



The Impact of Pricing, and Product Quality on Purchasing Decisions: Role Digital Marketing as a Moderating

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ABSTRACT

This study attempts to ascertain how factors related to product quality, competitive pricing, and digital marketing affect sales volume and how digital marketing modifies the relationship between sales volume and purchasing decisions at PT Sang Hyang Seri Marketing Branch Riau. In this study, information was gathered from 130 respondents via questionnaires, and SEM was used for analysis. Found that Digital marketing did not show any support when employed as a moderating variable between purchase decisions and sales volume, while all other variables studied had a substantial beneficial effect on purchasing decisions and sales volume, both concurrently and separately.

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INTRODUCTION

In order to meet customer needs, businesses in this digital age face intense competition, particularly in the sales sector. As a result, they must put in more effort to analyze current and future conditions (Vigneshwaran-SR & Mathirajan, 2021). Because customers' needs for products are periodically becoming more varied and sophisticated, particularly since they are more accustomed to internet technology and its ability to update information through e-commerce and other social media platforms (Sopiyan, 2022). In addition to depending on factors like product quality, customer satisfaction, competitive pricing, and consumer purchasing decisions, a company can boost its performance and sales volume by implementing digital marketing strategies. The goal of using online sales methods is to increase customers' reach.

Relevant discussions for this study are indicated by Suchánek, Richter, & Králová (2014) that customer satisfaction and product quality are related to the company's sales volume. Diza, Moniharapon, & Ogi (2016) demonstrates the substantial impact that product quality has on customer satisfaction. Brata, Husani, & Ali (2017), Limpo, Rahim, & Hamzah (2018), Ernawati (2019) demonstrates how price and product quality have a partial and simultaneous influence on purchasing decisions. In the interim, during studies Irfan Rizqullah Ariella (2018) outlined how decisions about what to buy were not significantly influenced by price. Studiesi Suari, Telagawathi, & Yulianthini (2019) that product design has a big impact on people's decisions to buy. Izzuddin & Muhsin (2020) Customer satisfaction is not significantly impacted by the quality of the product. Studies Arianto & Difa (2020) claimed that the influence of both product and service quality on interest in making a purchase is substantial. Studies Lestari, Nasib, Khairani, Handayani, & Martin (2021) that customer satisfaction is significantly and favorably impacted by price. Cesariana, Juliansyah, & Fitriyani (2022) that consumer satisfaction will influence purchase decisions, and that consumers' perceptions of a product's quality will influence those decisions. The company's sales volume is significantly impacted by both purchasing decisions and the quality of its products (Vigneshwaran-SR & Mathirajan, 2021). In order for a product to remain ingrained in customers' minds, businesses must be able to increase the frequency of consumer purchasing decisions by providing high-quality products that have added value.



However, businesses can use digital marketing to reach customers with products in an effort to boost sales or improve overall performance. Relevant discussions for this study are indicated by Smith (2011) that digital marketing can increase the size of the market, attract more clients, and boost sales. Kapoor, Jain, & Prasad (2017) Convenience is the reason behind the paradigm shift from traditional to digital media, which has led to an increase in digital marketing. In study Rita, Oliveira, & Farisa (2019) that there is a statistical relationship between consumer behavior and the quality of electronic services, such as website design, privacy, and taste fulfillment. Romadlon, Marlien, & Widyasari (2020) Trust has a major impact on purchasing decisions, and digital marketing, product quality, and purchasing intentions are all significantly impacted. Aryani (2021) that accessibility and digital marketing services affect customer satisfaction. Studies Lombok & Samadi (2022), Sopiyan (2022) claimed to have a major impact on consumer purchasing decisions from digital marketing. Passive Chamboko-mpotaringa & Tichaawa (2023) demonstrates how digital marketing can influence how consumers behave when making purchases.

According to the summary given above, there is still minimal follow-up regarding sales volume or business performance, and the results only reach purchasing decisions. According to the summary given above, there is still minimal follow-up regarding sales volume or business performance, and the results only reach purchasing decisions. The presented analysis model, where the causal relationship between variables is more complex, is where the current study differs from earlier studies.

LITERATURE REVIEW

According to consumer behavior in purchasing based on economic considerations, an individual's choice of a product is the outcome of deliberate, thoughtful economic calculations, enabling them to select one that will best meet their needs, suit their preferences, and have the highest quality of the desired product (Herispon, 2019).

Quality products are goods that offer consumers significant usefulness and value. While researching Nurfauzi, Taime, Hanafiah, Yusuf, & Asir (2023) It is clarified that an item's quality reflects all of its attributes, which have a substantial impact on its ability to satisfy customer demands. Studies Sujeni, Fachrodji, & Lestari (2022) demonstrates that while product quality can affect decisions to buy, it is also associated with consumer satisfaction. Ibrahim & Thawil (2019) Customer satisfaction and product quality are significantly correlated. Fauzi & Mandala (2019) that client pleasure is greatly enhanced by product innovation, quality, and service. Halim & Iskandar (2019) demonstrates that buying interest is not much impacted by factors such as product quality, price, or competition. Gök, Ersoy, & Börühan (2019) User guide quality's impact on customer satisfaction is mediated by perceived product quality. Wantara & Tambrin (2019) that while pricing and product quality affect customer happiness, loyalty is not significantly impacted by product quality. Lesmana & Ratnasari (2019) that client happiness is positively impacted by both product and service quality. Noranee, Aziz, Anuar, Som, & Shahrudin (2021) that clients prioritize the quality of the product over the quality of the after-sales service. In summary, the degree or level of something being excellent or bad, comprising all the components associated with the goods or services, can be used to determine a product's quality and its capacity to satisfy customers.

A product's measurements or indications, which are as follows, indicate its quality: 1) *Performance* are primary product function requirements that buyers frequently take into account when deciding whether or not to purchase a product. 2) *Feature*, is a feature of a product that gives it an advantage over comparable ones. 3) *Reliability*, pertain to a product's capacity to perform tasks in accordance with requirements and its dependability. 4) *Durability*, is a product's age, or a quantifiable indicator of how long customers can use it. 5) *Conformance to specification*, the degree to which the operational parameters and design adhere to earlier standards. 6) *Aesthetic*, The product's five senses are appealed to by its appealing shape, distinctive design, color, and other features. Thus, the following hypothesis can be deduced: i) Product Quality (PQ) influence Purchase Decision (PD) = H₁. ii) Product Quality (PQ) influence sales volume (SV) via Purchase Decision (PD) = H₂.

Competitive Price; All charges that customers are prepared to pay to possess and use different goods and services are collectively referred to as price. Because prices are based on a variable quantity of goods or services and the attributes of the product that customers use to judge it most frequently, they are subject to rapid change. From studies Harahap, Amanah, & Agustini (2018) demonstrates that buyers choose to

purchase items not just because they are complete but also because they are affordable. Next study Mariansyah & Syarif (2020) demonstrates that price has a favorable impact on customer satisfaction. Price is therefore the primary factor to take into account while selecting goods and services. In addition, price affordability, price parity with quality, price competitiveness (discounts), price parity with benefits, and payment options are all indications of competitive pricing. Thus, the following hypothesis can be deduced: i) Competitive prices (CP) influence purchasing decisions (PD) = H₃. ii) Competitive prices (CP) influence sales volume (SV) via Purchase Decision (PD) = H₄.

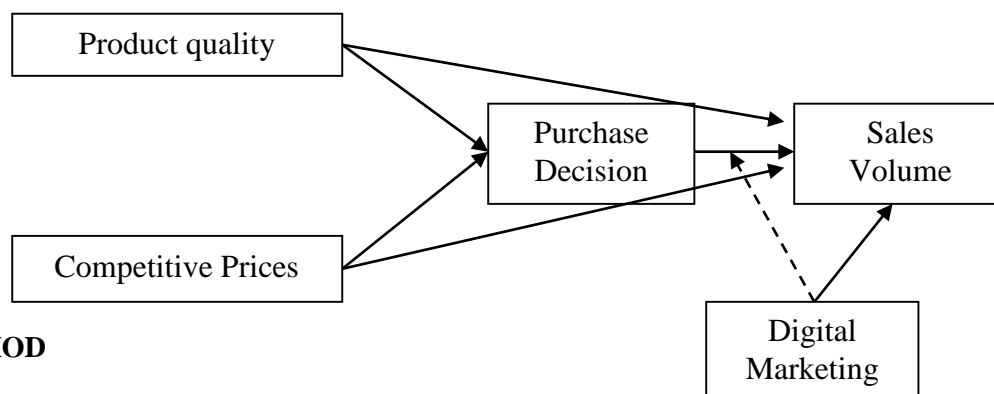
Purchasing decisions; Customers must give their decisions careful thought and take their time because making decisions calls for effort. On the other side, regular purchases are typically boring and indicate a lack of enjoyment. Studies Rivai & Zulfitri (2021) demonstrates how factors such as product quality, perceived price, and customer happiness affect purchase decisions, which must be made at the appropriate moment. While studying Sujeni et al (2022) defend purchases that were affected by the quality of the product. Meanwhile, there are indicators that can be used to make a purchase choice. These include: i) product stability, which indicates that a product's specifications are in line with what customers want. ii) Purchasing a product becomes a habit when it fulfills one's preferences and one becomes enamored with it. iii) offer referrals to others, iv) make more purchases (Suchánek et al., 2014; Lamasi & Santoso, 2022). Thus, the following hypothesis can be deduced: Purchasing decisions (PD) influence sales volume (SV) = H₅.

Sales volume; is a feat that may be quantified by the amount of tangible, volumetric, or monetary units of goods sold. As regards sales volume indicators in the interim, according to Kotler & Keller (2012) involves product quality, price, marketing, and routes of distribution. Price; comprises list of prices, rebates, discounts, and terms of payment. *Promotion*; includes: i) Promotional messages serve as a barometer for the effectiveness of its execution and distribution to the market. ii) The media that businesses employ for promotions is known as promotional media. iii) The duration of the company's promotion is known as the promotion time. *Product quality*; comprises: functionality, features, and product dependability. iv) durability, confirm. *Distribution channel*; actions taken by businesses to deliver items to customers.

Digital marketing; The idea is to use digital means to enlighten customers about the goods, stimulating and pressuring them to purchase it through digital channels. According to Kim & Kim (2004) Digital marketing comes in four flavors: i) Interactive: It can deliver information to customers in an understandable and effective manner; ii) Incentive programs, which are designed to encourage and incentivize customers to make a purchase; iii) Site design, which serves as a company identity by providing a well-designed and respectful website for customers; iv) Cost: Because digital marketing may significantly cut prices, it's an extremely effective advertising strategy. Thus, the following hypothesis can be deduced: i) Digital marketing (DM) influences sales volume (SV) = H₆. ii) Digital marketing (DM) Moderates Purchasing Decisions (PD) on sales volume (SV) = H₇.

Ultimately, businesses need to realize that customer behavior plays a significant role in product sales efforts since they essentially have no idea what customers are thinking prior to, during, and after making a purchase. Consumer purchase decisions are often influenced by factors such as product quality, contentment, pricing, and digital marketing. These factors can then have an impact on the sales volume of the company, indicating the necessity for businesses to take consumer behavior into account. The model used in this study can be seen as follows, based on the literature description provided above:

Figure 1. Research Model



METHOD

Because the population of this study consists of up to 191 clients or sales outlets who will visit the PT. Sang Hyang Seri Riau Marketing Branch in 2022, a field survey is included in the study. An alpha of 5 percent was applied to the Slovin formula to produce a sample of 130 individuals or sales outlets. In the meantime, every object has an equal chance of being analyzed because random sampling is the sampling technique utilized. Data collection technique, This study is categorized as primary research since the information utilized was obtained from respondents' responses to questionnaires that were sent out. Measurements and Variables: In this study, sales volume is the dependent variable, while the independent variables which serve as moderating variables are product quality, competitive prices, purchasing decisions, and digital marketing. A Likert scale with the following levels of agreement: Strongly Disagree = 1, Don't agree = 2, Simply Agree = 3, Agree = 4, Strongly agree = 5 was used to collect data from respondents. (Dawes, 2008; Brown, 2010; Herispon, 2019).

The parameters used are as follows: 52 indicators total 10 for measuring product quality, 11 for measuring competitive prices, 9 for measuring purchasing decisions, 12 for measuring sales volume, and 10 for measuring digital marketing-as indicated by the following table.

Table 1. Variable and Indicators

No	Construct/Variable	Indicators/Dimensions	Items Statement
1	Product quality	1) <i>Performance</i> 2) <i>Feature</i> 3) <i>Reliability</i> 4) <i>Durability</i> 5) <i>Conformance to specification</i> 6) <i>Aesthetic</i>	10
2	Competitive Prices	1) Affordability 2) Price match with quality 3) Price competitiveness (discounts, bonuses) 4) Matching price with benefits 5) Payment method	11
3	Digital Marketing	1) <i>Interactive</i> 2) <i>Incentive programs</i> 3) <i>Site design</i> 4) <i>Cost</i>	10
4	Purchase Decision	1) Steadiness in a product 2) Habits in purchasing products 3) Provide recommendations to others 4) Make a repeat purchase	9
5	Sales Volume	1) Price (Price list, Discount and Payment period) 2) Promotion (Message, Media, Timing) 3) Product quality (Performance, Features, Product reliability) 4) Distribution channels (Distribution, Delivery, Dissemination)	12
Amount			52

Developed for this study

SEM is a data analysis tool that is used to forecast causal correlations that exist between independent and dependent variables. The instrument tests that come next are the validity and reliability tests using Cronbach's Alpha with a 0.60 limit.

Model and Data Analysis: This research hypothesizes that there is a relationship and influence between product quality, customer satisfaction, competitive prices, and purchase decisions on purchasing decisions and sales volume, which is moderated by digital marketing. This is based on the preliminary description and literature review. As a result, this study has six variables total-four independent and two dependent.

RESULT

The information gathered for the study can be displayed, together with the traits of the respondents that were sampled for it: Men: 22% with a frequency of 29 people, women: 78% with a frequency of 101 people; education level: high school 51% with a frequency of 66 people, Diplomas: 25% with a frequency of 33 people, Bachelors: 17% with a frequency of 22 people, Postgraduates: 7% with a frequency of 9 people;

duration of product use: 58% with a frequency of 76 people for the first two years, 20% with a frequency of 26 people for the third to five years, and over 5 years: 22% with a frequency of 28 people.

Following verification that the data is complete, the model fit indices and p-value of the exhibited model are tested. The following outcomes are obtained:

Table 2. Model fit indices and P values

No	Measure of Degree of Match	Acceptable Match Level Limits	The model results obtained	Information
1.	<i>Average Path Coefficient</i> (APC), <i>Average R-Squared</i> (ARS), <i>Average Adjusted R-Squared</i> (AARS)	The APC, ARS, and AARS values must be at P values < 0.05	APC = 0.196 at P value 0.005 ARS = 0.150 at P value 0.020 AARS = 0.127 at P value 0.034	Model Fit
2.	<i>Average Variance Inflation Factor</i> (AVIF) dan <i>Average Full Collinearity VIF</i> (AFVIF)	Accepted if ≤ 5 ; Ideally ≤ 3.3	AVIF = 1.118; AFVIF = 1.073	Model Fit
3.	<i>Tenenhaus GoF</i> (GoF)	≥ 0.1 narrow / small; ≥ 0.25 medium; ≥ 0.36 area	Tenenhaus GoF = 0.260	Model Fit
4	<i>Simpson's paradox ratio</i> (SPR)	≥ 0.70 means 70% or more free from Simpson's paradox instances.	SPR = 1.000	Model Fit
5	<i>R-Squared Contribution Ratio</i> (RSCR)	Accepted if ≥ 0.90 and Ideally = 1	RSCR = 1.000	Model Fit
6	<i>Statistical Suppression Ratio</i> (SSR)	≥ 0.70 means 70% or more free from SSR	SSR = 1.000	Model Fit
7	<i>Nonlinear Bivariate Causality Direction Ratio</i> (NLBCDR)	Accepted if ≥ 0.70	NLBCDR = 1.000	Model Fit
8	<i>R Squared</i> (R ²)	Influence size > 0.67 (strong), > 0.33 (moderate), < 0.19 (weak)	PD = 0.084; SV = 0.216	Weak Strong enough
9	<i>Full Collinearity VIF</i>	Ideally ≤ 3.3	PQ = 1.078; CP = 1.009; DM = 1.032; PD = 1.153; SV = 1.122; DM*PD = 1.045	Multicollinearity Free
10	<i>Prediction relevance</i> (Q-Squared)	Accepted if > is zero	PD = 0.099; SV = 0.220	Strong predictions

Source: SEM output processed data

This indicates that the model proposed in this study can be accepted and moved on to the next analysis, which entails doing validity and reliability tests, with the p-value limits obtained and Composite Reliability, Cronbach's alpha at the limit of 0.60 as follows: The model fit test is conducted concurrently with the results demonstrating that the data meet all the displayed model criteria.

Table 3. Instrument Validity, Composite Reliability, and Cronbach's alpha

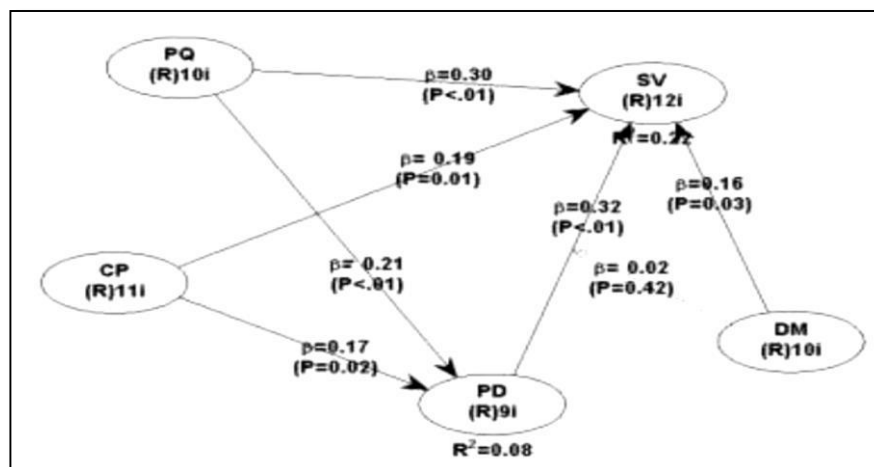
Variable	Item	Loading Factor (LF)	P-Values*	Composite Reliability	Cronbach's alpha	Descript
Product Quality PQ	Q1	0.649	< 0.001	0.775	0.678	Reliable
	Q2	0.527	< 0.001			
	Q3	0.522	< 0.001			
	Q4	0.505	< 0.001			
	Q5	0.418	< 0.001			
	Q6	0.588	< 0.001			
	Q7	0.603	< 0.001			
	Q8	0.431	< 0.001			
	Q9	0.377	< 0.001			
	Q10	0.419	< 0.001			
Competitive Price CP	Q11	0.585	< 0.001	0.857	0.816	Reliable
	Q12	0.622	< 0.001			
	Q13	0.581	< 0.001			
	Q14	0.514	< 0.001			
	Q15	0.641	< 0.001			
	Q16	0.440	< 0.001			
	Q17	0.604	< 0.001			
	Q18	0.574	< 0.001			
	Q19	0.567	< 0.001			
	Q20	0.590	< 0.001			
	Q21	0.602	< 0.001			
Digital Marketing DM	Q22	0.676	< 0.001	0.888	0.860	Reliable
	Q23	0.661	< 0.001			
	Q24	0.647	< 0.001			

	Q25	0.668	< 0.001			
	Q26	0.634	< 0.001			
	Q27	0.703	< 0.001			
	Q28	0.613	< 0.001			
	Q29	0.726	< 0.001			
	Q30	0.664	< 0.001			
	Q31	0.659	< 0.001			
Purchasing Decision PD	Y11	0.485	< 0.001			
	Y12	0.612	< 0.001			
	Y13	0.464	< 0.001			
	Y14	0.548	< 0.001			
	Y15	0.492	< 0.001	0.796	0.712	Reliable
	Y16	0.574	< 0.001			
	Y17	0.686	< 0.001			
	Y18	0.559	< 0.001			
	Y19	0.519	< 0.001			
Sales Volume SV	Y20	0.624	< 0.001			
	Y21	0.582	< 0.001			
	Y22	0.648	< 0.001			
	Y23	0.609	< 0.001			
	Y24	0.672	< 0.001			
	Y25	0.605	< 0.001			
	Y26	0.623	< 0.001	0.856	0.816	Reliable
	Y27	0.525	< 0.001			
	Y28	0.429	< 0.001			
	Y29	0.489	< 0.001			
	Y30	0.566	< 0.001			
	Y31	0.525	< 0.001			

Source: SEM output processed data

The validity test results, composite reliability, Cronbach's alpha, and other data are shown in table 3 above, test results demonstrate that all of the variables utilized exhibit a high degree of dependability because they all exceed the predetermined limitations. Similarly, the data validity test results demonstrate the applicability of the data examined and are acceptable. Next, in accordance with the suggested model, an analysis and test of the direct influence, in this study were conducted as follows:

Figure 2. Direct Path Analysis



The indirect effect or the overall effect of a variable are not depicted in Figure 2. Concurrently, the sum of the values of the two paths direct and indirect influence represents the overall influence and indirect influence of all the variables in this study.

Subsequently, the following table illustrates whether the hypothesis can be accepted or rejected based on the significant limits obtained:

Table 4. Hypotheses Result

Path	Direct Effects			Hypotheses	Descript
	Coefficients	P-value	Effect size		
PQ to PD	0.213	0.006**	0.051	Accepted	Significant
PQ to SV	0.302	<0.001*	0.073	Accepted	Significant
CP to PD	0.169	0.024**	0.034	Accepted	Significant
CP to SV	0.193	0.012**	0.029	Accepted	Significant
PD to SV	0.318	<0.001*	0.083	Accepted	Significant
DM to SV	0.159	0.031**	0.028	Accepted	Significant
DM*PD to SV	0.017	0.423	0.003	Rejected	Not significant

Source: SEM printout results; *)significant at p-value <0,01 **) significant at p-value 0.05

The outcomes seem to have been attained six hypotheses were found to be acceptable based on the results of the hypothesis testing, and one hypothesis was determined to be rejected; the details of this rejection are provided in the discussion section that follows.

DISCUSSION

Examining the Path Coefficients Analysis test results in detail allows us to understand the direct and indirect effects of each path that is formed, specifically:

H₁: Product quality (PQ) significantly and favorably influences purchasing decisions (PD), and it also significantly and favorably influences sales volume (SV). Regarding indirect influence, it may be said that through purchasing decisions (PD), product quality (PQ) significantly and favorably affects sales volume (SV). *H₂:* The hypothesis states that in this condition, there is a significant influence of PQ on PD at a p-value below 5 percent, from PQ to SV at a p-value below 1 percent, and from PQ to SV via PD is acceptable at a p-value below 5 percent. This is because there is conformity and mutual support between the direct influence of the independent variable on the dependent variable. The study's findings validate the research that was done (Sujeni et al., 2022; Nurfauzi et al., 2023).

H₃: Pricing that is competitive (CP) influences purchasing decisions (PD) in a major and good way. It also influences sales volume (SV) in a large and positive way. Regarding indirect influence, it can be observed that competitive prices (CP) significantly and favorably affect sales volume (SV) by way of purchasing decisions (PD). *H₄:* As a result, there is mutual support and conformity between the direct effects of the independent and dependent variables. Accordingly, under these conditions, the hypothesis that CP has a significant influence on PD at a p-value below five percent, that CP influences SV at a p-value below five percent, and that CP influences SV via PD can all be accepted at a p-value below five percent. The results of this study support the study conducted (Harahap et al., 2018; Mariansyah & Syarif, 2020).

H₅: Sales volume (SV) is significantly and favorably impacted by *purchasing decisions* (PD) at a p-value of less than 1%. The study's findings validate the research that was done. Noranee et al (2021) that due to product quality, customer satisfaction, and affordable costs, people buy multiples of the same or other products. Customer purchases will either directly or indirectly impact the company's sales volume or business performance, as stated by Vigneshwaran-SR & Mathirajan (2021) that consumers' happiness and contentment with the things they purchase leads to a rise in business performance or sales volume.

H₆: With a p-value of less than 5%, digital marketing (DM) significantly and favorably affects sales volume (SV); this finding is pertinent to the research. Smith (2011) that digital marketing has the power to broaden the market, attract more clients, and boost revenue. While studying Romadlon, Marlien, & Widyasari (2020), Aryani (2021), Lombok & Samadi (2022) evaluating digital marketing that influences purchases in a favorable way. *H₇:* Using digital marketing as a moderating variable between sales volume and purchase decisions, the study's findings are either ambiguous or statistically insignificant for p-values



greater than 10%. The findings of this investigation conflict with other investigations. Chamboko-mpotaringa & Tichaawa (2023) It demonstrates how digital marketing can influence how consumers behave when making purchases. It is reasonable to infer that the impact of digital marketing on consumer decisions has only reached the decision-making stage-it has not yet extended to the execution or product consumption stages. It can also mean that consumers' demands and interests are taken into account more than digital marketing when making decisions about what to buy.

Finally it can be shown that; The influence of product quality, consumer satisfaction, competitive prices simultaneously is weak on purchasing decisions, namely, equal to 0.08. Meanwhile, the influence of product quality, consumer satisfaction, competitive prices, and purchasing decisions on sales volume simultaneously is quite strong, namely 0.22. Furthermore, all variables are free from multicollinearity.

CONCLUSION

Conclusions from the study conducted indicate that, of the nine hypotheses tested, eight of them demonstrated a positive influence. These include the following: product quality (PQ) has a significant and positive impact on purchasing decisions (PD) and sales volume (SV) through purchasing decisions. The impact of competitive pricing (CP) on purchasing decisions (PD) is noteworthy and advantageous. The impact of competitive price (CP) on sales volume (SV) through purchase decisions is noteworthy and advantageous. The impact of purchasing decisions (PD) on sales volume (SV) is noteworthy and favorable. The impact of digital marketing (DM) on sales volume (SV) is noteworthy and advantageous. The results, however, did not indicate any significance when digital marketing was employed as a moderating variable between sales volume and purchasing decisions. Thus, the study's findings support the notion that, while the indirect path produces negligible effects, the digital marketing variable in the direct path to sales volume has a significant positive influence.

The application of this research for business people or entrepreneurs is that business people or producers must recognize the importance of customers and consumers in their long-term sales efforts. Businesses must anticipate what customers want before, during, and after purchasing a product. This condition will have an impact on the company's sales volume, either directly or indirectly, as a result of trends in product quality, consumer satisfaction, competitive pricing, and digital marketing.

Appendix

Variable	Item
Product quality	The company provides food and non-food products
	The products sold are durable/non-durable products
	The product is easy to use / consume
	Products are easy to obtain/obtain
	The products sold are in accordance with consumer tastes
	There are quite a lot of products sold
	The product is packaged with an attractive design
	Products sold are always kept clean/from damage
	The quality of the products sold is guaranteed
	Products sold can be stored and used directly
Competitive Prices	Prices are calculated according to consumer capabilities
	Prices are given according to the consumer's ability to pay
	The price paid by consumers depends on the type of product
	The price paid by consumers is based on the number of products
	Product replacement is provided during the transaction, if the product is damaged
	Discounts are given to consumers
	Consumers do not feel at a loss after buying the product
	There is no element of fraud in product sales
	Payment can be made in cash

Buying decision	Payment can be made via mobile application
	Payment can be made using a debit or credit card
	Consumers buy products according to the price given
	Purchase products according to user tastes
	Consumers can buy by indenting
	Loyal consumers do not buy products that do not suit their taste
	Products that meet expectations make consumers happy
	Happy consumers will tell their friends
	Consumers make repeat purchases
	Happy consumers will shop at the same place
Sales Volume	You can postpone your purchase if you haven't found the product yet
	Product sales are related to the price offered
	Product sales are related to the discounts given
	Sales are related to the method of payment
	Product promotion can be done by word of mouth by consumers
	Product promotions can be carried out via social media by companies
	Promotion of products at special times/dorprices by the company
	Quality products provide complete information
	Quality products seen from the design and models displayed
	Quality products are seen from their taste and durability
Digital Marketing	Products that have been purchased can be taken directly by consumers
	Purchased products can be delivered directly to the consumer's location
	Products can be ordered without having to come to the company
	Limited communication between consumers and sellers/producers
	Communication only via social media / social media
	Purchases can be made without shipping costs / free shipping
	Purchases can be paid on the spot / COD
	Cashback can be given at a certain nominal value limit
	Increase the company's sales volume through social media
	Can expand and reach marketing areas
	Can increase the number of customers / consumers
	Companies can save marketing costs
	Marketing is done in a very small space/place

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