, 2014) (Krishen et al., 2021). The widespread adoption of digital platforms, social media, and data-driven analytics has revolutionized the way marketers connect with their target audiences. (Krishen et al., 2021) Consumers today are more informed, empowered and interconnected, both in the physical and virtual worlds, as a result of these technological innovations. (Faruk et al., 2021) By leveraging digital marketing capabilities,

organizations can now engage with their customers in a more dynamic and responsive way, using data-driven insights to deliver personalized experiences and foster stronger, more meaningful relationships. Today's consumers have become increasingly discerning when it comes to their purchasing decisions, with product quality emerging as an important consideration that can make or break a sale (Jun-bin et al., 2021). Product quality can be defined as "conformity to requirements" or "fitness for use", and can play an important role in shaping consumer perceptions and behavior. The rise of digital marketing has had a significant impact on the way consumers perceive and interact with product brands in Indonesia. The widespread adoption of social media platforms, especially Instagram, has changed the marketing landscape, allowing brands to reach and interact with a wide audience. Recent research has highlighted the influence of social media communication strategies on brand equity, attitude towards the brand, and purchase intention (Khair & Ma'ruf, 2020). A study found that both company-generated content and user-generated content on Instagram can have a positive impact on this key metric. This suggests that brands that effectively utilize Instagram features, such as partnerships with influencers and engaging visual content, can increase the perceived value of their brand and strengthen relationships with consumers.

In fact, a study on "The Impact of Influencers on Customers' Purchase Intention in Indonesia" revealed that interest congruence between influencers and customers, as well as perceived opinion leadership by influencers, can positively influence purchase intention (Wibisono et al., 2023). (Setiawati et al., 2020). One notable example of this digital marketing transformation is the experience of "Somethinc," an Indonesian health and beauty brand that expertly utilizes social media platforms to cultivate a strong brand identity and engage its target audience (Angeline et al., 2019) (Silfitri & Hermawan, 2023). Somethinc's strategic use of social media, particularly Instagram, has been a key driver in its rapid ascent to become one of the most recognized and preferred local cosmetic brands in Indonesia. The brand's success can be attributed to its ability to effectively capitalize on Instagram's immense popularity in the Indonesian market, which has over 60 million active users, positioning the platform as an important touchpoint for brands looking to reach and connect with Indonesian consumers (Setiawati et al., 2020). Somethinc's digital marketing approach centers on leveraging Instagram's ability to not only showcase its product offerings, but also to foster a sense of community and closeness to the brand among its followers. The strategic use of social media has enabled the brand to build strong brand awareness, as evidenced by its inclusion in the list of the 50 most popular, remembered and liked local brands in Indonesia in 2020. This achievement underscores the critical role of digital marketing, particularly social media, in elevating the Somethinc brand in Indonesia's highly competitive cosmetics landscape. The Somethinc case study highlights the transformative impact of digital marketing, particularly social media, on the branding and marketing landscape in Indonesia (Maulidi et al., 2024). As consumers in Indonesia increasingly turn to online platforms to research, engage, and purchase products, brands that can effectively harness the power of digital marketing channels, such as Instagram, will be well-positioned to thrive in Indonesia (Wibisono et al., 2023).

On the other hand, product quality is also a crucial factor that influences purchasing decisions. Consumers are becoming more critical in choosing products and demand products with good quality, complete features, and can meet their needs. Quality products can increase consumer satisfaction and loyalty (Zeithaml, 1988). Consumers' perceptions of product quality can be influenced by various factors, including the information content provided by product quality rating organizations, as well as contextual variables such as information cost, product category, and advertising content (Maeyer & Estelami, 2011). Wells et al. found that the quality of platforms, such as online food delivery services, can influence consumers' perceptions of product quality, with higher levels of information asymmetry leading to greater impact (Jun-bin et al., 2021). Similarly, Yoo and Donthu point out that only high-quality shopping websites can effectively attract and retain consumers. Consumer purchasing decisions are influenced by many factors, with product quality and price being the two most significant considerations. The price of a product can be an important determinant in consumer behavior, as it reflects the perceived value and quality of the item. Although consumers often associate higher prices with better quality, research has shown that this correlation is not always accurate (Chang & Wildt, 1994). The accessibility and visibility of product locations can also play a role in influencing purchase decisions, as convenient locations and visually appealing retail environments can enhance the consumer experience. In addition, the quality of service provided by retailers has been shown to influence consumer decision-making, with a positive service experience increasing the likelihood of purchase. A number of studies have examined the interaction between product quality, price and consumer purchase decisions. Some studies have found that consumers view price as the most important factor in their purchase decision, and that price discounts can increase consumers' intention to purchase. Other research suggests that while price is important, product quality is equally important, and that consumers will often seek a balance between the two to maximize perceived value (Chang & Wildt, 1994). Ultimately, the relative importance of price and quality in the decision-making process may vary based on individual consumer preferences and the specific product or service under consideration.

In an increasingly competitive e-commerce landscape, product quality has emerged as an important factor that can significantly influence consumer purchase decisions (Jun-bin et al., 2021) (Maeyer & Estelami, 2011). Today's consumers have access to a wealth of information about product features, specifications and reviews, which has increased their expectations and sensitivity to quality. Indeed, research has shown that platform service quality can directly influence consumers' perceptions of product quality, with higher-quality platforms better able to build trust and foster purchase intentions (Maeyer & Estelami, 2011) (Choi et al., 2004) (Jun-bin et al., 2021). This is particularly relevant in the online environment, where consumers can easily compare technical details and make informed decisions (Li & Leng, 2008).

Purchase decision

As the global marketplace continues to evolve, the need to understand the complexities underlying consumer purchasing behavior is becoming increasingly important to a wide range of stakeholders,

including marketing professionals, retail firms, and academic researchers. The concept of perceived value, which summarizes an individual's assessment of the utility derived from a product or service in relation to the costs incurred, has emerged as an important factor in shaping consumer purchase decisions, particularly in the context of online shopping (wu et al., 2023) (majid et al., 2023) (gupta & kim, 2009). Existing literature consistently highlights the influential role of perceived value in driving consumer purchase behavior (majid et al., 2023). Research has shown that when consumers perceive a product or service as offering greater value, they are more likely to repurchase in the future. This phenomenon is particularly prominent in the realm of online shopping, where the lack of physical interaction with a product can increase the importance of perceived value in the decision-making process. The transparency of price information facilitated by the internet has enabled consumers to more easily compare offers and identify those that provide the greatest value, leading to a shift in the factors contributing to value from a consumer perspective.

Effects of digital marketing

The transformative power of digital marketing has reshaped the business landscape, prompting companies to reimagine their strategies and embrace innovative approaches to reach and interact with their target audiences in an increasingly connected world where consumer behavior and expectations have undergone major shifts (faruk et al., 2021) (krishen et al., 2021). The widespread adoption of digital technologies and the emergence of online social networks have revolutionized the way marketers interact with consumers by enabling more objective, relational, and interactive marketing techniques (krishen et al., 2021). This digital transformation has led to the creation of a more informed, empowered and connected group of customers in both the real and virtual worlds, as organizations leverage various digital platforms and information and communication technology tools to compete effectively.

The proliferation of mobile devices and the surge in social media usage have fundamentally changed the way consumers interact with brands and make purchase decisions, forcing companies to quickly adapt their marketing strategies to thrive in this dynamic landscape. The rapid growth in mobile commerce, with mobile sales now accounting for 27% of all online sales, has underscored the importance of building "digital relationships" with customers (maulidi et al., 2024).

Product quality

The quality of a company's products is a critical component of overall success and long-term survival in the modern business landscape, which is characterized by intense competition and rapidly evolving consumer preferences. High-quality products are the cornerstone of competitiveness, as they meet or exceed customer expectations, foster loyalty and repeat business. (mustafaev et al., 2020) investing in quality is a strategic imperative, as it can increase market share, boost future revenue, and strengthen a company's reputation among its target customers. (xia et al., 2018) (agolla, 2021)

Ensuring product quality is a multifaceted challenge that requires a comprehensive approach, which

includes the organizational structure, operational processes, and quality management system. Effective quality control measures must be integrated throughout the production cycle, from design and procurement to production and delivery (agolla, 2021). Quality should be viewed not only as a monitoring tool, but as a proactive mechanism to anticipate and prevent defects, thereby increasing customer satisfaction and maintaining the company's brand and reputation.

Price

As a fundamental element of the marketing mix, the price of a product or service plays an important role in shaping consumer purchasing decisions, serving as a key determinant in the complex calculus that individuals perform when evaluating potential acquisitions. Price, along with other factors such as product quality and availability, can significantly influence the perceived value proposition that consumers consider when making purchasing choices (arisuddin et al., 2020). Existing literature on consumer behavior highlights the central role of price in influencing purchasing decisions. Consumers often use price as a proxy for quality, assuming that higher-priced goods are likely to offer better features or workmanship. Furthermore, price sensitivity can vary across consumer segments, with price-conscious individuals placing greater emphasis on getting the highest value for their money spent. Researchers have found that pricing strategies can have a major impact on consumer behavior, with firms in monopoly or oligopoly markets potentially charging premium prices due to reduced competition, while firms operating in highly competitive markets may need to keep prices low to stay afloat (Vishesh, 2020).
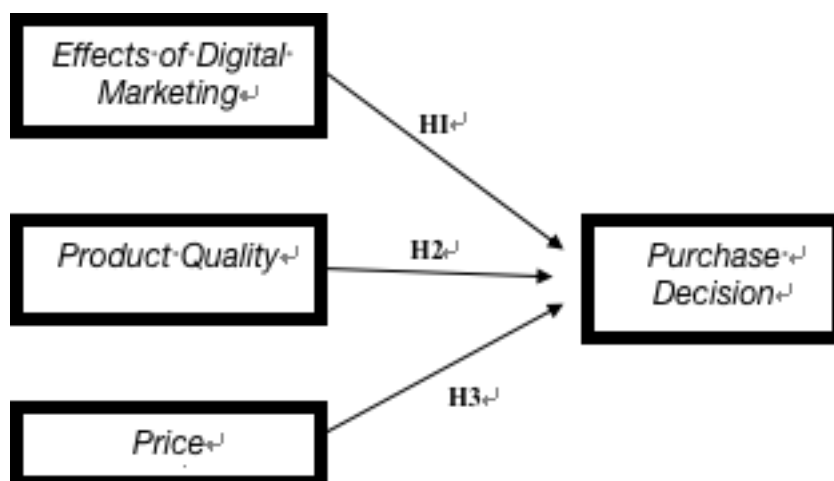

Figure 1.
Conceptual Framework

Based on the literature review and theoretical framework above, the hypothesis can be formulated as follows:

H1: Effects of digital marketing has a positive on purchasing decisions for the somethinc produk.

H2: Product Quality has a positive on purchasing decisions for the somethinc produk.

H3: Price has a positive on purchasing decisions for the somethinc produk.

METHOD

This type of research is explanatory research using a quantitative approach. The population of this study are people who shop for products that are influenced by digital marketing. This study used purposive sampling as a sampling technique, so that the number of research samples was 100 samples. For analysis, this study uses SEM (Structural Equation Model) path analysis with the help of Partial Least Square (PLS) software, namely SmartPLS 3.0 software. PLS uses a 3-stage iteration process and each stage produces an estimate. The first stage produces weight estimates, the second stage produces estimates for the inner and outer models, and the third stage produces estimates of means and locations (Ghozali, 2011).

RESULTS AND DISCUSSIONS

1. Validity Test

    a. Evaluating convergent validity

    Convergent validity or convergent validity is used to measure the amount of correlation between constructs and latent variables. The measure of convergent validity is declared good if the factor loading value is> 0.70 and the Average Variance Extracted (AVE) value is> 0.50. The following is the outer loading value of each indicator in this research variable as follows. Based on the factor loading value of all variable indicators> 0.7 and the AVE value of each variable shows a value> 0.50, this indicates that all indicators in the research variables can be said to be valid and no data is excluded.

2. Reliability Test Analysis

  a. Composite Reliability and Cronbach's Alpha.

Figure 2.
Schematic of the Inner Model
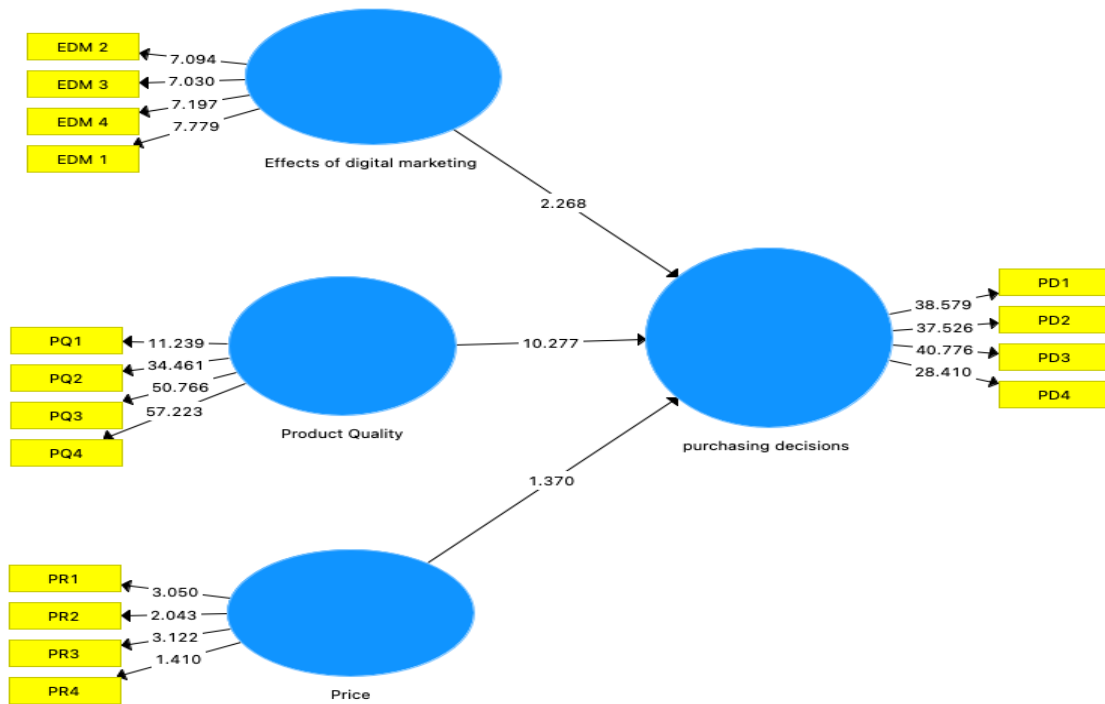
Composite reliability is a measure of the true value of the reliability of a construct. Measuring the reliability of a construct can be done in two ways, namely with Cronbach's Alpha and Composite Reliability with a value of> 0.7. It can be seen that the value of all variables in the reliability test using both Cronbach's Alpha and Composite reliability has a value> 0.7. Thus it can be concluded that the construct is declared reliable and can be continued to test the structural model.

3. Structural Model Analysis (Inner Model)

Inner model or structural model testing is carried out to see the relationship between constructs, the significance value and R-square of the research model. The structural model is evaluated using R-square for the dependent construct t test and the significance of the structural path parameter coefficients. The following is the inner model scheme of the PLS program tested.

a.Model Feasibility Test Analysis (Goodness of Fit)

The output of the structural model is done by looking at the R2 value (coefficient of determination) and Q2 value (predictive relevance) for each dependent latent variable. The Q-square for the structural model measures how well the observed values are generated by the model as well as the parameter estimates. A Q-square value > indicates that the model has predictive relevance, while a Q-square value < 0 indicates that the model has no predictive relevance. The Q2 value has a range of $0 < Q2 < 1$, where the closer to 1 means the better the model. Based on R-Square, it can be concluded that the digital marketing influence variable that can be explained by purchasing decisions is 35.3%, while the rest is explained by other variables outside this study. The purchasing decision variable that can be explained by the

variables of digital marketing influence, product quality and price is 64%, while the rest is explained by other variables outside this study.

Discussion

Based on the data processing performed, the results can be used to answer the hypothesis in this study. Hypothesis testing in this study was carried out by looking at t Statistics and P Values. This hypothesis can be declared accepted if the P Values <0.05. In this study there are direct and indirect effects because there are independent variables, dependent variables, and mediating variables. In the smartPLS program, the results of the hypothesis testing can be seen through the Path Coefficients of the Bootstrapping technique in Table 1.

Table 1.

Path Coefficients Bootstrapping Techniques

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Effects of digital marketing -> purchasing decisions	0.243	-0.185	0.107	2.268	0.024
Product Quality -> purchasing decisions	0.714	0.719	0.069	10.277	0
Price -> purchasing decisions	0.229	0.17	0.167	1.37	0.005

Statistical analysis using the Partial Least Square (PLS) test states that each hypothesized relationship is carried out using a simulation. In this case, the boostrap method was carried out on the sample.

The Effects of digital marketing on Purchasing Decisions

Based on the results of testing the first hypothesis, it explains the results that digital marketing has an influence on purchasing decisions. This can be seen in the path coefficient value of 0.243 with a P value of 0.024. This value is smaller than α (0.05). The results of this study mean that the effects of digital marketing carried out by the company will result in more product purchasing decisions made by somethinc products. In addition, according to the description of the variables in digital marketing, somethinc products are fast and responsive in responding to consumer questions and needs in digital marketing media. According to (Chaffey & Ellis-Chadwick, 2024), digital marketing or digital marketing has almost the same meaning as electronic marketing (e-marketing), both of which describe the management and implementation of marketing using electronic media, so what is meant by digital marketing is the application of digital technology that forms online channels in the market (websites,

email, YouTube, Instagram, Facebook, and other social networks) that contribute to marketing activities aimed at making profits and building and developing relationships with customers.

Product Quality on Purchasing Decisions

Based on the results of testing the second hypothesis, explaining the results that product quality has an influence on purchasing decisions. This can be seen in the path coefficient value of 0.714 with a P value of 0. This value is smaller than α (0.05). The results of this study mean that somethinc products have good quality in offering and selling their products. If the quality of the product received by consumers meets or exceeds consumer expectations, the tendency of consumers to continue to subscribe will also be higher. In addition, facts in the field show that Somethinc products have good product quality so that many people like to buy Somethinc products. This can also be shown by cosmetic outlets that are never empty. The product quality provided by somethinc products is able to encourage consumers to recommend others to shop. Based on this, it can be interpreted that if the better the quality of the product provided, consumers will feel their own satisfaction. According to Tjiptono in (Kuspriono, 2016) "Product quality is quality that includes meeting or exceeding customer expectations; quality includes products, services, people, processes, and the environment; quality is an ever-changing condition (for example, what is considered quality at this time may be considered less quality in the future).

Price Quality on Purchasing Decisions

Based on the results of testing the third hypothesis, it explains the results that price has an influence on purchasing decisions. This can be seen in the path coefficient value of 0.229 with a P value of 0.005. This value is smaller than α (0.05). The results of this study mean that a product offers and sells its products at a low price. If the price received by consumers meets or exceeds consumer expectations, the tendency for consumers to continue to subscribe will also be higher. In addition, according to the results of the variable description, the price given by Somethinc products is not too expensive or in accordance with income. In addition, the facts in the field show that somethinc products show that the price of somethinc products has a lower price, this is reflected in the number of people who are enthusiastic about shopping through online and offline stores. According to (Kotler & Keller, 2012) explains that price is an element of the marketing mix that generates revenue, another element that generates costs. A company usually determines the structure of demand for prices that develop or the structure of determining various needs, purchases..

CONCLUSION

Based on the research results, it can be concluded that: Digital marketing has a significant influence on purchasing decisions, as it allows for greater interaction with consumers and influences their perceptions of brands and products.Product quality also has a significant influence on consumer

purchasing decisions. Good quality can increase consumer confidence and build brand loyalty. And Price has a significant influence on consumer purchasing decisions. Although it is not always the lowest price that is preferred, a price that is rational and in line with consumers' perceived value can influence their decisions.

This conclusion suggests that in marketing strategies, companies need to seriously consider how digital marketing, product quality, and pricing strategies can be used effectively to influence consumer purchasing behavior.

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