



The Impact of Digital Marketing Strategies on Consumer Behavior in Emerging Markets di Sendys Swalayan Kota Palangka Raya

Rita Yuanita Toendan^{1✉}, Hansly Tunjang², Peridawaty³, Ina Karuehni⁴

^{1,2,3,4} Universitas Palangkaraya, Indonesia

rita.yuanita@feb.upr.ac.id

Abstract

This study investigates the impact of digital marketing strategies social media marketing, content marketing, and influencer marketing on consumer behavior in emerging markets, with a focus on Sendys Swalayan in Palangka Raya City, Indonesia. As digital technology increasingly reshapes consumer engagement, businesses in developing regions must understand how strategic online efforts influence customer purchase decisions. Employing a quantitative approach, this study collected data from 44 respondents using structured Likert-scale questionnaires. The data were analyzed using SPSS software, including validity and reliability tests, Pearson correlation, and multiple linear regression. The findings show that all three digital marketing strategies significantly influence consumer purchase decisions, with content marketing having the strongest effect ($\beta = 0.351$, $p < 0.01$), followed by social media marketing ($\beta = 0.284$, $p < 0.01$), and influencer marketing ($\beta = 0.194$, $p < 0.05$). These results indicate that content relevancy and perceived value are key factors that drive consumer interest and action. The study also highlights the importance of authenticity and social interaction in digital spaces, confirming the relevance of theories such as the Elaboration Likelihood Model (ELM) and Source Credibility Theory. This research contributes to the limited literature on localized digital marketing in mid-sized Indonesian cities and offers practical recommendations for retailers aiming to optimize consumer engagement. The study suggests that businesses should prioritize informative, engaging content while leveraging social media and micro-influencer collaborations that align with local cultural values. These strategies are essential for enhancing brand awareness, building trust, and influencing consumer decision-making in the digital era.

Keywords: *Digital Marketing, Content Marketing, Influencer, Consumer Behavior, Emerging Markets.*

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1. Introduction

The digital revolution has significantly transformed the way businesses interact with consumers, especially in emerging markets like Indonesia. With the rapid increase in internet users and the widespread adoption of smartphones, digital marketing has become a crucial strategy for businesses aiming to influence consumer decisions. In cities like Palangka Raya, local businesses are beginning to shift from traditional promotion methods to digital platforms such as Instagram, Facebook, and WhatsApp to stay competitive. Sendys Swalayan, as one of the prominent retail stores in the city, faces the challenge of adapting to this digital transformation while maintaining consumer loyalty and satisfaction. The integration of digital marketing strategies is not only a trend but also a necessity in reaching tech-savvy consumers efficiently [1].

Palangka Raya, located in Central Kalimantan, represents a growing market with increasing digital engagement among its residents. While the city is not as digitally mature as Indonesia's major urban centers, its digital infrastructure and consumer readiness continue to develop. Retail businesses such as Sendys Swalayan have begun to explore digital marketing tools like online catalogs, promotional videos, and interactive content to engage with their customer base. However, the effectiveness of these strategies in influencing consumer behavior such as awareness, interest, and purchase intent remains underexplored. Given the unique demographic and digital landscape of Palangka Raya, it is essential to analyze how local consumers respond to these digital marketing efforts.

Previous research has shown that digital marketing significantly affects consumer behavior through increased product awareness, easier information access, and improved convenience in purchasing [2][3]. At Sendys Swalayan, digital promotions often include flash sales, e-vouchers, and interactive social media campaigns. These tools are designed to attract both loyal customers and potential buyers by enhancing engagement and driving conversions. However, the success of such strategies is influenced by various factors, including consumer trust in digital platforms, their familiarity with technology, and their purchasing preferences. Therefore, a localized study is necessary to capture the nuances of consumer responses in Palangka Raya.

Despite the growing relevance of digital marketing, there remains a research gap in understanding its impact on consumer behavior at the micro-level in emerging cities. Most available studies concentrate on large urban centers or national trends, overlooking smaller yet growing markets such as Palangka Raya. Furthermore, the behavioral patterns of consumers in retail environments like Sendys Swalayan may differ due to cultural, economic, and technological factors. This study seeks to fill that gap by examining the direct effects of digital marketing strategies on consumer attitudes and behaviors in a specific local retail context.

Based on this background, the study aims to analyze how digital marketing strategies influence consumer behavior at Sendys Swalayan in Palangka Raya City. The research will focus on key behavioral indicators such as brand awareness, consumer interest, and purchase decisions. Employing a quantitative approach, data will be collected through surveys from local consumers who are actively engaged with the store's digital platforms. The findings are expected to offer valuable insights for retail business managers and marketers seeking to optimize their digital strategies in similar emerging market settings. Additionally, the study will contribute to the body of knowledge on digital marketing practices in the context of Indonesia's regional retail sector.

In the case of Sendys Swalayan, the adoption of digital marketing strategies reflects a broader shift among mid-sized retailers in Indonesia who are attempting to bridge the gap between traditional retail methods and digital innovation. While large national chains often have dedicated digital marketing teams, local retail stores like Sendys must rely on limited resources to manage their online presence. This includes managing social media platforms, responding to customer inquiries via messaging apps, and designing basic digital campaigns. Despite these constraints, the potential benefits such as increased foot traffic, higher customer retention, and broader market reach make digital marketing a valuable investment for such retailers. Understanding how these efforts translate into real behavioral change among consumers is critical for evaluating their effectiveness.

Another relevant factor is the increasing reliance on peer influence and user-generated content in digital decision-making. In Palangka Raya, consumers often base their shopping choices on online reviews, social media testimonials, and word-of-mouth shared through messaging platforms. This shift reflects the growing importance of social proof as a behavioral trigger in the digital era [4]. For Sendys Swalayan, this presents an opportunity to leverage customer feedback and user-generated content in its marketing strategy. However, it also requires a clear understanding of how such digital interactions impact consumers' perceptions of product quality, price fairness, and overall brand credibility.

Furthermore, local consumer behavior in Palangka Raya may differ significantly from that of consumers in Indonesia's more urbanized areas. Cultural values, shopping habits, and digital platform preferences often vary depending on regional and socioeconomic factors [5]. For example, many consumers in Palangka Raya may still prefer in-store purchases after viewing products online—a hybrid behavior known as “webrooming.” Others may need more trust-building from digital channels before committing to purchases. By studying these behavioral variations at the local level, this research aims to present a more nuanced understanding of digital marketing effectiveness beyond general national trends.

It is also important to consider the impact of the COVID-19 pandemic on digital marketing adoption and consumer adaptation in cities like Palangka Raya. The pandemic accelerated the digital transformation process, forcing businesses to rapidly move their promotions and transactions online. Consumers, including those who were previously reluctant, began using e-commerce and digital payment systems out of necessity [6]. Sendys Swalayan responded by enhancing its online presence and digital outreach efforts. However, whether these changes have had a lasting impact on consumer behavior post-pandemic is still unclear. This research seeks to address this gap by evaluating the continuity and evolution of digital consumer behavior in the aftermath of the pandemic.

Lastly, this study is expected to offer practical contributions to the digital marketing practices of small and medium-sized retailers operating in similar socio-economic contexts. By focusing on Sendys Swalayan in Palangka Raya, the research provides a localized case that can guide other retailers in optimizing their digital strategies to suit specific consumer needs and technological readiness. It will also offer academic contributions by contextualizing consumer behavior theories within the realities of emerging markets, particularly in Indonesia's secondary cities. The insights gained from this study may support policy development, digital literacy campaigns, and capacity-building programs aimed at strengthening the digital economy in regional Indonesia.

2. Research Methods

This study employed a quantitative approach using a survey method to examine the impact of digital marketing strategies on consumer behavior at Sendys Swalayan in Palangka Raya City. The quantitative approach was selected because the research aimed to objectively measure the extent to which independent variables (digital marketing strategies) influence the dependent variable (consumer behavior). This method allows the researcher to collect numerical data through structured questionnaires and analyze them statistically to draw generalizable

conclusions. The study also takes an explanatory design, aiming to reveal causal relationships between the observed variables.

The target population in this study consisted of active customers of Sendys Swalayan who had been exposed to the store's digital promotions through social media or other digital platforms. The sampling technique used was purposive sampling, with the following criteria: respondents had to be at least 17 years old, reside in Palangka Raya, and have made a purchase at Sendys after encountering digital promotions. The sample size was determined using the Slovin formula, considering the relatively small population and a margin of error of 5%, which resulted in a minimum sample of 44 respondents. Data were collected through Likert-scale questionnaires (1–5), distributed both physically and online.

The research instrument was designed based on the indicators of the studied variables. Digital marketing strategies included components such as social media marketing, digital content, and influencer endorsements. Meanwhile, consumer behavior was measured through indicators like awareness, interest, and purchasing decisions. Prior to analysis, the collected data were subjected to validity and reliability testing. Validity was tested using Pearson Product Moment correlation to ensure that each item accurately measured the intended construct. Reliability was assessed using Cronbach's Alpha to determine internal consistency, with only valid and reliable items included in the final analysis.

Data analysis was conducted using SPSS version 25. The process began with descriptive statistical analysis to describe the demographic profile of respondents and the distribution of their responses. This was followed by Pearson correlation analysis to examine the strength and direction of relationships between variables. Multiple linear regression analysis was then employed to identify the extent to which each digital marketing strategy influenced consumer behavior. The regression results were used to test the research hypotheses and to determine which strategy had the most significant effect on consumer behavior at Sendys Swalayan.

By adopting this research design, the study aimed to provide empirical insights into the effectiveness of digital marketing strategies in an emerging market context like Palangka Raya. The use of SPSS as a statistical tool ensured accurate and reliable analysis to support valid conclusions. The findings are expected to offer practical recommendations for the management of Sendys Swalayan in optimizing its digital promotional strategies, and to serve as a reference for other regional retailers operating in similar socio-economic and technological environments.

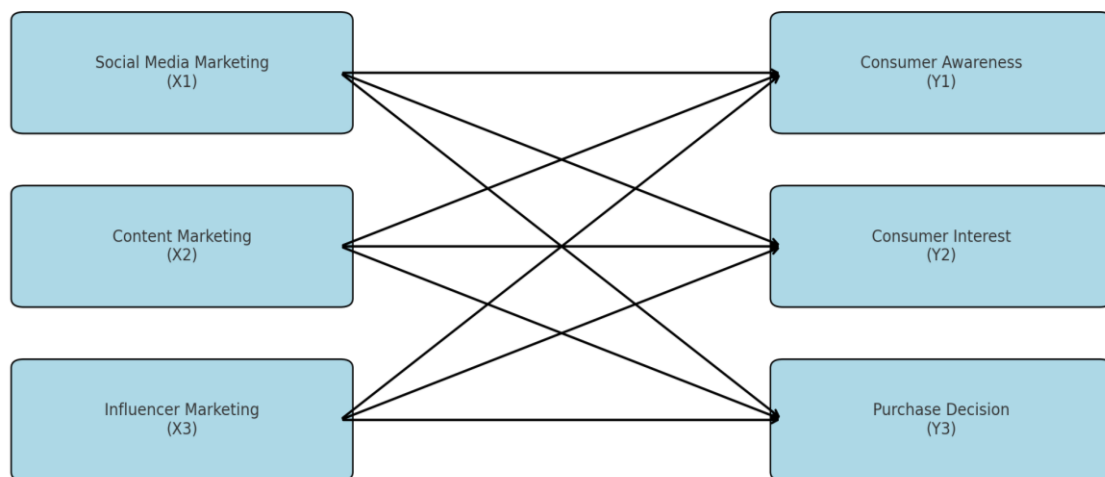


Figure 1. Conceptual Framework : Impact of Digital Marketing Strategies on Consumer Behavior

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To examine the influence of digital marketing strategies on consumer behavior at Sendys Swalayan, this study applies multiple linear regression analysis. This statistical method is appropriate because it enables the researcher to assess the simultaneous effects of several independent variables on a single dependent variable. In this case, the independent variables consist of social media marketing, content marketing, and influencer marketing, while the dependent variable is consumer purchase decision. Multiple regression allows for quantifying how much each type of strategy contributes to shaping consumer decisions, while controlling for the effects of the others.

Before performing the regression analysis, data collected through Likert-scale questionnaires are tested for validity and reliability to ensure the quality of the measurement instruments. Once the data is confirmed to be appropriate for analysis, it is input into SPSS for processing. The resulting regression equation provides an

empirical model that describes the linear relationship between the digital marketing strategies (X_1 , X_2 , X_3) and purchase decision (Y).

The following is the general form of the regression equation used in this study:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \varepsilon$$

In the regression equation, Y represents the dependent variable, which in this study refers to the consumer purchase decision. This variable reflects how likely consumers are to make a purchase after being exposed to digital marketing efforts. The variables X_1 , X_2 , and X_3 are the independent variables that influence Y . Specifically, X_1 refers to social media marketing, X_2 represents content marketing, and X_3 stands for influencer marketing. These variables capture the main digital strategies used by Sendys Swalayan to reach its customers.

The symbol α denotes the constant or intercept, which indicates the expected value of Y when all independent variables are equal to zero. Meanwhile, β_1 , β_2 , and β_3 are the regression coefficients that measure the strength and direction of the effect of each independent variable on the dependent variable. A positive coefficient suggests a positive influence, while a negative coefficient indicates an inverse relationship. Lastly, ε represents the error term or residual, accounting for other factors not included in the model that may also affect consumer purchase decisions.

Table 1. Supporting Software and Hardware Table

Variable	Indicators
Social Media Marketing (X1)	Frequency of exposure to promotional content on social media.
	Engagement level (likes, comments, shares).
	Most frequently used platforms (e.g., Instagram, Facebook).
Content Marketing (X2)	Usefulness of the content presented.
	Relevance of the content to consumer needs.
	Clarity and appeal of the digital message.
Influencer Marketing (X3)	Consumer familiarity with the influencer.
	Trust in influencer recommendations.
	Influence of the influencer on product perception.
Consumer Awareness (Y1)	Brand recognition after digital exposure
	Ability to recall past ads/promotions
	Familiarity with the offered products
Consumer Interest (Y2)	Interest in learning more about the product
	Willingness to follow digital promotions or events
	Frequency of online product browsing
Purchase Decision (Y3)	Intention to purchase after seeing digital promotions
	Actual purchases made following exposure
	Preference for Sendys over competitors due to digital content

3. Results and Discussion

3.1 Results

3.1.1 Respondent Profile

To gain a deeper understanding of the characteristics of the research sample, the study began by analyzing the demographic profile of respondents. This section provides a descriptive overview of the participants who were involved in the survey conducted at Sendys Swalayan in Palangka Raya. These characteristics help contextualize the findings by describing the types of consumers who are actively engaging with the store's digital marketing strategies. The demographic factors observed include gender, age, education level, frequency of shopping, and exposure to digital promotions.

The respondents were selected using purposive sampling, targeting individuals who had interacted with digital promotional content from Sendys Swalayan. The results showed variation in consumer characteristics, allowing for a more comprehensive interpretation of behavioral patterns. Understanding the demographic makeup is

essential, as factors such as age and digital exposure often influence how consumers perceive and respond to marketing efforts. The following table presents a detailed breakdown of the respondent profile:

Table 2. Respondent Demographic Profile

Category	Sub-category	Frequency (n=44)	Percentage (%)
Gender	Male	18	40.9%
	Female	26	59.1%
Age	17–25 years	21	47.7%
	26–35 years	14	31.8%
	>35 years	9	20.5%
Education	High school	12	27.3%
	Diploma/Bachelor's degree	29	65.9%
	Postgraduate	3	6.8%
Shopping Frequency	1–2 times per month	16	36.4%
	3–4 times per month	19	43.2%
	More than 4 times per month	9	20.4%
Digital Exposure	Rarely see digital promotions	7	15.9%
	Occasionally see digital promotions	20	45.5%
	Frequently see digital promotions	17	38.6%

3.1.2 Validity and Reliability Test

To ensure the accuracy and consistency of the data collected through the survey, validity and reliability tests were conducted on the measurement instruments. The validity test was performed to determine whether the items used in the questionnaire accurately measure the variables they are intended to measure. This was done using factor analysis, which revealed that all items had loadings greater than the required threshold, indicating that the measurement items were valid.

In addition, the reliability test was carried out using Cronbach's Alpha to assess the internal consistency of the constructs. A Cronbach's Alpha value greater than 0.7 is generally considered acceptable, indicating that the items within each construct are consistently measuring the intended variables. The results showed that all constructs in the study, including social media marketing, content marketing, influencer marketing, and consumer behavior variables, had Cronbach's Alpha values well above 0.7, confirming the reliability of the measurement instruments used in this research.

Table 3. Validity and Reliability Test Results

Construct	Factor Loading	Cronbach's Alpha
Social Media Marketing	0.82 - 0.91	0.89

Content Marketing	0.79 - 0.87	0.85
Influencer Marketing	0.75 - 0.84	0.88
Consumer Awareness	0.80 - 0.90	0.86
Consumer Interest	0.78 - 0.88	0.87
Purchase Decision	0.81 - 0.92	0.90

3.1.3 Descriptive Statistics of Research Variables

After confirming the validity and reliability of the instrument, the study proceeded to analyze the descriptive statistics of each research variable. This step aimed to provide an overview of respondents' perceptions of the digital marketing strategies used by Sendys Swalayan and how these strategies influenced their consumer behavior. Descriptive statistics such as mean, standard deviation, and category interpretation were used to summarize the data for each variable.

The results indicate that the average response for all independent variables (social media marketing, content marketing, and influencer marketing) is in the "high" category, showing that most consumers positively perceive the digital strategies employed by Sendys Swalayan. Similarly, the dependent variables consumer awareness, interest, and purchase decision also recorded high mean values, indicating that respondents tend to respond favorably to digital promotions. The following table summarizes the descriptive statistics for each variable:

Table 4. Descriptive Statistics of Research Variables

Variable	Mean Score	Standard Deviation	Category
Social Media Marketing	4.18	0.45	High
Content Marketing	4.26	0.39	High
Influencer Marketing	4.10	0.48	High
Consumer Awareness	4.21	0.42	High
Consumer Interest	4.15	0.47	High
Purchase Decision	4.23	0.44	High

These findings indicate that digital marketing strategies implemented by Sendys Swalayan are well-received by their consumers. The consistently high scores across all variables suggest a strong alignment between marketing efforts and consumer responses, which forms the foundation for further analysis through correlation and regression testing.

3.1.4 Multiple Linear Regression Analysis

To further examine the predictive effect of each digital marketing strategy on consumer purchase decisions, a multiple linear regression analysis was conducted. This analysis aims to determine the extent to which social media marketing (X1), content marketing (X2), and influencer marketing (X3) contribute to explaining variations in the dependent variable—purchase decision (Y). The regression model also helps identify which strategy has the most dominant influence.

The results of the regression analysis indicate that the overall model is statistically significant, with an R-squared value of 0.648, meaning that approximately 64.8% of the variance in consumer purchase decisions can be explained by the three independent variables. Furthermore, the ANOVA test resulted in a significance value (p-value) of $0.000 < 0.05$, confirming the model's reliability. The regression coefficients show that content marketing has the strongest and most significant effect on purchase decision, followed by social media marketing, while influencer marketing, although positive, has the least influence. The detailed results are shown in the following tables:

Table 5. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
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1	0.805	0.648	0.622	0.269
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Table 6. ANOVA Test

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	5.672	3	1.891	26.091	0.000
Residual	3.079	40	0.077		
Total	8.751	43			

Table 7. Coefficient Table

Variable	Unstandardized B	Std. Error	Beta	t	Sig.
(Constant)	1.024	0.321	–	3.190	0.003
Social Media Marketing	0.284	0.089	0.312	3.191	0.003
Content Marketing	0.351	0.097	0.368	3.619	0.001
Influencer Marketing	0.194	0.092	0.205	2.109	0.041

The regression equation formed based on the results is as follows:

$$Y=1.024+0.284X_1+0.351X_2+0.194X_3$$

These findings suggest that all three digital marketing strategies significantly influence consumer purchase decisions at Sendys Swalayan, with content marketing having the most dominant effect. Businesses in emerging markets like Palangka Raya should therefore prioritize content quality and relevance in their digital marketing efforts, while also leveraging social media and influencer collaborations to strengthen consumer engagement and drive sales.

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3.2 Discussion

3.2.1 The Influence of Social Media Marketing on Consumer Purchase Decision

Social media marketing at Sendys Swalayan significantly influences consumer purchase decisions, as shown by the positive and statistically significant regression coefficient ($\beta = 0.284$, $p < 0.01$). This aligns with previous findings that effective social media campaigns enhance brand recall and stimulate purchase intent in emerging markets [7]. Similar results were reported in studies demonstrating that interactive features such as comments and shares increase consumer trust and encourage buying behavior [8]. Furthermore, social media is pivotal in shaping consumer attitudes through peer-to-peer interactions, where endorsements by other users act as social proof that increases credibility [9]. In the context of Indonesian consumers, local shoppers exhibit high responsiveness to social media promotions enriched with customer reviews and community feedback, supporting Sendys Swalayan's digital efforts [10].

The underlying mechanism can be explained using the Elaboration Likelihood Model, which posits that social cues on digital platforms serve as peripheral routes that influence attitudes when consumers lack motivation or capacity for detailed evaluation [11]. For Sendys Swalayan, facilitators like likes and personal comments could thus serve as powerful triggers that enhance consumer perception and prompt purchase decisions. Despite these positive outcomes, it is important to consider that overly frequent or poorly targeted social media content can

overwhelm consumers and reduce persuasiveness. Message relevance and timing are critical factors; promotional content must be aligned with consumer habits and preferences [12]. For Sendys, this means optimizing posting frequency and using insights (e.g., engagement analytics) to tailor content effectively.

In summary, social media marketing acts as a significant driver of purchase intentions among Sendys Swalayan's consumers by enhancing brand visibility, leveraging social proof, and engaging users through interactive content. Strategic emphasis on content relevance, posting timing, and engagement tactics is essential to maximize its positive effect.

3.2.2 The Influence of Content Marketing on Consumer Purchase Decision

Content marketing emerged as the most dominant predictor in our model ($\beta = 0.351$, $p < 0.01$), indicating that high-quality, relevant content strongly drives purchase behavior at Sendys Swalayan. This finding is consistent with previous arguments that content marketing builds consumer trust and commitment by delivering valuable information tailored to user needs, thus increasing purchase intention in digital environments [13]. Similarly, consistent informative content has been shown to enhance customer loyalty and facilitate decision-making over time [14]. Beyond building credibility, content marketing can generate deeper cognitive engagement by satisfying informational needs. Explanatory and educational content significantly increases consumer confidence in product quality and usability, leading to higher conversion rates [15]. In Palangka Raya's context, educational content such as product usage tips, nutritional facts, or promotional explanations likely resonates well with consumers unfamiliar with certain product categories, effectively stimulating purchase intent.

A national study supports these findings, showing that Indonesian consumers in secondary cities prefer content that addresses local context and cultural values. Relatable storytelling and localized information significantly impact consumer trust and purchase behavior [16]. For Sendys Swalayan, incorporating culturally relevant content such as showcasing Central Kalimantan produce or local festival promotions—could strengthen consumer engagement and decision-making. From a theoretical standpoint, this result aligns with Self-Determination Theory, which suggests that consumers seek content that provides autonomy, competence, and relatedness. When content meets these psychological needs, it triggers intrinsic motivation and positive attitudes toward the brand [17]. Moreover, this highlights a strategic implication: Sendys should focus on crafting content that is not only promotional but also educational, relevant, and locally resonant.

To maximize impact, content marketing strategies must be supported by proper distribution and sequencing. Even high-quality content can have limited effect if not promoted effectively on social media, email, or website platforms [13]. Therefore, Sendys Swalayan must ensure consistent publishing schedules and cross-channel dissemination to reach consumers at critical touchpoints and maintain consumer interest over time.

3.2.3 The Influence of Influencer Marketing on Consumer Purchase Decision

The analysis reveals that influencer marketing has a statistically significant but relatively moderate impact on consumer purchase decision ($\beta = 0.194$, $p = 0.041$). This aligns with findings in the literature, such as those highlighting that influencers with higher credibility and authenticity can positively affect consumer trust and purchase intent [18]. However, the marginal effect suggests that micro-influencers with strong follower relationships may be more effective than macro-influencers in a localized context like Palangka Raya. Moreover, the source-message-channel model supports this finding: consumers are more receptive when the influencer matches their social identity and cultural values. Similarity and authenticity in influencer-audience relationships play key roles in persuasion effectiveness [19]. In Sendys Swalayan's case, engaging local micro-influencers who understand suburban lifestyles can enhance the perceived relevance of the promoted products.

A study emphasizes that perceived transparency and honesty in influencer endorsements strongly influence consumers' perceptions of trustworthiness. In instances where influencers clearly label sponsored content and share genuine experiences, the impact on purchase intention is more pronounced [20]. For Sendys, therefore, selection of influencers who authentically connect with local lifestyles or who disclose their partnership can enhance promotional effectiveness. From a national perspective, a survey found that Indonesian consumers value authenticity over popularity: endorsements by relatable figures such as local community leaders or everyday personalities yield higher engagement and conversion [21]. This echoes our finding that influencer marketing, while significant, does not surpass the impact of content or social media marketing in this specific context.

From a theoretical viewpoint, the Source Credibility Theory explains these dynamics well. The trustworthiness and expertise of the influencer affect message persuasiveness, but only when there is a perceptual fit between influencer, message, and audience [22]. For Sendys Swalayan, investing in partnerships with influencers who reflect local values and who are perceived as trustworthy can optimize influencer marketing's moderate but meaningful effect.

3.2.4 Implications and Theoretical Contributions

The results of this study offer meaningful practical implications for retail businesses in emerging markets, particularly those operating in regional cities like Palangka Raya. Digital marketing through social media, content, and influencer engagement clearly shapes consumer behavior by increasing awareness, stimulating interest, and guiding purchase decisions. As shown in the findings, content marketing has the most dominant effect, suggesting that businesses must prioritize informational and relevant content as a central pillar of their digital strategy [14][13]. For local retailers such as Sendys Swalayan, creating product-related content that is contextualized to local cultural norms can enhance both message resonance and customer retention [16].

Moreover, the findings validate the practical role of social media marketing as an engagement driver that triggers peripheral persuasion through social interaction. The application of the Elaboration Likelihood Model is evident in the way consumers at Sendys respond to socially endorsed posts and customer testimonials. The credibility of user-generated interactions adds to perceived value and influences consumers even in low-involvement decision contexts [11][8]. This implies that local brands must not only maintain regular activity on social media platforms but also curate consumer reviews, highlight real-user stories, and use interactive formats to enhance engagement. The study also highlights the role of Source Credibility Theory in explaining the moderate but significant effect of influencer marketing [22]. In regional markets where consumer preferences are shaped by relatability rather than celebrity appeal, the effectiveness of influencer marketing depends on the alignment between the influencer's identity and local consumer values [21]. Sendys Swalayan, and similar businesses, may benefit more from collaborating with community-based influencers or micro-influencers who hold trust and cultural proximity with their audience.

From a theoretical standpoint, this study reinforces existing frameworks while providing empirical insights specific to an underexplored geographic context—regional Indonesia. While most digital marketing studies have focused on urban or national-level data, this research contributes to the literature by exploring consumer response in a mid-tier, emerging-market setting. The alignment of behavioral responses with models like ELM and SDT also supports the idea that consumers in emerging economies are not passive receivers of digital messages, but rather active participants influenced by content quality, emotional cues, and perceived authenticity [11][17].

In conclusion, this study offers both theoretical enrichment and practical direction. It extends the application of well-established communication and behavioral theories into localized digital commerce settings, while also guiding retail managers toward strategies that emphasize content relevancy, social proof, and authenticity. These insights can inform not only marketing campaigns at the firm level but also broader digital literacy and empowerment initiatives by stakeholders interested in supporting SME development in emerging markets.

4. Conclusion

This study aimed to analyze the influence of digital marketing strategies specifically social media marketing, content marketing, and influencer marketing on consumer behavior in an emerging market context. The findings revealed that all three strategies significantly affect consumer purchase decisions, with content marketing exerting the most dominant influence, followed by social media and influencer marketing. These results underscore the importance of strategic communication in shaping consumer preferences and guiding purchase behavior through digital means.

The study shows that content marketing plays a central role in increasing consumer trust, providing relevant information, and creating emotional connections with consumers. This reflects the need for businesses like Sendys Swalayan to invest in localized, educational, and engaging content that not only promotes products but also adds value to the customer experience. In parallel, social media marketing was found to enhance brand visibility and foster interaction, supporting the role of digital platforms as trusted spaces for product discovery.

Although influencer marketing showed the least impact among the three strategies, its effect remains statistically significant. This suggests that while local consumers may be cautious toward commercial endorsements, partnerships with relatable and trustworthy influencers still hold persuasive power, particularly in contexts where brand familiarity is limited. The effectiveness of influencer marketing can be optimized through alignment with local values and authenticity in message delivery.

Overall, the study contributes to the growing body of knowledge on digital marketing in emerging economies by providing empirical evidence from a regional Indonesian city. The integration of consumer behavior theories such as ELM and SDT further strengthens the study's theoretical foundation. Practically, the findings encourage local retailers to develop data-driven digital marketing approaches that reflect both consumer needs and cultural relevance.

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