

Impact of the Digital Marketing Strategies on Consumer Decision Making the Mediating Role of Perceived Trust in Marketing

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Abstract: The effect of digital marketing strategies on consumer decision-making: The mediating role of perceived trust is proposed as the title of this work. The use of personalized advertisement, social media as well as data analysis as a tool for promoting the message has become vital in the aspect of shaping consumer choice in the present generation. The results thus suggest that, though these strategies enhance consumer attention and influence preferences, their impact here is considerably conditioned by perceived trust of all the factors studied in the context of this discussion, trust, generated through the practice of honest and ethical marketing practices and authenticity, appears to be the best in predicting consumers' positive purchasing decisions. This study pinpoints the importance of the practice of trust-enhancing strategies in the marketing strategies of business establishments as they embark on their online marketing to sustain consumers' attention. Thus, by implementing data protection measures, maintaining a clear perception of messages and staying loyal to the core values, an organization can improve the efficacy of its practices and gain greater, let alone consumer trust. These conclusions advance knowledge about digital marketing and consumers, providing practical implications for enhancing marketing in a trust-based digital world.

Keywords: Digital Marketing Strategies; Consumer Decision Making; Perceived Trust in Marketing; Ethical Marketing Practices; Enhancing Marketing; Personalized Advertisement.

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1. Introduction

Marketing strategies play a very important role in the success of organizations, particularly in creating satisfaction among customers. Customer satisfaction can be stated as customer's wants and needs provided by the organization efficiently [21]. In this paper, trust is defined as the foundational element in forming a good relationship between the organization and customers. Those companies which pay attention to establishing trust and understanding customers' requirements with reference to the proper marketing techniques are likely to gain the advantage in terms of higher levels of customer satisfaction, profitability and productivity [12]. This study aims to establish the extent to which specific marketing factors influence consumers' decision-

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making process, with perceived trust as a moderator variable. Acknowledging the interconnectivity between the aspects of marketing, trust and decision-making, it will become helpful to businesses, particularly small to medium enterprises, to devise correct strategies that can facilitate the meeting of customer expectations in order to encourage long-run business continuity [10].

Marketing strategies play an important role in today's business conditions to ensure the achievement of organizational goals. The level of customer needs and expectations must be well understood for organizations, particularly in a competitive economy, to achieve their goals [17]. Loyalty and long-term customer relationships depend primarily on satisfaction as a process of meeting or delivering on the desires and needs of the organization's customers. Central to this process, therefore, is trust, especially because the essence of any organization's customer relationship is trust. Key marketing initiatives that uphold the objectives of creating trust and addressing customers' needs will lead to high customer satisfaction, good profits, and continuous organizational productivity [5]. The present paper aims to put the spotlight on the moderation of perceived trust on the influence of marketing strategies on the consumer decision-making process. After reviewing the relationship between all the mentioned marketing strategies, the level of trust, and all the factors involved in the decision-making processes of businesses, SMEs and other businesses will be able to enhance their strategic marketing needs to fulfil the consumer's constant requirements for future developments.

From the perspective of the customer, marketing strategies can be defined broadly as activities aimed at communicating value and/or encouraging specific behavioural outcomes. These strategies may not always be limited to market research, product positioning, advertising, pricing and relationship marketing. All these components play a very central role in influencing the whole image of the customers [8]. Market Research also entails identifying the needs and pattern of use by the target group so that a business can be in a position to satisfy the needs of its consumers. Consumer Durability maintains the expectation of value within the minds of customers so that they are in the know of a product or service that is being marketed to them. Relationship Marketing helps to build a strong and long-term relationship with the customer and prioritizes trust and loyalty over one-time transactions [2]. Together with this, marketing strategies work, satisfying the customer directly because their needs are met as planned and in the right manner. However, satisfaction alone does not guarantee long-term customer patronage. Reference can be made to the oil, which keeps satisfied customers attracted towards the brand or business forever [2].

Trust, which can be described as confidence placed in an organization by a customer in the ability to deliver on a promise, is, therefore, a central element to customer perceptions and behaviours. As far as marketing is concerned, customer trust or the lack thereof, is built based on competencies such as openness, reliability, and orientation of the customer [3]. Monarchy and exhorting product marketing messages that have no sign of hype build credibility. Continuity in producing excellent products and services lowers risks and sharpens reliability. Individual satisfaction-related strategies, viz. responsive consumer relations and customer focus, also assure the commitment to meet individual needs [13]. Trust, in this case, can be seen to overview the role of marketing strategies and work hand in hand with customers. As a result, vulnerable customers are likely to Use the organizational offerings, patronize the organization multiple times, and recommend friends to use the products from the organization. This trust increases its significance in determining the decisions made within that segment [22].

Marketing communication is the climax of marketing functions. It does not exist in isolation but is effective when customers' perception matches its strategies. This perception is greatly coloured by the trust its absence is guaranteed to set examples of capricious and unpredictable behaviour [7]. For instance, a consumer may decide to buy a product based on the image they have developed on the product, not necessarily the image crafted by the advertising team, but the image created by real users, satisfaction, previous experiences and, therefore, brand loyalty [23]. It has been found in various research works that trust lowers the perceived risk of the purchase choice. While larger organizations enjoy the benefits generated from familiar consumer brand names, trust becomes a crucial resource for SMEs when fighting for attention and business [20]. Antithetical to this approach, showing that local and authentic together with ethical forms a slogan that can be considered appealing to the modern-day consumer. Promising their customers' long-term happiness can be supported by measures like clear return policies solving problems proactively. Creation of an emotional connection through the resonation of the brand's messaging with the consumer's values being either environmentally conscious or supporting communities.

1.1. Problem Statement

SMEs face a lot of challenges, among them being a lack of capital and large numbers of players in the market. For SMEs to CJM, they are required to employ efficient marketing strategies that address their customer needs and anticipate them. Nevertheless, despite the fact that many SMEs engage in some form of marketing activities, the impact of the campaigns mainly depends on the degree of loyalty they have created with the customers. Marketing communication also fosters trust as it facilitates the function of linking marketing communiqué and consumer decision-making. Consequently, while implementing even the most complicated marketing campaign, there is no guarantee of success in achieving the set objectives by consumers, ultimately resulting in decreased customer satisfaction levels and dented profitability. In order to fill this gap, this research

seeks to look at the impact of the marketing strategy on the consumer decision-making process and whether perceived trust plays an intermediate role.

1.2. Objectives of the Study

- Marketing decision-making The goal here is to generally look at what marketing strategies do to decision-making among consumers.
- To determine the effect of perceived trust as the mediator between the choice of marketing strategies and consumer decision-making.
- The purpose of this study is to determine which marketing strategies help to improve consumers' trust and satisfaction.
- To offer suggestions to the SMEs on how to enhance marketing and gain the customers' trust.

1.3. Research Questions

- How do marketing activities impact the pattern of consumer decision-making?
- What is the moderating effect of perceived trust in the relationship between marketing strategies on consumer decision-making?
- That is, which methods of enticing consumers to engage with your Company or brand are cited most often as promoting trust and confidence?
- How can SMEs enhance their marketing mix to satisfy customer needs and enhance satisfaction?

1.4. Research Hypotheses

- H1: Marketing communication, in general, has a substantial influence on consumer decision-making.
- H2: Marketing strategies influence consumer's decisions through perceived trust.
- H3: Marketing strategies elevate perceived trust to a higher level among consumers.
- H4: As highlighted in this paper, firms whose marketing strategies are trust-focused record increased levels of customer satisfaction and profitability among SMEs.

2. Literature Review

Marketing perceived trust is fundamental to building long-term relationships between organizations and customers. It means that trust can be viewed as the confidence a consumer puts in a business to meet its promises, be open and protect customer's interests. In the marketing field, trust has a close statutory coupling with consumer perceptions, brand loyalty and decisions [1]. Some of the studies reveal that trust is built by being ethical and performing the right action consistently. Some of the activities which help include producing quality products, not giving misleading information about products, and being transparent. Consequently, simple, clear and truth-promoting marketing messages encourage consumers' trust and confidence in a particular product, for instance, through great marketing messages. In addition, client-related activities like customized products for purchase or efficient responses to the consumers' needs focus on building the perception of trust [14].

There is enough literature evidence about the intermediary status of trust in marketing communication strategies. Overall, it has been found that trust has a positive impact on perceived risks and uncertainties which people tend to experience concerning their purchase decisions, especially concerning competitive or unknown markets. This mediating role emphasizes trust as the link between marketing communications and consumer satisfaction, loyalty and advocacy [11]. The key components of relationship marketing are based upon investment in long-term instead of short-term communications. These strategies significantly relate to the development of a trusting relationship. For SMEs, as an example, the understanding of trust-oriented strategies can be one of the primary efficiency factors to compete with big organizations. Fellow SMEs know the mirror when they engage in genuine interactions and implement ethical strategies, and people become their customers even with little capital. Hence, pull-perceived trust in marketing not only plays a role in improving customer satisfaction but is also a critical success factor for business continuance and financial viability [18].

Marketing perceived trust is the level of confidence customers have in a firm to meet its obligations to them and protect their welfare. This trust is generated by constantly following best practices, being honest in branding and marketing, and adequately protecting consumer information [15]. Marketplace marketing trust perception plays an important role in consumers' decision-making and loyalty. They work as a means of managing perceived risks, especially in a cutthroat or highly unpredictable market. Consequently, brands that can create trust can leverage more customer loyalty, more word-of-mouth communication

and improved brand equity. Additionally, trust enables segmentation to take place because marketing communication ultimately aims at obtaining a competitive advantage by focusing more on the belief and dependability of products among businesses [16].

Therefore, perceived trust plays an important role in any marketing strategies which are being implemented in the current technological era. With the help of the digital environment, businesses can engage with consumers directly, thus creating techniques to be transparent. Tools like/including reviews & ratings, and customer testimonials aid consumers in judging the reliability of brands [2]. By using social media networks intended for the sharing of genuine, meaningful content and proper disclosure of information, the way trust is built assists prominently. Others include Secure payment gateways, comprehensible and superior data privacy policies, and equally responsive consumer services, all of which relieve and build confidence in consumers, especially in an e-commerce platform [17].

3. Digital Marketing Strategies

All in all, it should be mentioned that the development of digital marketing has shaken the world deeply. The use of digital technology has revolutionized options for how companies can engage with customers and provide a more engaging and engaging experience. In light of these concepts, this literature review looks into digital marketing and its effects on consumer behaviour, especially with regard to personalization, social media, SEO and data analysis [13]. Digital marketing techniques control consumer trust, which is the key factor impacting or determining the decision-making process. Personalized marketing communications increase consumer trust as they provide a message that shows satisfaction with the brand's understanding. Trust is the path that consumers take from marketing communication to purchasing decisions, given the fact that consumers are currently exposed to multiple choices [15].

Optimal business-consumer relations may be created using trust systems like open narration, secure sales channels, and ethical selling methods. Social media marketing plays a great role in consumer behaviour as it creates interactive and engaging media communication. Social media also facilitates a consumption culture within which consumers generate content that builds brands through the contribution of reviews, feedback and shared content [11]. This interactivity also helps consumers to create trust as well as brand identification as different brands become more familiar to them. Further, the mechanisms of social proof on social media platforms like likes, shares, and testimonials fill the psychological parameter of trust, imparting a tremendous impact on consumer buying behaviour. Although social media is an instant way of getting rapid consumer response, it builds brand advocates [16].

Search engine marketing and online advertising are critical to establishing the consumer's awareness of the product and brand importantly, the consumers' consideration stage. The customers of the current generation will mostly rely on the website to get information and learn about brands. Signage techniques of the new world include SEO, PPC, SMM and content marketing, which play a crucial role in creating awareness in the consumer market and assist various enterprises to be visible to a myriad of potential consumers. For instance, when consumers are in search of a product or service, those firms which have optimized their websites through SEO or PPC ad campaigns tend to appear higher on search engine result pages and attract far more consideration from the consumers.

4. Consumer Decision Making

The consumer decision-making process is a multi-stage process which includes some stages: problem recognition, information search, evaluation of alternatives, decision-making process, and post-purchase behaviour. Marketing communication is a process that is quite sensitive to various internal and external marketing stimuli, including personal factors, cultural factors, social factors, and promotional campaigns [9]. Researches also highlight that consumers possess a different buying decision process depending on the degree of involvement and risk the consumer perceives about the purchase. Routine purchases are low involvement and low risk, while high involvement is purchases which need a considerable amount of information search and analysis. We may also note that marketing actions can shape each of these steps by offering relevant information, decreasing perceived risk and building up brand value and credibility [6].

Human attitude, perception and feeling also influence the decision process, as indicated above. These elements of the marketing mix are met by good marketing communication as it supports a brand's messages that are in sympathy with customers' beliefs and provide solutions they desire. For instance, advanced marketing methods like filtered and customized appeals increase consumption and determine consumers' decisions. Furthermore, it is evidenced from the research that through the use of digital platforms, the consumer choice process has been eased by the availability of recommendations, ratings and benchmarking [4]. This has transferred the power to the consumers and the marketers, leaving the institution in a position where trust and transparency are part of the core strategic marketing factors. Any enterprise that thrives in relating to these changing developments is well-placed to shape consumer choices and affect brand prevails [15].

Consumer decision-making can be defined as the phase that people go through when selecting a product and adopting it as their own in order to meet perceived wants. This process typically involves several stages. These are problem recognition, information search, and evaluation of the alternatives, the actual purchase and post-purchase consumer behaviour [19]. Each stage is dependent upon factors, which include the personal beliefs held on the specific product or brand, societal beliefs implanted and endorsed by the Company and external marketing influences. Consumer decision-making is characterized by different levels of danger and different levels of perceived importance of the purchase [7].

It is, hence, important for a business to understand the process of consumer decision-making to best market their product. The information on the consumer decision-making process avails marketers an opportunity to understand the consumer's needs and work towards fulfilling these needs as they go through the decision-making process. Through managing this process, organizations can achieve positive customer attitudes and increase sales and customer loyalty. Further, better decision-making means organizations can predict consumer needs and trends and create products or services that appeal to consumers [7].

5. Theory of Planned Behavior and Elaboration Likelihood Model

Building on the TPB, the following paper aims to describe how and why digital marketing strategies affect consumer decisions, starting with the three fundamental components of attitudes, subjective norms, and perceived behavioural control. Promotional communication initiatives may address consumers' sense of value as far as a particular product or service is concerned, primarily by presenting the benefits and the consumer value system. Reviews, along with influencer endorsements, fit with subjective norms because they back what others' knowledge about the product entails. However, perceived behavioural control as a component of the model is facilitated by available channels of purchasing and friendly platforms through which consumers can easily actualize their intended behaviours. It is demonstrated that when aligned coherently, both technology marketing communication strategies predict both intentions and actual purchase behaviour. At the same time, perceived trust is the crucial mediator in the link between intention and behaviour.



Figure 1: Theoretical framework

The Elaboration Likelihood Model (ELM) explains how digital marketing strategies impact consumer decision-making through two distinct routes of persuasion: the central and the peripheral routes. The central route is concerned with the consumer who systematically analyses or tries to evaluate the advertising appeals and persuasive communication based on argument and proof, such as precise descriptions of products, statements of actual users, or comparisons. On the other hand, the peripheral path targets the consumers who make their decisions based on factors that include a good-looking general picture, reputation or celebrities endorsing a product. Digital marketing campaigns use both planned and unplanned promotional communication strategies to reach out to consumers with differentiated levels of brand involvement. Perceived trust serves as an important antecedent for the two routes, making consumers either fully process the information or experience peripheral cues that influence positive decisions and also the Theoretical model has been Figured in 1.

6. Research Methodology

In this research, we used positivism as our philosophy of research. There was a high level of assumption in this study, and the main method of data collection used was a survey questionnaire that was self-developed. Information was collected by using a cross-sectional survey design, and the participants in the study were employees of the semi-structured organizations to whom the questionnaire was given. The approach utilized in the study was a random sampling technique because it is considered appropriate for this study. To test the reliability and validity of the questionnaire, we normally use the method of pilot testing

before conducting a quantitative analysis. We also used factor loading analysis KMO, and Bartlett tests were also used. The values obtained were reasonably desirable, indicating the usability and reliability of the measures and their compliance with the theoretical foundation of the research.

7. Data Analysis and Interpretation

Table 1 focuses on CDM, DMS and PTM correlations and co-efficient and their connection with each other. The t-ratio of DMS and CDM is 0.050; it shows that there is a very weak positive association, and it can be inferred that strategies that have been adopted in the digital market have nearly zero effect on the consumer decision process (Figures 2 and 3).

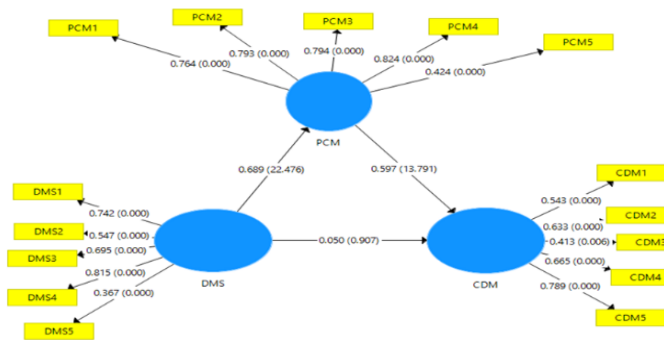


Figure 2: R square

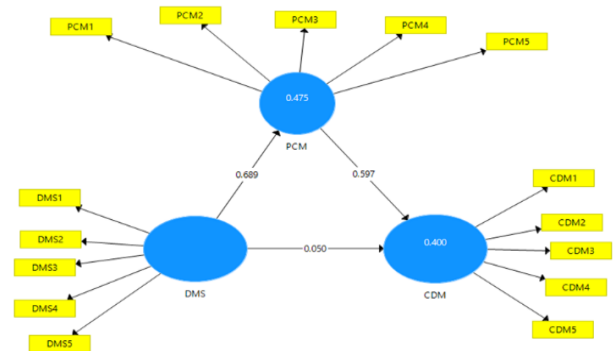


Figure 3: Coefficient

On the other hand, the number of visits is more strongly related to PTM with a coefficient of 0.689, which bears a positive significance, meaning that effective digital marketing can play a big role in increasing perceived trust in marketing. Also, the value of the correlation between CDM and PTM= 0.597, thus implying a moderately strong positive relationship that highlighted that as trust in marketing increases, so does the ability of consumers to make better decisions. All in all, from the Table 1, it means that though DMS has a small direct effect on CDM yet, it has a significant role in developing trust, which in turn assists in consumer decisions.

Table 1: Coefficient table

	CDM	DMS	PCM
CDM			
DMS	0.050		0.689
PCM	0.597		

Table 2 provides insights into the contributions of various indicators to consumer decision-making (CDM), digital marketing strategies (DMS), and perceived trust in marketing (PCM). Among the CDM indicators, CDM5 stands out with the highest correlation of 0.612, indicating it plays a significant role in influencing consumer decisions. Other indicators, such as CDM4, CDM1, and CDM2, show weaker contributions with correlations of 0.296, 0.235, and 0.223, respectively, while CDM3, with a correlation of 0.125, has the least impact on decision-making. In the context of DMS, DMS4 demonstrates the strongest correlation at 0.443, highlighting its effectiveness within digital marketing strategies. DMS1, DMS3, and DMS5 follow with moderate correlations of 0.313, 0.289, and 0.228, respectively, while DMS2, with a correlation of 0.224, shows the weakest impact among the DMS indicators. For PCM, PCM4 emerges as the most influential indicator, with a correlation of 0.304, closely followed by PCM2 and PCM3, both at 0.293. PCM1 has a slightly lower correlation of 0.281, while PCM5, with a correlation of 0.164, exhibits the least contribution to perceived trust in marketing. Overall, the analysis reveals that CDM5, DMS4, and PCM4 are the most impactful indicators within their respective domains, whereas CDM3, DMS2, and PCM5 have relatively weaker influences.

Table 2: Factor Loading

Indicators	CDM	DMS	PCM
CDM1	0.235		
CDM2	0.223		

CDM3	0.125		
CDM4	0.296		
CDM5	0.612		
DMS1		0.313	
DMS2		0.224	
DMS3		0.289	
DMS4		0.443	
DMS5		0.228	
PCM1			0.281
PCM2			0.293
PCM3			0.293
PCM4			0.304
PCM5			0.164

Table 3 assesses the reliability and validity of three constructs: consumer decision-making (CDM), digital marketing strategies (DMS), and perceived trust in marketing (PCM), using metrics like Cronbach's Alpha, rho_A, Composite Reliability, and Average Variance Extracted (AVE). For CDM, Cronbach's Alpha is 0.661, rho_A is 0.762, and Composite Reliability is 0.751, indicating moderate reliability, but the AVE of 0.386 falls below the acceptable threshold of 0.5, suggesting weak convergent validity. Similarly, DMS shows Cronbach's Alpha at 0.640, rho_A at 0.705, and Composite Reliability at 0.777, reflecting slightly higher reliability than CDM; however, its AVE of 0.426 also fails to meet the required standard for convergent validity. In contrast, PCM demonstrates strong reliability and validity, with Cronbach's Alpha at 0.773, rho_A at 0.809, and Composite Reliability at 0.849. Its AVE of 0.541 surpasses the threshold, confirming good convergent validity. Overall, while CDM and DMS show moderate reliability, PCM emerges as the most robust construct in terms of both reliability and validity.

Table 3: Cronbach's alpha

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
CDM	0.661	0.762	0.751	0.386
DMS	0.640	0.705	0.777	0.426
PCM	0.773	0.809	0.849	0.541

Table 4 provides a summary of model fit statistics for both the Saturated Model and the Estimated Model, which yield identical values across all measures. The Standardized Root Mean Square Residual (SRMR) is 0.112, slightly above the commonly accepted threshold of 0.08, suggesting a moderate fit between the model and the data. Both d_ULS (1.506) and d_G (0.357) indicate the discrepancy between the observed and predicted covariance matrices, with lower values generally indicating better fit.

The Chi-Square value of 1783.655 reflects the overall model discrepancy, though it is sensitive to sample size and should be interpreted cautiously. Finally, the Normed Fit Index (NFI) is 0.607, which falls below the recommended threshold of 0.9, indicating that the model has room for improvement in terms of fit quality. Overall, the Table 4 suggests a model that is moderately aligned with the data but requires refinements to achieve a stronger fit.

Table 4: Fit summary

	Saturated Model	Estimated Model
SRMR	0.112	0.112
d_ULS	1.506	1.506
d_G	0.357	0.357
Chi-Square	1783.655	1783.655
NFI	0.607	0.607

Table 5 uses the Fornell-Larcker Criterion to assess discriminant validity among the constructs of consumer decision-making (CDM), digital marketing strategies (DMS), and perceived trust in marketing (PCM). The diagonal values represent the square roots of the Average Variance Extracted (AVE) for each construct: CDM (0.621), DMS (0.653), and PCM (0.735). These values should be higher than the correlations between constructs to confirm discriminant validity.

Table 5: Fornell-Larcker criterion

	CDM	DMS	PCM
CDM	0.621		
DMS	0.462	0.653	
PCM	0.632	0.689	0.735

The off-diagonal values represent the correlations between constructs. The correlation between CDM and DMS is 0.462, between CDM and PCM is 0.632, and between DMS and PCM is 0.689. Since the square root of the AVE for each construct is greater than the correlations with other constructs, discriminant validity is established. This means that each construct is distinct and measures a unique concept, ensuring the reliability of the model in distinguishing between CDM, DMS, and PCM. Table 6 presents the Heterotrait-Monotrait Ratio (HTMT) values, which assess discriminant validity among the constructs of consumer decision-making (CDM), digital marketing strategies (DMS), and perceived trust in marketing (PCM).

Table 6: Heterotrait-Monotrait Ratio (HTMT)

	CDM	DMS	PCM
CDM	1		
DMS	0.630		
PCM	0.712	0.926	1

For CDM and DMS, the HTMT value is 0.630, well below the commonly accepted thresholds of 0.85 or 0.90, indicating strong discriminant validity between these constructs. Similarly, the HTMT value between CDM and PCM is 0.712, confirming that these two constructs are also adequately distinct. However, the HTMT value between DMS and PCM is 0.926, slightly exceeding the stricter threshold of 0.85 but within the more lenient threshold of 0.90, suggesting some overlap between these two constructs. Overall, the results demonstrate sufficient discriminant validity for most construct pairs, though the relationship between DMS and PCM may require further examination to ensure a clearer distinction.

8. Discussion

This study's results present the following implications for consumers and the overall impact of digital marketing strategies. Given the rabid use of technological means for client outreach, such mechanisms as advertisements, outcomes collaboration with influencers, and gamified content are invaluable when it comes to guiding consumer attitudes [5]. According to the data, there is truth in the notion that consumers become more attentive to brands that employ appropriate and personal messaging. The findings also emphasize the relevance of consumer behaviour analysis in cyberspace and the need to adapt promotional strategies to reflect emerging consumer expectations [15]. One of the main contributions of this study is the establishment of perceived trust as the variable through which digital marketing strategies exert an influence over consumer decision-making. The measurable component which unifies the marketing efforts at the core is trust, which is developed through ethical and clear marketing communications [4].

The overall results of the study reflect that benevolence is beneficial, and customers can easily develop the desired favourable purchasing inclination for marketing when strategies seem real and credulous. On the other hand, it can undo even the most elaborate digital marketing initiatives, which underlines the value of trust as a core business agenda [12]. From these observations, important lessons emerge for the marketer, most especially in the wake of constantly evolving and competitive online marketing environments. Perceived trust is established through the commitment to the protection of consumers' data and through the adoption of a standard brand value proposition. When these elements are considered, corporate promoters are able to maximize their internet marketing strategies so as to gain better consumer-brand relations. The present paper suggests the following direction for future research: analyzing the role of trust-building mechanisms in the communicational data-sharing context in connection with the newest tendencies in the digital marketing environment and their characteristics, including Artificial Intelligence and Augmented Reality [9].

9. Conclusion

The study also confirms the critical role which digital marketing tactics play at a time when perceived trust is widely considered to be the primary driver of consumer decisions. Most techniques used in digital experiences, like picture ads, personalized marketing campaigns, and reliance on social media platforms, have also been known to sway the buying decision. Nevertheless,

the study establishes that perceived trust presents a significant moderator that links the observed marketing actions to consumer responses. Transparency, data protection, and continued brand identity make customers have faith in digital marketing, thus improving its uniqueness. In addition, the study shows that for long-term success, marketers are required to place more emphasis on building trust through their online initiatives. If companies seek to keep maladaptive models from escalating and ultimately have positive effects on consumer decisions, the following concerns should be met: Concern about the authenticity of green consumption pledges, Concern about the ethical practices of companies and the sustainability of their consumption appeals. This research enriches the literature review on digital marketing, especially in the context of the modern consumer and provides practical implications for marketers who wish to make sense of trust in the digital space.

9.1. Suggestion and Recommendation

Forcing the effectiveness of digital promoting approaches, these businesses are required to work on the construct of perceived trust in their consumers. This can be achieved by being very careful when dealing with consumers, especially when giving out information, being very keen when it comes to the use of customer data and ensuring that wrong techniques are not used for marketing. Brands should aim to provide relevant and genuine communication which is harmonious with the Company's values to achieve credibility and customer loyalty. Furthermore, incorporating user-credibility, certifications & secure transactions as trust-enhancing themes into online systems can also do more to build confidence. Marketers should also help utilize analytics to understand consumers' preferences to create tailored experiences in marketing while being ethical. Such efforts will also help enhance the ability of consumers to make the right decisions, thus creating a competitive edge when it comes to operations within the digital ecosystem.

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