Role of Digital Marketing Strategies in Pakistan's Footwear Industry

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ABSTRACT

The growing acceptance of digital marketing has mainly transformed consumer engagement and purchasing behavior, creating new opportunities for firms to increase customer experiences and effect buying decision. This study discovers the impact of digital marketing strategies on customers purchase intention in Pakistan's footwear industry by exploring the mediating role of brand experience and the moderating role of consumer trust. A quantitative cross-sectional research was designed and primary data were collected from 497 footwear consumers using a well-developed questionnaire measured on a 5-point Likert scale using SPSS 27. The planned conceptual model was analyzed using regression, mediation, and moderation analyses. The results reveal that digital marketing strategies have significant effects on brand experience, brand experience positively influences purchase intention and mediates the relationships between each digital marketing strategy. However, the moderating effect of consumer trust was not significant. These results highlight that creating brand experiences is a more significant for inspiring purchase intention than trust alone, in Pakistan's footwear market.

Keywords: Digital Marketing, Personalized Advertising, Social Media Engagement, Content Marketing, Influencer Marketing, Consumer Trust, Brand Experience, Pakistan Footwear Industry.

INTRODUCTION

Digital marketing is now compulsory, it's not an option any more. It's heart beat of contemporary corporate strategy. By accepting the AI, videos and huge technology firm can stay ahead from other organizations who use traditional means of marketing. Digital marketing covers all mean of online communications such as search engine optimization (SEO), social media, email marketing, content marketing, influencer marketing, personalized ads, bots and many more. Its main focus is to connect with the correct spectators at the accurate time using quantifiable, trackable and cost-effective strategies. Major goal of digital marketing is to boost the revenue, increase the interactions between the customers and the business directly, no promotional expenses when advertising the products (billboards, printing etc.), also distribution cost reduction while increasing the brand awareness.

In past literatures, it is defined as, " It involves different online means such as social media networks, paid or unpaid advertising, influencer marketing, create customer engagement, content marketing creation that attract the accurate and targeted customers" (Rodriguez Cruz William et al., 2023; Vania & Fikriah, 2023). Despite the importance of digital marketing, its relation with brand preference and consumer trust is still un explored, specifically in the emerging market like footwear industry of Pakistan. This study emphases on the 4 main dimensions of digital marketing that is social media engagement, content marketing, influencer marketing and personalized advertising, these dimensions play a vitol role in shaping marketing campaigns.

Social media engagement: social media has changed the marketing perspective lately. It allows consumers to interact with the firms directly in real time (Harrigan et al., 2015). It allows consumers to interact with the reorganizations using the platforms like Tok-tok, Instagram, Facebook etc. (Shiri, 2012). Business environments have now become more versatile and cooperating, as customers now can participate and engagement with unique offerings and activities of the organization, though theses online channels. Social media engagement helps in creating consumer trust and loyalty towards the brans though platforms lie Tik Tok, Insta and Facebook(Cui, 2025). *Personalized advertising*: The promotional content that aligns with consumers likings., enhancing supposed significance and emotive construction. It evaluates the influence of personalized advertising on consumers trust and the increase of purchase intention's probability. *Content marketing*: High-quality of information regarding product or a brand which aimed at evaluating the brand and education the customers. This high-end content helps in creating the credibility of the brand and increase the engagement towards the band and also increase in the knowledge of the customers. *Influencer marketing:* A rapidly growing form of marketing technique that uses celebrity or popular social media users(influencers) to promote their products. This kind of strategy is used to target the effective audience and drive sales, but it does require a good planning and execution to choose the right type of influencer to target the right audience.

Brand Experience: It consist of four main dimensions that is sensory, feeling, cognition and behavioral. All of these works collaborate to generate an inclusive experience that shapes how consumer thinks and feels about the brand (Madeline & O. Sihombing, 2019)**.**Brand experience refers to array of sensation, feeling, cognition and behavioral actions triggered by numerous stimuli such as packaging, designs, shape, visual identity, where consumer interact with the brands directly or indirectly (Brakus et al., 2009a). *Consumer Trust:* Trust is a very critical element in online buying. Higher the trust –leads to higher purchase. It's a vital element in creating the long-term relationship between the consumer and firm. Consumer who trusts a brand are tend to be more loyal to the organizations. According to the literature(Fajri et al., 2025), consumer who trust a company's credibility are more loyal to brand and have high purchase intention to buy the product. *Purchase intention:* A persons supposed possibility to get a product/service in coming time(Mothersbaugh et al., 2024). Companies must know intentions for consumer buying and then create an efficient marketing plan to understand consumer buying intentions, this will raise customer satisfactions level and consumers trust towards the organization. Purchase intention is the critical measure of market effectiveness and robust analyst of real purchase behavior(Cui, 2025b).

Past literature confirms the significant impact of brand experience on consumers purchase intentions (Brakus et al., 2009b; Sahin et al., 2011),scarcity of literature is to be found in digital marketing strategies shaping brand experience, and how it will influence consumer wallet (purchase intention). The gap of the study aims at finding the impact of digital marketing strategies on brand experience (Cui, 2025b), while customer trust(as a moderator) enhance the relationship between brand experience (Serhat Ata et al., 2025) and purchase intention (Chaudhuri & Holbrook, 2001), as it creates a strong bond between prior brand experience and future purchase of the product. Furthermore, the footwear industry of Pakistan is the major contributor to its economy, ranking 7th largest producer and consumer globally, with expected revenue of 2025 is to be US$5.89 billion (Statista, 2024). Still very little literature was found in this industry, despite its economic importance- highlights a gap in the literature(Cui, 2025b; Sanam et al., 2025). This study aims to find the impact of digital marketing strategies on purchase intention, mediating the role of brand preferences and moderating the role of consumer trust in Pakistani footwear industry.

The aim of this study is to examine the influence brand experience in Pakistani foot wear industry. Study particularly aims at finding the mediating role between purchase intention and digital marketing strategies. Furthermore, this study explores the moderating effect of consumer trust between brand experience and purchase intention. If we put all of these variables into single conceptual model, we can say that, this study tells us that how digital marketing strategies influence the consumer behaviors in the upcoming footwear markets like Pakistan.

LITERATURE REVIEW

This study is primarily supported by Stimulus-Organism-Response(S-O-R) theory (Albert & James, 1974), which states that how individual reacts to the external stimuli (social media engagement, personalized advertising, content marketing and influencer marketing), which influence the internal phycological state of a person(experience) and finally leads to behavioral response (purchase intention). In this study *stimuli* are digital marketing strategies, which leads to *organism* that is consumer trust and brand experience and generate the behavior *response.* Moreover the Commitment and trust theory (Morgan & Hunt, 1994), provides additional

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theoretical support for consumer trust as a moderator. Trust is the fundamental variable in maintaining and creating a successful relationship between organizations and stakeholders. As higher the trust towards the brand the purchase intention would significantly increase. Consequently, consumer trust can influence the amount to which digital marketing create auspicious brand experiences and support purchase intentions. This study considers CT as a moderating variable which may strengthen/weaken the relationships between digital marketing strategies, brand experience, and purchase intention.

Social Media Engagement

In today's digital age, shoe retailers utilize platforms like Facebook, Twitter, Insta, Pinterest and YouTube for seeking the consumers and actively engage with them. real time updates are shared by retailers through news updates, vlogs, tweets, photos and post to inform the consumers about new product or services(Pentina et al., 2018). Consumers shopping pattern kept on changing, as the industry now is highly dynamic. To stay up to date, fashion industry continuously pursues new ways to recognize the evolving trends.

To build online engagement, retailers and marketing experts are investing strongly in social media platforms. Advertising on Facebook has increased rapidly since 2017. Facebook takes $1 of every 10$ spend on digital advertising(EMarketer, 2018).Though social media marketers can now directly interact with their consumers-personal and real time interaction(Harrigan et al., 2015b). Because of Social media, business environment is now more active and communicating, where consumers are participating and engaging with unique offerings of the firms(Dolan et al., 2019).This makes social media an essential component of digital marketing.

Engagement incorporates activities such as liking, commenting, sharing, and participating in debates on social media platforms, this helps in cultivating the sense of connection and also boost the consumer trust in the brand(Cui, 2025b).Through social media ,consumers are directly engage with the brand ,while traditional marketing techniques are unbale to do so. Interactive platforms like, Instagram, TikTok, and Facebook are mainly active in empowering brands to cultivate their occurrence by showcasing true & reliable content, hosting live events, and answering to customer real-time questions. This two-way interactions between the consumer and the brand make consumer feel more valuable to the firm and this kind of direct interactions of consumers with the brand plays a Vitol role in influencing purchase decisions. Moreover, acknowledging to day-to-day comments or feedbacks of customers shows that brand is more observant to the need of audience., which enhance trust and loyalty. Furthermore, hash tag trends are more viral and trending now, which helps in increasing the brand engagement and brand awareness-leads to purchase intention.

According to(Hollebeek et al., 2014), consumer engagement in social media nurtures expressive brand relationships by eliciting both emotional and cognitive involvement. (Brakus et al., 2009b) Brand experience is a multifaceted concept that includes sensory, affective, intellectual, and behavioral reactions, provoked by brand interactions. Research (Schivinski et al., 2016) confirms that higher the engagement levels -usually generated by user generated content and through two way communications, increase brand experience which creates personalized and high brand interactions. Engaging with social media enhances the brand experience by contributing consumers interactive, emotionally rich, and multi-sensory content. Post generated by users and real time communications with the brand foster meaningful interactions, that influence how consumers perceive and feel about the brand(Gensler et al., 2013; Tayseer Mohammad Sh Al Afaishat, 2020). This leads to our first hypothesis:

H1: Social media engagement has positive impact on brand experience.

H2: Brand Experience mediates the relationship between social media engagement and purchase intention

Personalized Advertising

Personalized advertising plays a pivotal role in modern digital marketing by allowing brands to communicate tailored messages that plea to every consumer. By using AI , data analytics and consumer behavior tracking system, companies can now craft ads that align with their preferences, needs and their history of purchases. This type of advertisings prime focus is only consumers needs and their preferences, which enhance consumer trust and purchase intention(Cui, 2025b). Through personalized advertising companies speaks directly with the consumer-by creating more targeted approaches, as compared to traditional marketing techniques.

The efficiency of personalized advertising in increasing purchase intention is rooted in its ability to create a perceived alignment between brand messaging and individual consumer identity. When consumers recognize that their preferences are acknowledged, it fosters trust and increases the likelihood of purchase. A study by (Lambrecht & Tucker, 2013) states that, ads customized to consumers preferences often result in higher-click-through rates and higher conversion rates as compared to the generic and traditional advertisements.

This states that personalized advertising does more than just attracting the consumers attention towards the brand-it also motivates the customers to takeaction towards making purchase. Moreover, personalized advertising creates the sense of urgency to increase purchase intention by providing dynamic features such as brand endorsement or limited offer ads based on the past purchasing decisions. Consumers now a days are exposed to high volume of advertisements. Through personalized advertising consumer would be able to see the ads that they are interested in. By filtering the most required and prominent information required, helps increase the positive cognitive response of the consumer. Targeted advertisement, delivers the right offers at the right time. Research indicates that 80% of consumers are more persuaded to make a purchase when presented with personalized brand experiences (Epsilon Marketing, 2018). Research also indicates that customized ads like Facebooks, have a direct impact on brand experience and expression which leads to deeper attachment to the brand (Tran et al., 2024).This leads to our second hypothesis.

H3: Personalized advertising has positive impact on brand experience.

H4: Brand Experience mediates the relationship between Personalized Advertising and purchase intention.

Content Marketing

The idea of "content" came from publishing industry, where text, images, and videos needed to be interesting enough to attract the target audience to platforms such as newspapers, magazines, TV, or radio. Content is defined in past literature by many researchers as (Handley, 2012) "anything could be a text, an image that resides on the website" ,(Halvorson & Rach, 2012) states that " information's that user seeks intentionally ,when they visit to your website",(Wuebben, 2012) "content connects the brand to its customers by telling the story of its product and services- both mentally and visually". Whereas one of the first definitions proposed by (Pulizzi & Barrett, 2009)" the process of creation and distribution of knowledgeable and appealing content to attract the targeted customers", later (Rose & Pulizzi, 2011) focuses on creating valuable experience, (Godin, 1999) the only useful marketing technique left is content marketing. These definitions states that content marketing pays an important role in attracting to customers towards their web stores.

Content marketing is a strategic approach that create, distribute consistently relevant content to attract and retain the targeted audience. Content marketing helps in creating a long term relationship with the consumers by educating and informing them which ultimately influence the purchase behavior(Cui, 2025b), content doesn't always have to e in the form of text or a picture, it can be highly quality videos, blog posts, newspaper ads, infographics or even pictures that demonstrate expertise and connect with the customers. The efficiency of content marketing in creating purchase intention rooted from its capability to deliver consumers with the knowledge they required to make knowledgeable decisions.

Before purchasing the product, consumer seeks all kind of information that is available weather it's a shoe size, a color or any other important info regarding product, content marketing here really serves its purpose. (Holliman & Rowley, 2014) Consumers who are exposed to more appealing content are more likely to develop brand trust and positive brand experience which could leads to purchase intention. Content marketing also helps in positions the brand in the mind of consumers. When consumer perceive the knowledge provided is transparent and clear, they are mostly relying on the offerings provided by the brand. Consumers who find the content valuable are most likely share the information to its network, which increase the brand credibility, visibility and higher purchase intention.

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It also plays an important role in increasing brand experience High constant will increase the sensory, affective, cognitive, and behavioral dimensions of brand experience as updating and humanizing consumers (cognitive), producing emotive resonance through storytelling (affective), reassuring communication and engagement (behavioral) and offering visually attractive content (sensory). Research shows that brand who use well developed strategies, most likely foster positive brand perception, brace consumer and brand relationship and creates intention to purchase. More over when the content is in consumers interest, increase emotional engagement and brand value while strengthening the overall brand experience. (Ashley & Tuten, 2015; Hollebeek & Macky, 2019).which leads to next hypothesis:

H5: Content Marketing has positive impact on brand experience.

H6: Brand Experience mediates the relationship between Content marketing and purchase intention.

Influencer Marketing

Influencer marketing has transformed the way brands connect with consumers, increasing the credibility and reach of social media celebrities to endorse products and services. Influencer act as a intermediary between a brand and consumer, as thy are often alleged relevant and reliable by their followers. This creates a sense of trust which traditional marketing cannot accomplish.by aligning a social media celebrity with your brand, the credibility and visibility would be increased which results in purchase intention. The achievement of influencer marketing is in its capability to humanize brands and make them easily available. Influencers usually shares their personal experiences which results in building consumer's trust. This increases the sensory, emotional and relational experience with the brand. Such as (Lou & Yuan, 2019) demonstrates that endorsement usually increase trust of consumer and intent to purchase, specifically when consumer align the influencer with value.

This means that selection of right influencer for the purpose of brand promotion pays an important role while developing the brand promotional strategies. Influencer are often looked up as a role model and are motivated to match their daily routine. When a product is endorsed by an influencer, it usually comes as a reference from a trust worthy friend-unlike traditional advertising. Referred product influence consumers as well as customers brand experiences shared online (Novriyanti et al., 2025).

Moreover, the live sessions by the influencers usually creates a strong bond and connectivity with the brand-Increase consumer engagement (Cui, 2025b). Influencer marketing meaningfully improves brand experience by increasing the reliability, relatability, and influence of social media celebrities to deliver reliable and attractive brand stories. Content that line up with the consumers lifestyle and likings nurtures a more immersive and personalized brand journey, impact positively to brand perception and loyalty (Schouten et al., 2020). This leads to another hypothesis:

H7: Influencer Marketing has positive impact on brand experience.

H8: Brand Experience mediates the relationship between influencer marketing and purchase intention

Purchase intention

It is a key indicator or predicting actual purchase behavior of consumer(Kim et al., 2017). It is subject to actual buying of the product/services in the future. Other define purchase intentions as (Siregar & Saktiana, 2024) the arise of consumers desire or intentions to buy the brand. Purchase intention is a driving factor, that make consumer realize that they need to buy a product/service and how much effort they are willing to put to do this specific behavior (Ajzen, 1991). Moreover, when consumer's desire for the product increases- so is the intent to purchase. (Kotler & Keller, 2016)explains that purchase intentions as a foundation for forecasting consumers behavior before making purchase.

Brand Experience

Online shopping has now become an extremely important channels for the firms, to understand and offer a superior experience to customers(Shankar & Jebarajakirthy, 2019). This easily shopping came along with a challenge for marketers, to understand consumers online shopping pattern and behavior and offers a significant brand experience (Khan et al., 2020). Consumers get exposed to different brand through different electronic and print media, so firms should come up with a strategy to gain their trust and adopt new technology to create a positive brand experience (Gabisch & Gwebu, 2011). Four major components of brand experience are Sensory, cognitive, emotional and behavioral. This research measures the brand experience through its four major components.

Brand experience is defined in the literature as the sensation, feeling, cognitive and behavioral response, aroused by brand linked spurs that are part of brands strategy, individuality, packaging, communiqué and settings. Brand experience has positive effect on purchase behavior and consumers perception of the brand(Brakus et al., 2009b).Consumer get to encounter with the brand from different modes on internet. Brand experience can be created after shopping, consumption and at the time of product evaluation. Companies should come up with new technologies to create a positive brand experience (Chattopadhyay & Laborie, 2005). Research constantly demonstrate that a robust, optimistic relationship amid brand experience and purchase intention—in addition, when consumers have more attractive, unforgettable communications with a brand across sensory, emotional, cognitive, and behavioral extents, they're more expected to buy.(Gabisch & Gwebu, 2011) predicts that significant brand experience will predict purchase intention. Leads to this hypothesis:

H9: Brand Experience has positive impact on purchase intention

Consumer Trust

Internet shopping has a very recent history in Pakistan. This trend started by sending birthday or valentine gifts. Marketers had to put a lot of efforts to attract more customers towards online shopping and virtual malls(Habib, 2022). Only 3% shopper make online purchase rest 97% purchase through conventional stores, as a result of risk associated with the online shopping in Pakistan (Rehman et al., 2019), high risk association with ecommerce as compared to tradition shopping- trust in brand is a major component specifically in marketing(Savila et al., 2019).The key trial firms with e-commerce presences is to gain consumers trust which keep them loyal, especially in countries like Pakistan where e com is still in progress(Aslam et al., 2020).

Many research shows a direct relationship between trust and purchase intention(Bhattacherjee, 2002) . (Kwek et al., 2010) states that consumer trust has positive and significant impact on purchase intention. Trust is an important factor when shopping online, it ahs a direct effect on purchase intention. The reduction in the perceived risk – consumer trust in the firms brand indirectly boosts their intention to purchase.

Consumer trust develops when consumers regard a company as trustworthy, reliable, and consistent with their ethics. Purchase intention increases fostering trust on consumers product. Trust serves as a moderator, with high trust consumer would have significant brand experience (Veloutsou, 2015). Consumer trust is influenced by the process that how they respond to brand experience, specifically when other band standards are available. Significant brand experience can result in positive brand evaluation. When consumers are encountered with the significant brand experience, it amplifies their emotional, connectivity and satisfaction towards the brand, which in return fortifies their intent to purchase(Ibrahim et al., 2020). This leads to our last hypothesis:

H10: Consumer trust moderates between brand experience and purchase intention.

METHODOLOGY

Sampling

The data was conducted through google forms and mall-intercept (paper based and QR code); convent sampling technique was used to obtain responses from well-structured questionnaires. Major highly crowded malls were targeted from Rawalpindi and Islamabad to gather the response from the diverse respondents. The study targeted consumers aged more than 18 years and had interacted with one the listed footwear brand. Respondents who were recruited had prior experience with the brand or were aware of the brand name.

Data was collected in 3 months. As a cross-sectional study, sample was drawn from Twin cities of Pakistan (Rawalpindi and Islamabad) keeping in view on consumers of footwear industry. Initially sample of 510 respondents were collected, out of which 10 were wrongly filled and 3 were removed because they were incomplete. So, 497 responses were retained from the sample.

Instrument Selection

5-point Likert scale is used with 1=strongly disagree and 5 = strongly agree, for the development of all the instruments. All measured instruments were adopted from the previous valid research. Digital marketing strategies and purchase intention instrument was adopted from (Cui, 2025b), the items for consumer trust was adopted from (Quintus et al., 2024). Lastly, brand experience measuring instrument was obtained from (Morgan-Thomas & Veloutsou, 2013).

RESULTS AND DISCUSSIONS

Demographics

The demographic table represents 497 respondents out of which data is slightly skewed towards female respondents with 53% and male respondents with 47%. Majority of the respondents were in the age group of 25-30 years with $3% followed by 18- 25 years (40%). These results propose that the study mainly signifies young adults, who are more active users of digital tech and online shopping podiums (49 %). The mainstream of respondents was employed with 60% of total sample size, representing financial independency and make self-governing purchasing decisions. This independence may have enabled them to exercise greater discretion in selecting footwear brands based on their personal preferences and experiences. Regarding brand preferences, Stylo seems to be the most preferred foot ware brand among the respondents followed by Bata , Ndure and Service that receive almost similar level of preferences. These findings show that consumers tend to focus more on comfort and quality rather than solely focusing on style and fashion.

Table1: Demographics			
Demographics	Category	Frequency	Percent
Gender	Male	233	47%
	Female	264	53%
Age	18-25 years	200	40%
	26-30 years	213	43%
	31-35 years	45	9%
	36-40 years	12	2%
	41 years & above	27	5%
Favorite Store	Bata	52	11%
	Service	57	12%
	Ndure	55	11%
	Stylo	59	12%
	Brand city	22	4%
	Insignia	44	9%
	Hush Puppies	19	4%
	Others	189	38%
Occupation	House Wife	47	10%
	Student	130	26%
	Employed	300	60%
	Un-Employed	6	1%
	Retired	14	3%

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Years Spend on Internet	Less than 5 years	173	35%
	6-10 years	241	49%
	11-15 years	47	10%
	16-20 years	24	5%
	20 years and more	12	2%

These results show that most respondents influenced adequate internet experience, making them suitable for investigative of the influence of digital marketing strategies on purchase intention in Pakistan's footwear industry.

Measurement Model

The reliability and convergent validity were assessed using Cronbach's alpha, composite reliability (CR), and average variance extracted (AVE). All constructs show satisfactory internal CR, with Cronbach's alpha values ranging from 0.802 to 0.896 and CR values ranging from 0.753 to 0.863, beyond the suggested threshold of 0.70.

Table 2: Reliability and Convergent Validity of Constructs

Constructs	Items	α	CR
Social Media Engagement (SME)	4	0.802	0.791
Personalized Advertising (PA)	4	0.820	0.753
Content Marketing (CM)	4	0.824	0.819
Influencer Marketing (IM)	4	0.867	0.806
Brand Experience (BE)	6	0.884	0.863
Customer Trust (CT)	6	0.896	0.853
Purchase Intention (PI)	4	0.872	0.820

The findings of the Exploratory Factor Analysis (EFA) confirmed the adequacy of the measurement structure. The values of *KMO* for all constructs were from 0.784 to 0.855, thus indicating adequate sampling adequacy. *Bartlett's Test of Sphericity* was significant at $p<.001$, therefore confirming the suitability of the correlation matrix for the factor analysis. All items had acceptable *factor loadings* between 0.625 and 0.755, which exceeded the minimum required threshold of 0.60. *Seven factors* extracted by EFA accounted for 75.215% of the *total variance*. Additionally, all constructs had strong reliability, as indicated by *Cronbach's alpha* coefficients ranging from 0.802 to 0.896. The descriptive statistics indicated that the *means* for constructs varied between 3.442 and 3.770, which shows moderate to high agreement of the respondents, and the *standard deviations* ranged from 0.897 to 1.068, thus reflecting acceptability.

Table 3: Exploratory Factor Analysis, Reliability, and Descriptive Statistics of Constructs

Construct	Factor loadings	KMO	Mean	SD
Social Media Engagement	0.682 0.713 0.705 0.658	0.784	3.584	0.994
Personal Advertising	0.661 0.625 0.643 0.676	0.791	3.518	0.989
Content Marketing	0.654 0.744 0.746 0.745	0.784	3.634	0.969
Influencer Marketing	0.695 0.732 0.717	0.813	3.442	1.068

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	0.678			
Customer Trust	0.732 0.737 0.728 0.656 0.646 0.679	0.792	3.624	0.960
Brand Experience	0.728 0.706 0.704 0.684 0.699 0.712	0.855	3.770	0.897
Purchase Intention	0.755 0.718 0.730 0.683	0.822	3.748	0.980

Correlations

Amid the digital marketing dimensions, *Social Media Engagement* was significantly correlated with *Personalized Advertising* (r = .760, p < .01), *Content Marketing* (r = .835, p < .01), *Influencer Marketing* (r = .733, p < .01), *Consumer Trust* (r = .694, p < .01), *Brand Experience* (r = .718, p < .01), and *Purchase Intention* (r = .675, p < .01). Correspondingly, Content Marketing verified strong positive correlations with *Brand Experience* (r = .800, p < .01) and *Purchase Intention* (r = .732, p < .01).

Overall, the correlation coefficients ranged from 0.601 to 0.835, represent moderate to strong significant relationship among the variables. None of the correlation coefficients exceeded the recommended threshold of .90, the results propose no multicollinearity. The significant positive correlations provide initial support for the proposed conceptual framework, demonstrating that digital marketing strategies are linked with consumer trust, brand experience, and purchase intention. These findings justify proceeding with further study, and testing mediation and moderation using PROCESS Hayes .

Table:4 Correlations

Variable	1	2	3	4	5	6	7
Social Media engagement (SME)	—						
Personalized Advertising (PA)	.760**	—					
Content Marketing (CM)	.835**	.736**	—				
Influencer Marketing (IM)	.733**	.612**	.704**	—			
Consumer Trust (CT)	.694**	.707**	.691**	.686**	—		
Brand Experience (BE)	.718**	.633**	.800**	.700**	.709**	—	
Purchase Intention (PI)	.675**	.601**	.732**	.706**	.670**	.803**	—
N = 497. **p** < .01 (two-tailed)							

Hypothesis Testing

Below findings in table 6 indicates, all proposed hypotheses were supported. Each IV unveiled a positive and statistically significant outcome on its respective dependent variable. The results revealed that *Social Media Engagement* (β = .648, R^2 = .516, t = 22.95, p < .001), *Personalized Advertising* (β = .574, R^2 = .401, t = 18.19, p < .001), *Content Marketing* (β = .741, R^2 = .641, t = 29.71, p < .001) and *Influencer Marketing* (β = .588, R^2 = .491, t = 21.83, p < .001), all have significant effect on brand experience. Which indicated that H1, H3 H5, H7 and H9 was supported

Table 5: Path analysis

	Relationship (Total Effect)	B	R-sqr	T	P	decision
H1	Social media engagement – brand experience	0.648	0.516	22.95	< 0.01**	Supported
H3	Personalized Advertising -- brand experience	0.574	0.401	18.19	< 0.01**	Supported
H5	Content Marketing -- brand experience	0.741	0.641	29.71	< 0.01**	Supported
H7	Influencer Marketing -- brand experience	0.588	0.491	21.83	< 0.01**	Supported
H9	brand experience – Purchase Intention	0.875	0.645	29.07	< 0.01**	Supported

Overall, these findings provide solid pragmatic support for the projected conceptual framework. All four digital marketing strategies significantly heightened brand experience, and brand experience, in turn, positively increased purchase intention. Among all four strategies, content marketing explained the greatest proportion of variance in brand experience ($R^2 = .641$), while brand experience emerged as a strong predictor of *purchase intention* ($\beta = .875$, $R^2 = .645$, $t = 29.07$, $p < .001$), so H9 is also supported.

Table 6: Indirect effect Path analysis

	Relationship	Direct Effect	Indirect Effect	BootSE	BootLLCI	BootULCI	Decision
H2	SME – BE—PI	0.2008	0.465	.0524	.3651	.5708	Supported
H4	PA – BE—PI	0.1524	0.442	.0444	.3563	.5317	Supported
H6	CM – BE—PI	0.2524	0.488	.0636	.3713	.6184	Supported
H8	IM – BE—PI	0.2577	0.389	.0419	.3133	.4749	Supported

Note: Hypothesis is partially mediated "bootstrap 5000

Hayes model was used to find the indirect effects between the variables. The indirect effects test suggests that Brand Experience acts as an important mediator in the relationship between digital marketing strategies and the purchase intention. Social Media Engagement (SME) proved to have a positive indirect effect on Purchase Intention via Brand Experience (Direct Effect=0.2008, Indirect Effect = 0.465, BootSE = 0.0524, 95% CI [0.3651, 0.5708]). which is an evidence*, support H2.* In addition, Personalized Advertising (PA) had a significant indirect effect on Purchase Intention via Brand Experience (Direct Effect=0.1524 ,In Direct Effect = 0.442, BootSE = 0.0444, 95% CI [0.3563, 0.5317]), which *supports H4*. Moreover, Content Marketing (CM) had a significant positive indirect effect via Brand Experience (Direct Effect = 0.2524, In-Direct Effect= 0.488, BootSE = 0.0636, 95% CI [0.3713, 0.6184]), which *support H6*. Additionally, Influencer Marketing (IM) had a significant effect on Purchase Intention via Brand Experience (Direct Effect= 0.2577, In- Direct Effect = 0.389, BootSE = 0.0419, 95% CI [0.3133, 0.4749]), thus, *H8 was supported*. Overall, it can be stated that Brand Experience acts as a mediator between digital marketing strategies and purchase intention.

The analysis revealed that Brand Experience *partially mediated* the relationship between all digital marketing dimensions and purchase intention. This specifies that digital marketing strategies affects consumers PI both directly and indirectly through positive brand experiences. CM exhibited the strongest influence to brand experience, highlighting the importance of pertinent and appealing content.

However, due to the use of convenience sampling and a cross-sectional design, the findings should be generalized to the wider Pakistani footwear market with caution. Specifically, the indirect effects on Purchase Intention through Brand Experience were all statistically significant, whereas the consistent direct effects remained significant after including the mediator.

Table 7: Moderating effect

Predictor	(β)	SE	t	P
Brand Experience (X)	0.811	0.080	10.094	< .001
Consumer Trust (W)	0.324	0.096	3.371	.001
Brand Experience × Consumer Trust (X × W)	−0.031	0.024	−1.320	.187

Consumer trust was inspected as a moderator of the relationship between brand experience and purchase intention. The effect between brand experience and consumer trust was negative but in-significant ($B = -0.031$, $SE = 0.024$, $t = -1.320$, $p = .187$), which shows that consumer trust does not significantly change the effect of

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brand experience on purchase intention. As p= 0.187 this means that *H10 is not supported*. Calculating the conditional effect through Process Hayes coefficients is:

Effect = $b_1 + b_3(W)$

Table 8: Conditional Effect	
Consumer Trust	Conditional effect of BE → PI
Low (−1 SD = −0.9574)	0.7279
Mean (0.2093)	0.6915
High (+1 SD = 1.0426)	0.6655
Where b_1 = 0.6980 ,b_3 = −0.0312 and W is Consumer Trust level.	

Though the effect of BE is somewhere stronger at low CT (0.728) than at high (0.666), the interaction is not statistically significant. Consequently, the difference between these slopes is not large enough to conclude that Consumer Trust significantly impacts the relationship.

CONCLUSION

This study examined the influence of digital marketing strategies on customers purchase intention in twin cities of Pakistan's footwear industry by examining the mediating role of brand experience and the moderating role of consumer trust. The findings state that digital marketing has become a vital strategic tool for footwear brands functioning in a progressively modest and digitally linked marketplace. As consumers increasingly depends on online platforms to search for product info, compare alternatives, and interact with verities of product, businesses that effectively implement digital marketing strategies are better situated in marketplace, to influence customers perceptions and purchasing decisions. The results signify that social media engagement, personalized advertising, content marketing, and influencer marketing significantly increase consumers' brand experience, which afterward increases their intention to purchase footwear products. Among all four strategies, content marketing appeared to be the strongest predictor of brand experience, prominence the importance of providing valuable, engaging, and informative content that helps consumers develop positive emotional and cognitive relationship with a brand. Correspondingly, social media engagement, personalized promotional messages, and credible influencer endorsements contribute to stronger consumer-brand relationships by increasing brand awareness, credibility, and customer engagement.

The results indicate that consumers are no longer dependent on traditional advertising for their perception; instead, they use reviews, interactions online, digital content, and advice from influencers to make decisions regarding the purchase of certain brands. Through positive digital interactions, the consumers build strong perceptions regarding the quality, reliability, and value of the products

The mediation analysis further validates that brand experience aids as the key instrument through which digital marketing strategies influence purchase intention. The partial mediation indicates that digital marketing alone is not adequate to drive purchasing behavior until and unless it creates evocative and notable experiences for consumers. Whereas moderation analysis showed that consumer trust did not significantly moderate the relationship between brand experience and purchase intention. Although consumer trust independently subsidizes to consumers intention to purchase, it does not significantly strengthen or weaken the effect of brand experience on consumers purchasing decision. This means that positive brand experience would definitely increase the purchase intention, besides alone increasing a trust level with the customers to influence buying intention.

Academic and Managerial Implications

This study extends existing literature by integrating brand experience as a mediating variable and consumer trust as a moderating variable in the relationship between digital marketing and purchase intention. It provides empirical support for the theoretical framework based on consumer behavior and digital marketing theories. By focusing on footwear industry in twin cities, the research fills a gap in region-specific studies, offering insights into consumer dynamics in an emerging market context, which has been underexplored in previous academic work. This study empirically validates Western-developed digital marketing and consumer behavior models within the socio-economic and cultural context of Pakistan. It shows how established theories apply or need to be adapted in emerging markets

Marketers should focus on creating consistent and immersive brand experiences across digital platforms such as through interactive content, user-friendly websites, and engaging social media campaigns to positively influence purchase intention. Firms in the footwear industry should invest in data-driven and personalized digital marketing strategies that not only promote products but also deliver emotionally engaging and memorable experiences. Trust plays a crucial role in strengthening the effect of digital marketing. Managers should ensure transparency, secure online transactions, positive customer reviews, and responsive customer service to build and maintain consumer trust. Companies that effectively integrate digital marketing with strong brand experiences and high consumer trust are more likely to achieve a sustainable competitive advantage in the highly competitive and price-sensitive footwear market.

Limitations & Future Recommendations

Study has a lot of limitations and future recommendations. As the study was performed in the footwear industry so the data cannot be generalized to other industry. In this respect the change in the industry can be helpful in generalizing the result. Secondly the data collection was on 3 weeks basis, which makes our study cross sectional, the longitudinal approach could have different impact on the variable. Data collection at the period of time could influence the results. Third, this study focusses on few digital marketing strategies, other marketing strategies like AI, email marketing, mobile app marketing can be explored further for more comprehensive understanding. Lastly, this study examines brand experience and consumer trust as a mediator and moderator respectively, other variable such as brand associations, digital literacy, loyalty and risk can be explored further for future research models

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