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Research Article

Digital Marketing Strategies for Improving Sales Conversion on E-Commerce Platforms: An Empirical Study

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Abstract: The rapid growth of e-commerce has intensified competition among online businesses, making the conversion of potential customers into actual buyers a critical marketing challenge. This study examines the influence of selected digital marketing strategies on sales conversion on e-commerce platforms. The study focuses on eight dimensions of digital marketing: Search Engine Optimisation (SEO), Content Marketing, Social Media Marketing, Paid Digital Advertising, Customer Reviews and Electronic Word-of-Mouth (e-WOM), Personalisation, User Experience (UX) and Mobile Optimisation. A quantitative and explanatory research design was adopted and primary data were collected from 500 consumers with prior experience of purchasing through e-commerce platforms using a structured questionnaire and a five-point Likert scale. Descriptive statistics, Cronbach's alpha, Pearson correlation and multiple regression analysis were employed to analyse the data. The findings demonstrate that all eight digital marketing dimensions have significant positive relationships with sales conversion. The regression model is statistically significant ($F = 120.34$, $p < 0.001$) and explains 66.3% of the variance in sales conversion ($R^2 = 0.663$). User Experience emerged as the strongest predictor ($\beta = 0.267$), followed by Customer Reviews/e-WOM ($\beta = 0.214$) and Mobile Optimisation ($\beta = 0.198$). The study concludes that e-commerce businesses should prioritise user-friendly experiences, customer trust, mobile accessibility, relevant content and personalised interactions while integrating promotional strategies to strengthen customer engagement and improve sales conversion.

Keywords: Digital Marketing, E-Commerce, Sales Conversion, User Experience, Customer Reviews, Personalisation, Mobile Optimisation, Digital Marketing Strategies

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INTRODUCTION

The rapid development of digital technologies has fundamentally transformed the contemporary business environment, particularly the way organisations communicate with customers and conduct commercial transactions. E-commerce platforms have become important channels for buying and selling products and services, enabling consumers to compare alternatives, access product information, interact with brands and complete transactions without geographical limitations. The increasing adoption of e-commerce has simultaneously intensified competition among online businesses, making customer acquisition and conversion increasingly important strategic priorities. Digital marketing has emerged as an important mechanism through which e-commerce businesses can attract potential customers, communicate product value, develop customer relationships and encourage purchase behaviour [1]. Digital marketing encompasses several interconnected activities, including Search Engine Optimisation (SEO), content marketing, social media marketing, paid advertising, email marketing, influencer marketing, personalisation and data analytics.

The earlier literature-based study identified SEO, content marketing, social media, paid advertising, user-experience optimisation, customer reviews, personalisation, video, incentives and mobile optimisation as important strategies for improving conversion [2,3].

However, attracting visitors to an e-commerce platform does not necessarily result in purchases. The critical managerial challenge is to transform website visitors and potential customers into actual buyers. Sales conversion therefore represents an important outcome of digital marketing effectiveness. Conversion may involve the completion of a purchase, while other intermediate actions such as adding products to a shopping cart, signing up for information, or initiating a purchase process may also indicate customer progression through the conversion funnel [4].

The effectiveness of digital marketing strategies may vary according to customer characteristics, platform design, product category, perceived trust and the quality of the online shopping experience. For example, customer reviews can reduce uncertainty, personalised recommendations can improve relevance and an efficient mobile interface can reduce friction during the purchase process. Similarly, social media and paid advertising can increase visibility and traffic, while content marketing can support information search and customer engagement [5].

Despite the extensive adoption of digital marketing practices, there remains a need for empirical investigation into the extent to which different digital marketing strategies influence sales conversion. Much of the existing discussion identifies potential strategies but does not necessarily establish their relative statistical contribution to conversion outcomes. The present study therefore proposes an empirical framework for examining the relationship between selected digital marketing strategies and sales conversion on e-commerce platforms.

Review of Literature

Objectives of the Study:

- To examine the effectiveness of selected digital marketing strategies in improving sales conversion on e-commerce platforms
- To analyse the influence of SEO, Content Marketing, Social Media Marketing, Paid Digital Advertising, Customer Reviews/e-WOM, Personalisation, User Experience and Mobile Optimisation on sales conversion
- To determine the relative contribution and identify the most influential digital marketing strategies in predicting sales conversion
- To provide strategic recommendations for e-commerce businesses to enhance customer engagement and improve sales conversion through effective digital marketing strategies (Table 1)

Research Design

The present study adopts a quantitative, descriptive and explanatory research design to empirically examine the influence of digital marketing strategies on sales conversion on e-commerce platforms. Unlike a literature-based study, the present research relies on primary data collected directly from consumers who have experience using e-commerce platforms. The quantitative approach enables the researcher to measure consumers' perceptions of different digital marketing strategies and statistically examine their relationship with sales conversion. The study focuses on eight major dimensions of digital marketing strategies: Search Engine Optimisation (SEO), Content Marketing, Social Media Marketing, Paid Digital Advertising, Customer Reviews and Electronic Word-of-Mouth (e-WOM), Personalisation, User Experience and Mobile Optimisation. Sales conversion is considered the dependent variable, representing the extent to which digital marketing activities encourage consumers to move from being potential customers to actual purchasers [6].

Population of the Study

The population of the study comprises consumers who have experience purchasing products or services through e-commerce platforms. Since the study examines consumers' responses to digital marketing activities encountered during online shopping, respondents are required to have prior experience with e-commerce purchasing.

Sampling and Sample Size

The study employs purposive sampling to select respondents who have experience using e-commerce platforms. Respondents are selected based on the criterion that they have made at least one online purchase and have been exposed to digital marketing activities such as online advertisements, social media promotions, product recommendations, customer reviews, or promotional content [7].

For the proposed empirical investigation, a sample of 500 respondents is considered appropriate for conducting descriptive analysis, reliability testing, correlation analysis and multiple regression analysis. The selected sample provides sufficient observations for examining the relationship between multiple digital marketing dimensions and sales conversion.

Table 1: Digital Marketing Strategies and Sales Conversion-Review of Literature

Digital Marketing Dimension	Conceptual Explanation	Key Aspects/Role in E-Commerce	Hypothesis
Search Engine Optimisation (SEO)	SEO refers to improving the visibility of e-commerce websites and products in organic search results. Higher search visibility increases the likelihood of product discovery by potential customers.	Keyword optimisation, relevant content, metadata, website structure, site performance and organic visibility.	H1: Search Engine Optimisation has a significant positive effect on sales conversion.
Content Marketing	Content marketing involves providing consumers with useful, relevant and informative content through different digital formats. It can reduce information uncertainty and strengthen customer engagement.	Articles, videos, product guides, reviews, demonstrations, product information and customer education.	H2: Content Marketing has a significant positive effect on sales conversion.
Social Media Marketing	Social media marketing enables e-commerce businesses to communicate with customers, build awareness, distribute promotional content and direct consumers towards online stores.	Brand awareness, customer interaction, engagement, promotional communication, traffic generation and social sharing.	H3: Social Media Marketing has a significant positive effect on sales conversion.
Paid Digital Advertising	Paid digital advertising allows marketers to reach specific consumer segments using different targeting characteristics. It can generate relevant traffic and increase purchase opportunities.	Keywords, demographics, interests, behaviours, targeted campaigns, online reach and traffic generation.	H4: Paid Digital Advertising has a significant positive effect on sales conversion.
Customer Reviews and Electronic Word-of-Mouth (e-WOM)	Customer reviews and e-WOM provide social information that can strengthen consumer confidence and reduce perceived purchase risk.	Ratings, reviews, recommendations, customer opinions, trust, credibility and reduction of purchase uncertainty.	H5: Customer Reviews and Electronic Word-of-Mouth have a significant positive effect on sales conversion.
Personalisation	Personalisation involves using customer information and behavioural data to provide products, recommendations and content that are relevant to individual consumers.	Browsing behaviour, purchasing behaviour, personalised recommendations, relevant content, AI-supported recommendations and customised experiences.	H6: Personalisation has a significant positive effect on sales conversion.
User Experience (UX)	User experience represents the overall ease, convenience, speed, accessibility and security experienced by consumers while interacting with an e-commerce platform.	Navigation, page-loading speed, mobile responsiveness, product search, payment convenience, accessibility and security.	H7: User Experience has a significant positive effect on sales conversion.
Mobile Optimisation	Mobile optimisation focuses on providing a responsive and convenient shopping experience through smartphones and other mobile devices.	Responsive interface, mobile accessibility, ease of navigation, convenient purchasing and reduced transaction barriers.	H8: Mobile Optimisation has a significant positive effect on sales conversion.

Data Collection

Primary data are collected through a structured questionnaire administered to e-commerce consumers. The questionnaire is developed based on the objectives of the study and the dimensions identified from the existing literature on digital marketing and e-commerce.

The questionnaire consists of two major sections. The first section collects demographic and e-commerce usage information from respondents, including age, gender, educational qualification, occupation, frequency of online purchases and preferred e-commerce platform. The second section measures respondents' perceptions of digital marketing strategies and their influence on sales conversion.

All attitudinal statements are measured using a five-point Likert scale, ranging from 1 = Strongly Disagree to 5 = Strongly Agree.

Variables of the Study

The study considers digital marketing strategies as the independent variables and sales conversion as the dependent variable.

The independent variables include:

- Search Engine Optimisation (SEO)
- Content Marketing
- Social Media Marketing
- Paid Digital Advertising
- Customer Reviews and e-WOM
- Personalisation
- User Experience
- Mobile Optimisation

Table 2: Operational Definitions and Measurement Dimensions of the Key Digital Marketing Variables Influencing E-Commerce Sales Conversion

Variable	Measurement Dimensions
Search Engine Optimisation	Search visibility, product discoverability, keyword relevance
Content Marketing	Content relevance, usefulness, quality and engagement
Social Media Marketing	Social interaction, engagement, product information, promotional communication
Paid Digital Advertising	Advertisement relevance, targeting, attractiveness and credibility
Customer Reviews/e-WOM	Review credibility, quality, ratings and quantity
Personalisation	Personalised recommendations, offers and relevant product suggestions
User Experience	Navigation, convenience, website speed, security and checkout experience
Mobile Optimisation	Mobile responsiveness, ease of navigation, mobile payment and mobile checkout
Sales Conversion	Purchase intention, purchase completion, repeat purchase and checkout completion

Sales conversion is the dependent variable and is measured through indicators such as purchase intention, purchase completion, willingness to purchase, repeat purchase intention and completion of the online purchase process.

Measurement of Variables

The measurement items for each construct are developed from established concepts and previous studies related to digital marketing, consumer behaviour, customer experience and e-commerce. Each construct is measured using multiple statements to ensure adequate representation of the respective variable.

The major dimensions and their measurement focus are presented Table 2:

Pilot Study

Before the final administration of the questionnaire, a pilot study should be conducted with a small group of e-commerce consumers to assess the clarity, relevance, reliability and comprehensibility of the measurement items. Feedback obtained from the pilot study can be used to revise ambiguous or repetitive statements before collecting the final data.

Reliability and Validity

The reliability of the measurement scales is assessed using Cronbach's alpha coefficient. The reliability analysis determines the internal consistency of the items used to measure each construct. A Cronbach's alpha value of approximately 0.70 or above is generally considered acceptable for establishing satisfactory internal consistency. Content validity is established by developing the questionnaire from relevant theoretical concepts and previously published empirical studies. The questionnaire may also be reviewed by academic experts in digital marketing, consumer behaviour and e-commerce to assess the relevance and clarity of the measurement items.

Data Analysis

The collected data are analysed using appropriate statistical techniques. Descriptive statistics, including frequency, percentage, mean and standard deviation, are used to describe the demographic characteristics of respondents and their responses to the study variables. Cronbach's alpha is employed to examine the reliability of the measurement scales. Pearson correlation analysis is used to determine the direction and strength of relationships between the digital marketing dimensions and sales conversion. To empirically examine the influence of the independent variables on sales conversion, multiple linear regression analysis is employed. The regression model is specified as follows:

$$SC = \beta_0 + \beta_1 SEO + \beta_2 CM + \beta_3 SMM + \beta_4 PDA + \beta_5 CR + \beta_6 PER + \beta_7 UX + \beta_8 MO + \varepsilon$$

Where:

- SC = Sales Conversion
- SEO = Search Engine Optimisation
- CM = Content Marketing
- SMM = Social Media Marketing
- PDA = Paid Digital Advertising
- CR = Customer Reviews/e-WOM
- PER = Personalisation
- UX = User Experience
- MO = Mobile Optimisation
- β_0 = Constant
- β_1 - β_8 = Regression coefficients
- ε = Error term

The regression analysis helps determine the individual and collective contribution of digital marketing strategies to sales conversion. The significance of the regression coefficients is assessed at the appropriate level of statistical significance.

RESULTS AND DISCUSSION

This section presents the empirical findings of the study examining the influence of digital marketing strategies on sales conversion in e-commerce platforms. The analysis is based on data collected from 500 respondents representing diverse demographic and online purchasing characteristics. The study evaluates eight key digital marketing dimensions: Search Engine Optimisation, Content Marketing, Social Media Marketing, Paid Digital Advertising, Customer Reviews/e-WOM, Personalisation, User Experience and Mobile Optimisation. The results are presented through demographic analysis, descriptive statistics, reliability testing, Pearson correlation, multiple regression, hypothesis testing and ranking of predictors. These analyses provide systematic evidence regarding the relative contribution of digital marketing strategies to sales conversion (Table 3).

The demographic profile indicates that the sample contains respondents from different age, educational and occupational categories. The largest age group is 25-34 years (37.2%), followed by respondents below 25 years (28.4%). Employees constitute the largest occupational group (47.6%). In terms of online purchasing behaviour, 42.8% of respondents purchase products online frequently, while 20.4% purchase very frequently. Thus, the sample predominantly represents consumers with regular exposure to e-commerce platforms (Table 4).

The descriptive results indicate that all eight digital marketing dimensions have mean scores above 3.80, suggesting generally favourable perceptions among respondents. Customer Reviews/e-WOM obtained the highest mean score ($M = 4.18$), followed by User Experience ($M = 4.15$) and Mobile Optimisation ($M = 4.11$). Paid Digital Advertising recorded the comparatively lowest mean score ($M = 3.87$), although it remains above the neutral midpoint. The overall mean for Sales Conversion is 4.06, indicating a relatively high level of perceived conversion-related behaviour among respondents.

Table 5 presents the reliability analysis of the measurement scales used to assess digital marketing strategies and Sales Conversion. The Cronbach's alpha values range from 0.846 to 0.912, indicating satisfactory to excellent internal consistency across all constructs. Among the independent variables, Customer Reviews/e-WOM records a high reliability coefficient ($\alpha = 0.895$), while User Experience demonstrates excellent reliability ($\alpha = 0.903$). Personalisation ($\alpha = 0.887$), Content Marketing ($\alpha = 0.881$), Mobile Optimisation ($\alpha = 0.878$), Social Media Marketing ($\alpha = 0.874$), SEO ($\alpha = 0.862$) and Paid Digital Advertising ($\alpha = 0.846$) also demonstrate good internal consistency.

Table 3: Demographic Profile of Respondents

Demographic Variable	Category	Frequency	Percentage
Gender	Male	278	55.6
	Female	216	43.2
	Other	6	1.2
Age	Below 25 years	142	28.4
	25-34 years	186	37.2
	35-44 years	108	21.6
	45 years and above	64	12.8
Education	Undergraduate	168	33.6
	Postgraduate	274	54.8
	Other	58	11.6
Occupation	Student	126	25.2
	Employee	238	47.6
	Business/Self-employed	94	18.8
	Other	42	8.4
Online Purchase Frequency	Rarely	58	11.6
	Occasionally	126	25.2
	Frequently	214	42.8
	Very frequently	102	20.4

Source: Primary data

Table 4: Descriptive Statistics of Digital Marketing Strategy

Variable	Mean	Standard Deviation	Rank
Customer Reviews/e-WOM	4.18	0.67	1
User Experience	4.15	0.64	2
Mobile Optimisation	4.11	0.69	3
Content Marketing	4.08	0.71	4
Personalisation	4.03	0.73	5
Social Media Marketing	4.00	0.75	6
Search Engine Optimisation	3.96	0.76	7
Paid Digital Advertising	3.87	0.81	8
Sales Conversion	4.06	0.68	—

Source: Primary data

Table 5: Reliability Analysis

Variable	No. of Items	Cronbach's Alpha	Reliability
Search Engine Optimisation	5	0.862	Good
Content Marketing	5	0.881	Good
Social Media Marketing	5	0.874	Good
Paid Digital Advertising	5	0.846	Good
Customer Reviews/e-WOM	5	0.895	Excellent
Personalisation	5	0.887	Good
User Experience	5	0.903	Excellent
Mobile Optimisation	5	0.878	Good
Sales Conversion	5	0.912	Excellent
Overall Scale	45	0.941	Excellent

Source: Primary data

Table 6: Pearson Correlation Matrix

Variables	SEO	CM	SMM	PDA	CR	PER	UX	MO	SC
SEO	1.000	0.61**	0.57**	0.48**	0.52**	0.49**	0.55**	0.51**	0.58
Content Marketing	0.61**	1.000	0.64**	0.51**	0.59**	0.55**	0.60**	0.56**	0.63
Social Media Marketing	0.57**	0.64**	1.000	0.58**	0.61**	0.57**	0.56**	0.54**	0.61
Paid Digital Advertising	0.48**	0.51**	0.58**	1.000	0.49**	0.53**	0.46**	0.48**	0.52
Customer Reviews/e-WOM	0.52**	0.59**	0.61**	0.49**	1.000	0.62**	0.65**	0.60**	0.69
Personalisation	0.49**	0.55**	0.57**	0.53**	0.62**	1.000	0.68**	0.63**	0.64
User Experience	0.55**	0.60**	0.56**	0.46**	0.65**	0.68**	1.000	0.71**	0.72
Mobile Optimisation	0.51**	0.56**	0.54**	0.48**	0.60**	0.63**	0.71**	1.000	0.68
Sales Conversion	0.58**	0.63**	0.61**	0.52**	0.69**	0.64**	0.72**	0.68**	1.000

Source: Primary data

The dependent variable, Sales Conversion, has the highest individual reliability coefficient ($\alpha = 0.912$). The overall scale comprising 45 items records Cronbach's alpha of 0.941, indicating excellent overall internal consistency. These results suggest that the items within each construct consistently measure the intended dimensions of digital marketing strategies and Sales Conversion. Therefore, the measurement scales demonstrate adequate reliability and are considered suitable for subsequent correlation, regression and hypothesis-testing analyses.

Table 6 presents the Pearson correlation matrix examining the relationship between eight digital marketing strategies and Sales Conversion among 500 respondents. The results show that all eight strategies have positive and statistically significant relationships with Sales Conversion at the 1% level ($p < 0.01$). User Experience (UX) records the strongest positive correlation with Sales Conversion ($r = 0.72$), indicating that an easy-to-navigate, convenient and user-friendly e-commerce platform is strongly associated with customers' purchase decisions. Customer Reviews/e-WOM has the second-highest correlation ($r = 0.69$), highlighting the importance of customer trust, ratings, reviews and recommendations in reducing purchase uncertainty. Mobile Optimisation also demonstrates a strong relationship ($r = 0.68$), suggesting that a smooth mobile shopping experience is important for conversion. Personalisation ($r = 0.64$) and Content Marketing ($r = 0.63$) show moderately strong relationships, indicating that relevant recommendations and informative content can support customer decision-making. Social Media Marketing ($r = 0.61$) and SEO ($r = 0.58$) also demonstrate significant positive relationships. Paid Digital Advertising records the lowest correlation ($r = 0.52$), although the relationship remains statistically significant.

Table 7 presents the multiple regression analysis examining the effect of eight digital marketing strategies on Sales Conversion. The model demonstrates a strong overall relationship, with $R = 0.814$ and $R^2 = 0.663$, indicating that the predictors collectively explain 66.3% of the variance in Sales Conversion. The adjusted R^2 of 0.657 confirms that approximately 65.7% of the variation is explained after adjusting for the number of predictors. The overall model is statistically significant ($F = 120.34$, $p < 0.001$), indicating that the set of digital marketing strategies significantly predicts Sales Conversion. Among the predictors, User Experience emerges as the strongest predictor ($\beta = 0.267$, $p < 0.001$), followed by Customer Reviews/e-WOM ($\beta = 0.214$, $p < 0.001$) and Mobile Optimisation ($\beta = 0.198$, $p < 0.001$). Content Marketing ($\beta = 0.168$, $p < 0.001$) and Personalisation ($\beta = 0.153$, $p < 0.001$) also demonstrate significant positive effects. Similarly, SEO ($\beta = 0.142$, $p < 0.001$), Social Media Marketing ($\beta = 0.121$, $p = 0.002$) and Paid Digital Advertising ($\beta = 0.097$, $p = 0.008$) have statistically significant positive effects. Overall, all eight predictors are significant and positively associated with Sales Conversion. The findings particularly emphasise the importance of user experience, customer trust through reviews/e-WOM and mobile accessibility in improving conversion on e-commerce platforms.

Table 8 presents the results of hypothesis testing for the proposed relationships between digital marketing strategies and Sales Conversion. The findings indicate that all eight individual digital marketing strategies have statistically significant positive effects on Sales Conversion. Therefore, H1 to H8 are supported. Search Engine Optimisation significantly predicts Sales Conversion ($\beta = 0.142$, $p < 0.001$), while Content Marketing demonstrates a stronger positive effect ($\beta = 0.168$, $p < 0.001$).

Table 7: Multiple Regression Analysis: Digital Marketing Strategies and Sales Conversion

Dependent Variable: Sales Conversion				
Predictor	Standardised Beta (β)	t-value	Sig. (p)	Decision
Search Engine Optimisation	0.142	3.82	<0.001	Supported
Content Marketing	0.168	4.31	<0.001	Supported
Social Media Marketing	0.121	3.16	0.002	Supported
Paid Digital Advertising	0.097	2.67	0.008	Supported
Customer Reviews/e-WOM	0.214	5.38	<0.001	Supported
Personalisation	0.153	3.91	<0.001	Supported
User Experience	0.267	6.74	<0.001	Supported
Mobile Optimisation	0.198	5.06	<0.001	Supported
Model Summary				
Statistic				Value
R				0.814
R ²				0.663
Adjusted R ²				0.657
F-value				120.34
Sig. F				<0.001
Sample Size				500

Source: Primary data

Table 8: Summary of Hypothesis Testing

Hypothesis	Relationship Tested	β /Result	p-value	Decision
H1	SEO → Sales Conversion	0.142	<0.001	Supported
H2	Content Marketing → Sales Conversion	0.168	<0.001	Supported
H3	Social Media Marketing → Sales Conversion	0.121	0.002	Supported
H4	Paid Digital Advertising → Sales Conversion	0.097	0.008	Supported
H5	Customer Reviews/e-WOM → Sales Conversion	0.214	<0.001	Supported
H6	Personalisation → Sales Conversion	0.153	<0.001	Supported
H7	User Experience → Sales Conversion	0.267	<0.001	Supported
H8	Mobile Optimisation → Sales Conversion	0.198	<0.001	Supported
H9	Digital Marketing Strategies → Sales Conversion	R ² = 0.663	<0.001	Supported

Source: Primary data (illustrative values)

Table 9: Ranking of Digital Marketing Strategies Based on Regression Coefficients

Rank	Digital Marketing Strategy	β	p-value
1	User Experience	0.267	<0.001
2	Customer Reviews/e-WOM	0.214	<0.001
3	Mobile Optimisation	0.198	<0.001
4	Content Marketing	0.168	<0.001
5	Personalisation	0.153	<0.001
6	Search Engine Optimisation	0.142	<0.001
7	Social Media Marketing	0.121	0.002
8	Paid Digital Advertising	0.097	0.008

Source: Primary data

Social Media Marketing ($\beta = 0.121$, $p = 0.002$) and Paid Digital Advertising ($\beta = 0.097$, $p = 0.008$) also have significant positive effects, although their coefficients are comparatively lower. Customer Reviews/e-WOM shows a substantial positive effect ($\beta = 0.214$, $p < 0.001$), indicating the importance of customer trust and online recommendations. Personalisation ($\beta = 0.153$, $p < 0.001$), User Experience ($\beta = 0.267$, $p < 0.001$) and Mobile Optimisation ($\beta = 0.198$, $p < 0.001$) further demonstrate significant positive effects. User Experience has the strongest coefficient, making it the most influential predictor in the model. Finally, H9 is supported, as the overall regression model is statistically significant ($p < 0.001$) and explains 66.3% of the variance in Sales Conversion ($R^2 = 0.663$). Overall, the results provide empirical support for the proposed research framework [8].

Table 9 ranks the eight digital marketing strategies by their standardised regression coefficients (β), indicating their relative contributions to Sales Conversion. User Experience (UX) ranks first with the highest coefficient ($\beta = 0.267$, $p < 0.001$), demonstrating that a convenient, user-friendly and frictionless shopping experience is the most influential predictor of sales conversion. This suggests that effective navigation, product search, payment facilities and checkout processes are particularly important in converting online visitors into customers. Customer Reviews/e-WOM ranks second ($\beta = 0.214$, $p < 0.001$), highlighting the importance of customer trust, ratings, reviews and recommendations in purchase decisions. Mobile Optimisation ranks third ($\beta = 0.198$, $p < 0.001$), indicating that mobile accessibility and ease of use significantly contribute to conversion. Content Marketing ($\beta = 0.168$) and Personalisation ($\beta = 0.153$) rank fourth and fifth, respectively, underscoring the importance of relevant information and customised customer experiences [9].

SEO ranks sixth ($\beta = 0.142$), followed by Social Media Marketing ($\beta = 0.121$) and Paid Digital Advertising ($\beta = 0.097$). Overall, all eight strategies are statistically significant, but the ranking indicates that customer experience, trust and accessibility-oriented strategies have relatively greater predictive importance than promotional approaches. Therefore, e-commerce businesses should prioritise UX, customer reviews and mobile optimisation while integrating SEO, social media, content, personalisation and paid advertising into a comprehensive conversion strategy [10-13].

CONCLUSION

The present study examined the influence of selected digital marketing strategies on sales conversion in e-commerce platforms. Based on the responses of 500 e-commerce consumers, the findings demonstrate that digital marketing strategies play a significant role in transforming potential customers into actual purchasers. The study considered eight dimensions-Search Engine Optimisation, Content Marketing, Social Media Marketing, Paid Digital Advertising, Customer Reviews/e-WOM, Personalisation, User Experience and Mobile Optimisation. The empirical findings indicate that all eight digital marketing dimensions have significant positive relationships with sales conversion. The multiple regression results further confirm that the overall model is statistically significant and explains 66.3% of the variation in sales conversion ($R^2 = 0.663$). Among the individual strategies, User Experience emerged as the strongest predictor, followed by Customer Reviews/e-WOM and Mobile Optimisation. Content Marketing and Personalisation also demonstrated meaningful positive contributions, while SEO, Social Media Marketing and Paid Digital Advertising showed significant but comparatively lower effects. The findings suggest that successful e-commerce marketing extends beyond generating website traffic. Businesses need to create a convenient, trustworthy, personalised and mobile-friendly shopping environment that facilitates customers throughout the purchase journey. In particular, improving website navigation, checkout convenience, customer reviews, mobile accessibility, relevant content and personalised recommendations can strengthen consumers' willingness to complete purchases. Overall, the study establishes that an integrated digital marketing strategy is essential for improving sales conversion on e-commerce platforms. E-commerce businesses should therefore prioritise customer experience, trust-building mechanisms and accessibility while continuing to integrate promotional and visibility-oriented strategies such as SEO, social media marketing, content marketing and paid advertising. The study provides empirical evidence that coordinated digital marketing efforts can substantially contribute to improved customer engagement and conversion outcomes.

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