

THE EFFECT OF DIGITAL MARKETING INNOVATION AND BRAND TRUST ON CONSUMER PURCHASE INTENTION

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Abstract

This study aims to analyze the influence of digital marketing innovation and brand trust on consumer purchase intention based on previous research results. The study uses the Systematic Literature Review (SLR) method by following PRISMA steps. Literature was obtained through Google Scholar using keywords related to digital marketing, digital marketing innovation, brand trust, and purchase intention, with a publication range of 2021–2026. Articles were selected based on topic relevance, variables, objects, and information feasibility until relevant articles were obtained for narrative and thematic analysis. The review results show that digital marketing innovation, Especially through content marketing and social media marketing, it tends to increase consumer attention and purchase interest. Trust and brand image also play an important role because they can strengthen consumer confidence and act as a bridge between digital marketing activities and purchase interest. In addition, price, product quality, and economic conditions can either strengthen or weaken consumer interest. These findings show that digital strategies will be more effective if supported by credible communication, product quality, and building brand trust.

Keywords:

digital marketing, marketing innovation, brand trust, brand image, consumer purchase interest, Systematic Literature Review (SLR).

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INTRODUCTION

In today's era of globalization and the development of a modern world, communication has become an important necessity for everyone (Sumatriani *et al.*, 2025). Data innovation is currently developing very rapidly, increasing interest in various specialized devices and tightening the competition to capture market share in the broadcasting communication sector. This is evident from the large number of communication device manufacturers, such as mobile phones, launching various new products with continuously improving features compared to previous generations; these products are designed to provide comfort and fully attract customers' attention. On the other hand, brand trust also plays an important role in influencing consumer purchasing decisions. This trust is formed by product quality, consistency of brand communication, and positive experiences experienced by consumers (Amareza *et al.*, 2025).

Economic growth is the process of a country's economic conditions continuously changing towards a better state over a certain period (Pratiwi *et al.*, 2022). The development of data innovation is currently progressing rapidly, which has led to an increased interest in various specialized devices, creating higher competition to gain a share in the business world in the field of broadcast communication. This can be seen from the many makers of correspondence items or gadgets like mobile phones who offer various new products with advancements from previous versions, where the products provide convenience and total appeal to customers in their delivery (Anggraini *et al.*, 2022).

Various previous studies have tried to identify factors that influence consumers' buying interest in a product. Research on drivers of interest in buying local products is still fragmented and separated across several specific variables like price, digital promotion, or service quality. A weak brand image directly dampens consumer buying interest, even though objectively, the quality of the local product could actually compete. This phenomenon shows an urgent need for SMEs to understand how brand image works psychologically in turning consumer doubts into real interest (Aprilia & Mukhsin, 2026).

Globalization brings both opportunities and challenges for companies. On one hand, globalization allows product markets to expand; on the other hand, it tightens competition in the industry sector. Therefore, business actors in all types of businesses are required to be sensitive to changes and put consumer purchasing decisions as the main focus. To successfully compete, companies must strive to create and retain customers. Based on knowledge and understanding of a product, consumers will choose the products they want to buy or use (Lilian & Sunaryo, 2024). Consumers do not always make

purchases of the products offered by marketers; prices are related to fully understood information and convey deep meaning to consumers, influencing their buying interest, meaning that the more affordable the price and the better the product quality, the higher the consumer's interest. It is also mentioned that product innovation is very important for a company or business.

Social media also plays a crucial role as a main channel in shaping purchasing decisions, especially when combined with social media marketing strategies (Setiawan & Asti, 2025). For example, food accounts on TikTok like @Vivian Baby have been able to build trust and attract people's buying interest through engaging visual content and user interactions. From the content they create, they emphasize that social media marketing has a significant impact on consumer trust and indirectly on purchase intention through that trust. By innovating products, it can increase consumer purchase interest. Product innovation is categorized as new products, new product lines, additions to existing product lines, improvements, and revisions of existing products (Nurfitri *et al.*, 2023).

LITERATURE REVIEW

Brand Image and Consumer Trust

Brand image plays a significant role in the purchasing decision process. A strong brand builds consumer trust through product quality, consistent brand communication, and positive customer experiences (Amareza *et al.*, 2025). On the other hand, a weak brand image can lower purchase interest even if local products are competitive; therefore, SMEs need to understand the psychological aspects of how brand image can turn consumer doubts into attraction (Aprilia & Mukhsin, 2026).

Product Innovation and Purchase Interest

Advances in technology and data drive demand for new communication devices and increase market competition intensity (Amansyah & Arif, 2025; Anggraini *et al.*, 2022). Product innovation includes launching new products, developing product lines, adding variations to existing lines, as well as improving and refining products; these steps directly boost consumer purchase interest (Nurfitri *et al.*, 2023). Companies that consistently innovate tend to be more effective at catching customer attention and maintaining competitiveness in a fast-changing market.

Price and Product Development

Price, Information, and Purchase Decisions Price serves as important information that shapes the perceived value of a product; a combination of affordable price and good quality increases purchase interest. Consumers make choices based on their knowledge and understanding of the product, making product education and value communication key elements in marketing strategies (Lilian & Sunaryo, 2024).

The Role of Social Media and Social Media Marketing

Social media is a major channel that influences purchasing decisions, especially when used through social media marketing strategies (Setiawan & Asti, 2025). Engaging visual content and user interactions on platforms like TikTok can strengthen trust and indirectly boost buying interest through the mediating role of consumer trust (e.g., foodie account @Vivian Baby).

Research Gaps and the Need for Further Studies.

Previous research is still fragmented and tends to examine specific variables (like price, digital promotion, service quality) separately. There's a need for studies that integrate these variables to understand their relative influence and how they interact with each other in affecting purchase intention. Empirical research on the scale of SMEs and local products is also important to test the mediating role of brand image and consumer trust in the relationship between innovation, social media marketing, price, and purchase intention.

RESEARCH METHOD

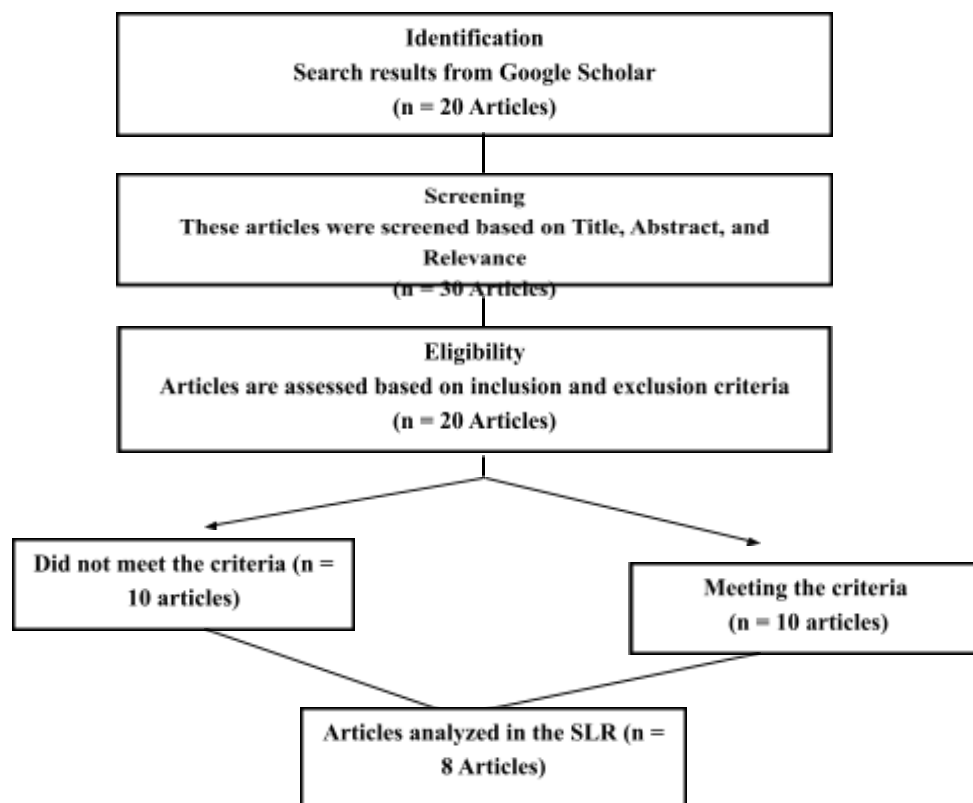
This research was carried out using the Systematic Literature Review (SLR) method to understand the findings from previous studies that discuss innovation in digital marketing, brand trust, and consumer purchase intention. The process of searching and selecting literature followed the PRISMA guidelines (Preferred Reporting Items for Systematic Reviews and Meta-Analyses). The article sources were taken from Google Scholar using several keywords such as "digital marketing," "digital marketing innovation," "brand trust," "purchase intention," and "buying interest." The articles used were limited to relevant scholarly publications published during the 2021–2026 period.

The initial search yielded 20 articles related to the research theme. Next, these articles were analyzed by considering theme relevance, variables studied, research object focus, and the information presented in the articles. After going through the screening and eligibility assessment process, 10 articles were selected as the main sources to be studied further. In addition, the quantitative results from the selected articles were compared and grouped based on their respective discussion focus. The findings from this comparison were used to illustrate research trends, identify similarities and differences, and find gaps in studies related to digital marketing innovation, brand trust, and consumer purchase intention.

The literature selection process is carried out in stages to ensure that the chosen articles really match the research objectives. These stages include identification, screening, eligibility assessment, and determining which

articles are included in the review. Each article is analyzed based on topic relevance, research variables, the subject being studied, and the quality of information provided. From all the articles obtained, the most relevant ones are then selected to serve as the main sources in analyzing the relationship between digital marketing innovation and brand trust on consumer purchase intention.

Figure 1.
Research Flow



Articles that have gone through all the selection processes are used as the main references in the research, as shown in Figure 1. The selected literature is analyzed using narrative and thematic synthesis methods, taking into account topic relevance, the variables studied, the characteristics of the subjects, and the results found in each study. These findings are then compared to identify emerging trends, similarities and differences, as well as the relationships between digital marketing innovation, brand trust, and consumer purchase intention. Relevant information is grouped according to discussion focus points to gain a more systematic understanding of previous research results. The results of this grouping are then used to summarize

findings from various studies and identify areas that have been less explored in prior research.

FINDINGS AND DISCUSSION

Based on the article selection results, 10 articles were chosen as the main sources for this study. These articles were analyzed to understand the relationship between digital marketing innovation and brand trust with consumer purchase intention, taking into account differences in variables, object characteristics, and the context of each study. By combining narratives and themes, the findings were then organized according to the discussion focus, revealing patterns or trends in the literature. This study also discusses the role of digital marketing innovation and brand trust, as well as their relationship in shaping consumer purchase intention. In addition, similarities and differences in the research findings were compared to identify aspects that haven't been widely explored in previous studies.

Penulis (Tahun)	Judul Artikel	Tujuan Penelitian	Objek Kajian	Hasil Ulasan
(Sumatriani <i>et al.</i> , 2025).	The influence of digital marketing and brand positioning on purchase interest through the product quality of iPhone smartphones among students at Ujung Pandang State Polytechnic	to find out whether digital marketing and brand positioning affect the interest in buying iPhones, both directly and through product quality as an intermediary variable.	Students of Ujung Pandang State Polytechnic, especially their buying interest in iPhones. This research examines the influence of digital marketing and brand positioning on buying interest through product quality.	The better iPhone's digital marketing and brand position in the eyes of students, the higher their perception of product quality. Good quality perception then increases students' interest in buying an iPhone.
(Amareza <i>et al.</i> , 2025).	The Influence of Content Marketing and Brand Trust on Consumer Buying Interest in Wardah Products on TikTok Social Media (Case Study on Students of the Faculty of Economics and Business,	to find out and analyze whether content marketing on TikTok and trust in the Wardah brand influence the purchasing interest of students at the Faculty of Economics and Business, Kadiri University.	Students of the Faculty of Economics and Business at Kadiri University as consumers of Wardah products on the social media platform TikTok. This study examines the influence of content	Interesting and informative TikTok content marketing and trust in the Wardah brand can increase students' buying interest. However, the initial discussion needs to be adjusted because it still talks about communication devices, not cosmetics and TikTok social media.

	Kadiri University)		marketing and brand trust on consumer purchase intention.	
(Pratiwi <i>et al.</i> , 2022).	The influence of digital marketing, brand trust, and customer satisfaction on the purchase intention of imported products on Aliexpress e-commerce	Knowing and analyzing the influence of digital marketing, brand trust, and customer satisfaction on the interest in buying imported products on AliExpress. The discussion about economic growth is still general, so it should be directed more towards the development of e-commerce and the increasing public interest in buying imported products online.	Consumers of imported products who shop through the e-commerce platform AliExpress. This study examines the influence of digital marketing, brand trust, and customer satisfaction on purchase intention.	Effective digital marketing, strong brand trust, and customer satisfaction can increase consumer interest in buying imported products through AliExpress. However, the initial discussion is still too general about economic growth, so it should be focused more on the development of e-commerce and online trading of imported products.
(Anggraini <i>et al.</i> , 2022).	The influence of brand image, product innovation, and brand trust on the purchase interest in Samsung smartphones (a case study on UPGRIS students)	Knowing and analyzing the influence of brand image, product innovation, and brand trust on the buying interest in Samsung smartphones among UPGRIS students.	UPGRIS students as consumers of Samsung smartphones. This study examines the influence of brand image, product innovation, and brand trust on purchase intention.	The discussion is appropriate because it explains the development of technology and smartphone competition. However, it needs to be more specifically directed at Samsung's brand image, product innovation, consumer trust, and the buying interest of UPGRIS students.
(Aprilia & Mukhsin, 2026).	Examining the Role of Brand Image in Shaping Consumer Purchase Intentions for Local Products: A Literature Review	Analyzing how brand image affects consumers' buying intentions and identifying the factors that strengthen or weaken interest in local products.	Brand image and its role in shaping consumer purchase intentions towards local products, based on a review of various	The discussion matches the title because it explains that a strong brand image can boost consumer trust and interest. However, since it uses a literature review, the discussion needs to be supported by

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			previous studies	comparisons with previous research results.
(Lilian & Sunaryo, 2024).	The influence of consumer trust, product variety, digital marketing, and product innovation on purchasing decisions at PT. Indomobil Finance in Mojokerto Regency	Understanding and analyzing the influence of consumer trust, product variety, digital marketing, and product innovation on purchasing decisions at PT Indomobil Finance in Mojokerto Regency.	Consumers or clients of PT Indomobil Finance in Mojokerto Regency. This study examines the effect of consumer trust, product variety, digital marketing, and product innovation on purchase decisions.	The discussion is already on point because it explains business competition and the importance of consumer purchasing decisions. However, the discussion needs to be more specifically directed at vehicle financing services, digital marketing strategies, variations in financing products, and innovations from PT Indomobil Finance.
(Setiawan & Asti, 2025).	Digital marketing and e-wom transformation: analysis of its influence on consumer purchasing interest in the digital economy era	Analyzing the influence of digital marketing and E-WOM on consumer purchase interest and understanding the role of social media in shaping purchasing decisions.	Consumers in the digital economy era, especially the influence of digital marketing and electronic word of mouth (E-WOM) through social media on purchase interest.	The discussion is on point because it explains the role of social media and social media marketing. However, it needs to include a discussion about E-WOM, like reviews, comments, and consumer recommendations that can boost purchase interest.
(Nur Fitri <i>et al.</i> , 2023).	The Influence of Product Quality, Price, Brand Image, and Product Innovation on Consumer Purchase Intention for Samsung Smartphones in the DKI Jakarta Area	Knowing and analyzing the influence of product quality, price, brand image, and product innovation on the interest in buying Samsung smartphones in DKI Jakarta.	Samsung smartphone consumers in the DKI Jakarta area. This study examines the influence of product quality, price, brand image, and product innovation on consumers' purchase intentions.	The discussion isn't entirely on point yet because it still talks about TikTok accounts and social media marketing. The part about product innovation is relevant, but it's better if the discussion focuses on quality, price, brand image, and Samsung smartphone innovation.

CONCLUSIONS

The findings of this research demonstrate that innovation in digital marketing and trust in brands are crucial factors influencing consumers' intentions to make purchases. Engaging digital marketing through relevant

and insightful content has the ability to capture interest, offer product details, and promote interaction. At the same time, a robust brand reputation, steady communication, high product standards, and favorable consumer experiences can enhance trust and boost the likelihood of purchases. These insights imply that digital marketing yields better results when it is backed by trustworthy communication and a dependable brand.

Companies, especially small to medium-sized enterprises and local producers, are advised to utilize digital channels for not just advertising but also for delivering clear information, fostering consumer engagement, and enhancing brand trustworthiness. A comprehensive strategy that combines digital outreach, product excellence, and consumer confidence can create enhanced opportunities to drive purchase intentions.

LIMITATION & FURTHER RESEARCH

This research is constrained by relying on Google Scholar as the main source of literature, focusing on the publication period from 2021 to 2026, and variations in the subjects, variables, and contexts of the studies examined. As a Systematic Literature Review, this investigation does not gather primary data from consumers directly.

Subsequent research should adopt empirical methodologies involving primary data to investigate the connections between innovations in digital marketing, brand assurance, and consumer purchasing intentions. Future inquiries may also explore aspects like electronic word-of-mouth, brand reputation, product standards, pricing, and customer contentment, particularly within the scope of small to medium enterprises and local goods.

AUTHOR CONTRIBUTION

Mirabel Nabila Istiqomah: was mainly involved in coming up with the main ideas and planning the research, figuring out what the study would focus on, searching for and choosing relevant literature, gathering data, reviewing and analyzing the selected articles, putting together and understanding the results, writing and organizing the manuscript, developing the discussion and conclusions, and making the final changes to the article.

Nur Vianti Lailatus Sifa: helped with looking at existing research, understanding previous studies, organizing the research results, writing and revising the paper, and gave academic advice while preparing the article.

Maya Febianti: helped with organizing the supporting materials and supported the review of how the research results were presented.

Aqil Permana Putra: helped review the manuscript and gave support with ideas for discussing the research results.

Mila Hariani: helped review and improve the manuscript and gave general academic advice while preparing the final article.

Declaration of interest

The authors declare that they have no financial interests or personal relationships that could have influenced the research, analysis, or presentation of the findings reported in this article

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