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The Impact of Digital Marketing and Pricing Strategies on Consumer Purchase Behavior Amid Increasing Online Store in Parañaque

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Abstract- The aim of this research is to understand how digital marketing coupled with pricing strategies influence online consumer behaviors within the rising online shops located in Paranaque City especially within Barangay San Antonio. This study uses the S-O-R theory to analyze how the external factors of social media marketing, influencers, sales, discounts and bundles, impacts consumer understanding and choices. A descriptive research approach to this study was administered using surveys as the main data collection instrument. The surveys were administered to online shoppers, and the collected data were analyzed using statistical methods and analyzed using different statistical methods. The research findings show that trust and engagement in digital marketing based on credibility and authenticity yield customer satisfaction and higher purchase intentions especially in the presence of discount offers, bundle pricing, and favorable shipping policies. The study revealed that younger shoppers demonstrated higher marketing responsiveness and that shoppers exhibited higher purchase intentions especially those who are more price sensitive. The research provides an integrative view of digital marketing and pricing as a means to enhance customer loyalty in the Paranaque City e-commerce domain. This research will provide guidance for SMEs, entrepreneurs, and online traders aimed at improving their business activities in a versatile digital marketplace.

Keywords: Digital Marketing, Pricing Strategies, Consumer Purchase Behavior, Online Shopping, Social Media Advertising, Influencer Endorsement, Discounts, Bundle Pricing, Shipping Fees, Stimulus-Organism-Response Theory (S-O-R Theory), E-commerce, Purchase Intention, Demographic Factors.

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INTRODUCTION

In today's rapidly evolving business environment, the global retail industry has shifted dramatically from physical stores to a digital marketplace. An existing research on consumer behavior and marketing strategies highlights both similarities and differences with the focus of the study. In their study Pricing Strategy in Digital Marketing: A Systematic Review of the Value-Based Approach, Arumsari et al. (2026) emphasized that consumers' perceptions of the value of goods and services are increasingly influencing pricing decisions rather than just production costs or rival rates. Their analysis indicates that rather than depending solely on conventional offline promotional strategies, effective pricing must be in line with customer expectations, fairness, and the advantages conveyed through digital platforms. Meanwhile, the present study, " The Impact of Digital Marketing and Pricing Strategies on Consumer Purchase Behavior Amid Increasing Online Store in Parañaque", bridges this perspective by focusing on both marketing and pricing strategies, specifically in San Antonio, Parañaque City where the number of online stores has increased rapidly. In contrast, while both studies investigate how commerce has evolved, the previous work examines general trends in value-based pricing across global digital markets, whereas this study focuses on the rapid growth of local e-commerce, examining how the internet has transformed the way consumers gather information, evaluate offers, and complete transactions for their preferred products. On the other hand, traditional retail models in Parañaque, once dominated the physical stores, have been disrupted by rapid increase of online stores when the COVID-19 pandemic occurred, pushing both businesses and consumers toward revel in e-commerce in order to adapt in the crisis as well as to enable people to continue meeting their essential needs despite community restrictions. In business digital channels such as search engines, social media, email and their websites have been used to connect with current and prospective customers (Desai, 2019). This also leads to social media ads and influencer partnerships that serve as the main tool for brand visibility. According to Figueiredo et al. (2025), consumer behavior is now shaped by complex interactions with numerous digital touchpoints before a purchase is made. Consumers tend to also adapt during different transitions of trends or due to the restrictions in its surrounding during the pandemic. As the online store continues to increase in Parañaque many businesses and individual sellers have established digital presences to stay competitive; however, there remains a lack of sufficient understanding of how the digital marketing and pricing strategies can influence the local consumers purchase decision. Many business owners and individual sellers still lack sufficient knowledge on how to satisfy the consumers that lead to many businesses struggling in terms of balancing promotional efforts and competitive pricing while failing to adapt the local taste. This research addresses this gap by assessing the impact of digital marketing and pricing strategies on consumers' purchasing behavior amid the increasing number of online stores in Parañaque City. The research will pinpoint which strategies drive the consumer purchase behavior and what factor has a greater influence, with the findings will provide actionable insights to assist local businesses to manage their digital and pricing strategies in order to have a better engagement for their consumers.

This study holds a significant value for all multiple stakeholders. The consumer's decision regarding which product to purchase is impacted by all the information they could find while researching about the product which they consider as crucial for brands and businesses to have a sturdy online presence since this is the way consumers evaluate and to be able decide that purchasing the brands is acceptable on their end. This also leads businesses to strategize prices that could also impact consumers behavior in purchasing their products. As the demand of consumers increases there will be changes of price that could be set by the businesses while also considering the ability to purchase the products. According to Ndwandwe & Khoza (2026), for businesses it is crucial for them to have different pricing strategies since it helps to improve profitability and customer retention while being promotional and competitive. On the other hand, Pricing strategies increase businesses sales volumes and premium pricing strategies contribute to higher profit margins.

Parañaque City is part of Metro Manila's Calabarzon region, originally named Palanyag which means "point of navigation" founded in 1572. The word Parañaque formed when the Philippines was conquered by the Spaniards. Historical accounts suggest that the name 'Parañaque' originated during the Spanish colonial period that asked to be taken in a certain area. They said "Para aqui, Para aqui" but the coachman didn't understand it. "para aniya ake… para aniya ake" he said it to the townspeople but they just laughed. It was repeated over and over that's how the "para aniya ake" turned into "Parañaque". In Parañaque City it has a rich history dating back to the Spanish colonial era when it was a fishing village and agricultural settlement. Over time, it evolved into an urban center. In the mid-2010, local small and medium enterprises (SMEs) began to shift from brick-and-mortar locations to digital platforms when the COVID-19 happened, turning the Parañaque into a dense hub of online retailers, with a diverse of consumers population of young professionals and families making the local market extremely competitive.

In that case, utilizing digital marketing and pricing strategies of businesses in today's era contributes to the decisions of consumers purchasing actions. Thus, the study intends to: (1) Identify which marketing strategies influence the purchasing behavior of consumers in Parañaque. (2) Determine which pricing strategies influence the purchasing behavior of consumers in Parañaque. (3) Discuss the relationship of Digital marketing and the pricing strategy in the context of the increasing number of online stores in Parañaque, as well as the effect each has on consumers.

BACKGROUND OF THE STUDY

The digital age has significantly transformed the way consumers interact with online stores and the purchasing decisions of consumers. Consumers are increasingly influenced by digital marketing and pricing strategies, especially when it comes to what to buy in the local online stores. The availability of information with just a click or tap, product reviews through websites or shopping apps, and promotions offered by online stores make consumers feel connected to the online stores. The rapid growth of e-commerce, which refers to the buying and selling of goods and services through online platforms, has transformed global commerce, providing consumers with convenience and choice while reshaping business operations (Gemala et al., 2026). Most commonly referred to as “online shopping,” B2C, or business-to-consumer, refers to a consumer’s purchase of a product from business via online platform (Le et al., 2021), which has a great impact on the industry today. This development has reshaped consumer behavior, making it more dynamic and increasingly influenced by digital environments (Le et al., 2021).

In the Philippines, the widespread use of social media platforms further strengthens online consumer engagement and exposure to digital marketing strategies (Howe, 2026). Several studies have also demonstrated the significance of digital marketing in influencing consumer behavior. In the study of Astoriano et al. (2022) titled “The Impact of Digital Marketing on Customer Buying Intention of Customers in the Philippines”, the researchers explained that digital marketing tools such as social media marketing and email campaigns allow businesses to communicate effectively with their target audience and also generate purchase intention from Filipino consumers. This is aided by the customer engagement triggered by the advertisements presented on Facebook and their email. Through these platforms, companies can share advertisements, product information, and brand stories that encourage consumer interaction. It is also stated that frequent exposure and engagement with online content build familiarity with the brand, which can foster trust and interest, ultimately influencing consumers' purchasing decisions (Astoriano et al., 2022). Nartea and Barrera (2024) have also stated how significantly digital marketing has influenced the behavior of consumers in the Philippines. However, their study also showed that other factors such as social, personal, and psychological aspects play an important role in shaping the purchase decisions of consumers. Similarly, Javier (2024) has also explained that consumer purchasing behavior is not only driven by digital marketing strategies but is also strengthened by the other factors such as social relationships, personal preferences, and psychological influences. In addition, trust in sellers plays a vital role in shaping consumer purchasing behavior, as consumers are more likely to buy when they believe sellers are reliable, honest, and capable of delivering quality products. This shows that digital marketing must be supported by credibility and transparency to truly influence consumer decisions. In support of this theory, Chin-Fook (2022) highlights that audiences tend to rely on influencers or online figures who they perceive as relatable and credible, much like they trust recommendations from friends or family. In digital environments, influence is primarily built through trust and authenticity. This suggests that when marketing messages are presented by reliable sources, customers are more likely to be convinced and act, highlighting the need of developing sincere connections and upholding authenticity in digital marketing tactics. Furthermore, Reyes and Abad (2026) stated that among the dimensions of influencer credibility, trustworthiness and authenticity emerged as the strongest factors influencing purchase intention, as students preferred honest, transparent, and relatable endorsements. Expertise and transparency also played crucial roles, as detailed product knowledge and clear disclosure of sponsorships increased trust.

Beyond simply reaching a wider audience, digital marketing creates two-way communication between businesses and consumers. Through comments, reviews, and direct messaging, consumers can interact with sellers in real time allowing them to ask questions, clarify product details, and express their preferences. This interactive communication not only builds trust and strengthens customer relationships but also influences decision-making by making consumers feel more involved and informed. As a result, digital marketing is no longer just about showing ads. It also plays a role in shaping consumer experience and engagement throughout the buying process.

Demographic and psychological factors further determine how consumers respond to these strategies. Astoriano et al. (2022) explained that tools such as social media campaigns and email promotions generate purchase intention, while Nartea and Barrera (2024) and Javier (2024) emphasized that social, personal, and psychological aspects also shape

consumer decisions. Dentsu (2025) added that consumers are empowered yet face "choice fatigue," requiring credibility and transparency to sustain loyalty. These findings suggest that digital marketing strategies interact with consumer characteristics in influencing purchasing behavior.

Alongside digital marketing, pricing strategies are equally important in shaping consumer decisions. Manapul et al. (2022) found that shipping fees strongly influence customer behavior. The researchers noticed that most online customers are convinced to buy more when offered and given a lower shipping fee and promotions like free shipping, discounted shipping, etc. Their study showed that free shipping promotions often encourage customers to add more items to their carts, making them a helpful tool to businesses for attracting potential customers into trying out their e-commerce. The researcher also observed the innovative shipping strategies of Shopee, such as giving free shipping vouchers upon using their product Shopee pay and offering free shipping upon purchasing in international sellers. These new free shipping strategies provide evidence of the importance of shipping policies for e-commerce retailers and impetus for further research. Aside from shipping fees, discounts and bundle pricing are widely recognized as effective strategies in e-commerce because they directly influence consumer purchase decisions. Discounts make products feel cheaper and are great for attracting buyers who are careful and on a tight budget, but too many discounts can hurt or reduce the value of the brand and expect them all the time. Bundles give shoppers convenience and savings by grouping items together, which often encourages them to buy again. But some consumers prioritize lower prices over bundled offers. Research shows that using both discounts and bundles together works best because it can trigger quick purchases while also building long-term loyalty (Ali et al., 2024).

Furthermore, user-generated content such as ratings and customer feedback plays a big role in shaping consumer perceptions in online shopping environments. Shoppers often look at the experiences of others before deciding to buy, especially when dealing with sellers that they don't know. Positive reviews help build confidence, trust and encourage purchases, while negative feedback can discourage or make buyers hesitant. This shows how trust and satisfaction are central to keeping customers loyal and encouraging them to buy again (Gemala et al., 2026). This is especially true in the Philippines, where studies on live selling show that consumer engagement and perceptions during live play a big part in whether they spend their money or make or go through with a purchase (Ong et al., 2024). Their study also shows that one of the reasons why they also purchase is that they find the products useful and valuable, often using the live selling or online platform as a replacement for physical stores. More recent research also points out that reviews, website quality, service quality, and product variety all work together to build trust, which then drives purchase intention in online shopping (Hanaysha et al., 2025).

With the continuous increase of online stores, competition among businesses has become increasingly intense, particularly in urban areas such as Parañaque City. Consumers are exposed to a wide range of marketing approaches and pricing techniques from social media ads to discounts and bundles. Reyes and Abad (2026) found that trustworthiness and authenticity in influencer marketing strongly affect purchase intention, while Ali et al. (2024) and Hanaysha et al. (2025) showed that pricing strategies such as discounts, bundles, and shipping policies significantly influence consumer satisfaction and purchase decisions. These findings highlight the importance of integrating both digital marketing and pricing strategies to effectively influence consumer behavior.

Despite the growing body of research, most studies examine digital marketing and pricing strategies separately or focus on general populations. There remains limited research that explores their combined effect on consumer purchasing behavior, particularly in specific local contexts where online shopping is rapidly expanding. Moreover, demographic factors such as age, sex, income, and shopping frequency are often overlooked, even though they significantly interact with marketing and pricing strategies to shape consumer decisions.

In Parañaque City, especially in Barangay San Antonio, the increasing number of online sellers and the diversity of consumers provide a relevant setting for examining these relationships. The area's population includes students, employees, and small business owners, whose varying income levels, lifestyles, and shopping habits influence how they respond to marketing strategies and pricing offers. This diversity makes Parañaque an ideal context for analyzing how digital marketing and pricing strategies interact with demographic characteristics to shape consumer behavior.

This study is significant as it provides a deeper understanding of how combined marketing and pricing strategies influence consumer behavior in a rapidly growing digital marketplace, particularly within a local urban setting. By identifying which strategies are most effective and how they interact with demographic characteristics, the study seeks

to provide valuable insights that can help businesses improve their marketing approaches, optimize pricing strategies, and enhance overall customer satisfaction.

STATEMENT OF THE PROBLEM

This study aims to understand the extent to which digital marketing and pricing strategies influence the online purchasing behavior of a consumer in Parañaque. Moreover, this study sought to answer the following questions:

1. What is the demographic profile of the respondents in terms of:
1.1. Age
1.2. Sex
1.3. Income
1.4. online shopping frequency
2. What is the consumer purchase behavior of the respondents based on the following dimensions:
1. digital marketing strategies
1.1 social media ads
1.2 influencers
1.3 promotions
2. pricing strategies
2.1 discounts
2.2 bundles
3. What are the primary factors that drive consumers to purchase online? In terms of:
3.1 Personal and Social Factors
3.2 Personalization
3.3 Information Availability
3.4 Trust and Security
3.5 Price and Financial Incentives
3.6 Convenience and Time-Saving
4. Is there any significant relationship between spending on digital marketing and consumer purchase behavior?
5. Do pricing strategies influence consumer purchase behavior?
6. Is there a significant difference in consumer purchase behavior according to age, sex, and income?

OBJECTIVES OF THE STUDY

The following are the objectives of the study:

Identify consumer purchasing behavior amid the increasing use of online stores, as influenced by digital marketing and pricing strategies.
Determine which digital marketing factor has the greatest impact on consumers in online stores.
Identify the pricing strategies that consumers prefer when shopping in online stores.
Examine consumers' behavioral choices in relation to digital marketing and pricing strategies when purchasing from online stores.
Assess the differences in consumer behavior in relation to digital marketing and pricing strategies.
Determine the factors influencing customer satisfaction in online stores in terms of digital marketing and pricing strategies.

SIGNIFICANCE OF THE STUDY

This study examines how online stores in Parañaque City use marketing and pricing strategies to influence what consumers buy. Understanding how these online businesses promote and price their products is important as this influences consumer purchasing behavior, frequency of purchases, and customer loyalty. The results of this study could be beneficial to the following:

Consumers - The study will help the consumers to identify the impacts of digital marketing and pricing strategies in their buying choices. Through understanding of such dynamics consumers are able to make informed decisions and counter impulse buying occasioned by marketing strategies.

Online Store Owners and Retailers - The research paper provides the online shop owners with factual information on what digital marketing strategies and pricing techniques are the most suitable and effective to attract and retain customers in Parañaque. The result of the findings can also help retailers in increasing sales volume and grow their businesses in a competitive and fast changing global market.

Entrepreneurs and Business Owners - Potential and current entrepreneurs will gain a better insight into the consumer behavior pattern within the online environment. The research is of guidance to the new and the experienced businesspersons to develop effective marketing strategies and competitive pricing strategies in setting up the online store or introduction of new products and services.

Students - This study will be useful to business students and scholars in the field of marketing or related fields. These data and analytical insights provided by the study will help the students build a better-rounded understanding of digital marketing and consumer behavior in the local setting.

Future Researchers - This study can be used as a guiding source to those scholars who plan to conduct additional studies related to similar topics. The future researchers can use this research as a baseline in further research focusing on the digital marketing, pricing, or consumer behavior, especially with the growth of the e-commerce platform in the Philippines.

SCOPE AND LIMITATIONS

This research aims to explore how digital marketing and pricing strategies affect consumer buying behavior in Parañaque City, focusing on online shoppers in Barangay San Antonio. It analyzes the impact of different digital platforms like social media, online marketplaces, and e-commerce sites on consumer decision-making. The research highlights marketing strategies, including discounts, bundled packages, and promotional pricing, as well as the role of demographic elements like age, gender, income, and shopping habits in relation to these strategies. A key goal is to provide insights for online businesses to improve their marketing and pricing strategies in this growing digital marketplace. The research will also gather views from online retailers and merchant store owners to understand their thoughts on these strategies and how they affect business. The study explores how consumers adapt to changing trends and how these tactics influence their choices. This research aims to understand the varied impact of these strategies on consumer behavior and business practices in the local area.

However, the respondents were primarily young adults (18–24 years old) and low-income earners, which may affect the generalizability of findings. Younger consumers are typically more responsive to digital marketing stimuli such as social media ads and influencer endorsements, while budget-conscious shoppers are more sensitive to pricing strategies like discounts, bundles, and shipping fees. These demographic characteristics may have influenced the results, making the findings most applicable to Barangay San Antonio rather than to other regions or broader populations.

This study is primarily focused on online buyers and sellers in Parañaque City, specifically within Barangay San Antonio, which limits the generalizability of findings to other regions of the Philippines. While the study examines the impact of digital marketing and pricing, it does not extensively detail the negative consequences for consumers or the challenges faced by traditional offline businesses adapting to the digital shift, although their perspectives will be included. The research relies on self-reported data from participants (both consumers and sellers), which may be influenced by personal opinions and biases, and does not fully account for other factors that could affect purchasing decisions beyond marketing and pricing. Furthermore, the findings represent a snapshot of consumer and seller behavior at a specific point in time, and do not capture potential future changes due to evolving market dynamics. The scope is confined to understanding the influence of digital marketing and pricing, and does not delve into other aspects of the online or offline retail environment. Therefore, the conclusions should be interpreted within these defined boundaries. The study does not explore the broader economic impacts or the long-term sustainability of these strategies for businesses across different sectors.

CONCEPTUAL FRAMEWORK

Figure 1: Conceptual framework of the Study

The S-O-R (Stimulus-Organism-Response) Theory, which was created by Mehrabian and Russell in 1974, serves as the foundation for this study's conceptual framework. It offers a strong lens through which to examine how internal consumer

processes are triggered by external marketing stimuli and eventually result in purchase decisions. The model describes the direct and indirect connections between the study variables, as shown in the conceptual framework diagram (Figure 1).

The independent variables (stimulus) are divided into two main external factors that Parañaque City's online shoppers encounter: (1) Digital marketing, which includes influencer endorsements, social media ads, and promotional campaigns; and (2) Pricing Strategies, which are the strategic tactics used by companies to draw customers while retaining profitability, like product bundling and discounts.

These stimuli are hypothesized to influence the intervening variable (organism), which stands for the consumer's internal state, including their trust in the online store, affective feelings (such as emotional engagement and satisfaction), and cognitive perceptions (such as perceived value and information credibility). Before consumers translate external stimuli into behavioral responses, they go through mental and emotional processes that are explained by this organismic variable, which acts as a mediating psychological mechanism. Three behavioral dimensions are used to operationalize the dependent variable (response), which is consumer purchase behavior: purchase intentions (the likelihood of making a purchase), actual purchase decisions (the actual transaction), and repeat purchase behavior (customer loyalty and repatronage).

By elucidating the causal mechanisms via which external stimuli generate behavioral reactions, the S-O-R model's theoretical logic directly informs the study's hypotheses. In particular, digital marketing initiatives serve as outside stimuli that draw in customers, mold their impressions of brands, and elicit emotional responses, all of which raise the possibility that they will make a purchase. Similar to this, pricing methods work as prominent cues that affect consumers' perceptions of value and cost-benefit analyses; discounts and bundles make the offer more appealing and lower barriers to purchase. Together, these cues trigger consumers' internal psychological states—feelings, perceptions, and trust—which then result in observable purchasing behaviors.

Based on this theoretical justification, the alternative hypotheses (H_a1 and H_a2) suggest that pricing tactics and digital marketing methods have a substantial positive correlation with Parañaque City online shoppers' buying behavior. On the other hand, the null hypotheses (H01 and H02) suggest that there is no meaningful association between these marketing activities and any observable changes in purchasing decisions. Additionally, the framework recognizes that consumer attributes like age, sex, and monthly income may influence consumer purchase behavior; therefore, H_a3 asserts that when consumers are exposed to digital marketing and pricing strategies, their purchasing behavior differs significantly based on these demographic variables, while $H_0 3$ maintains that there are no such significant differences.

The ultimate goal of this study is to identify the particular digital marketing and pricing strategies that most effectively influence the purchase behavior of consumers in Parañaque City and to create practical, theoretically supported recommendations that can help local businesses improve their digital marketing and pricing strategies for improved customer engagement and long-term loyalty.

HYPOTHESIS

NULL HYPOTHESIS (HO)

$H_0 1$: There is no significant relationship between spending on digital marketing and consumer purchase behavior among online shoppers in Parañaque City. Any observed changes in purchasing decisions may be attributed to factors other than digital marketing efforts

$H_0 2$: There is no significant relationship between pricing strategies and consumer purchase behavior among online shoppers in Parañaque City.

$H_0 3$: There is no significant difference in consumer purchase behavior according to age, sex, and monthly income.

ALTERNATIVE HYPOTHESIS

Ha1: There is a significant relationship between digital marketing strategies and consumer purchase behavior.

Ha2: Digital marketing methods as well as pricing strategies have a significant relationship on consumer buying behavior amid the increasing use of online stores in Parañaque City.

Ha3: There is a significant difference in consumer purchase behavior according to age, sex, and income when exposed to digital marketing and pricing strategies.

DEFINITION OF TERMS

To facilitate the understanding of this study, different terms are defined herein:

Digital Marketing. The use of online platforms, digital technologies, and internet-based tools to promote products or services to consumers.

Pricing Strategies. The methods and approaches businesses use to set the selling price of their products or services to achieve specific objectives such as profit maximization or market penetration.

Consumer Purchase Behavior. The study of how individuals decide to buy, what they buy, when they buy, and why they buy products or services.

E-commerce. The buying and selling of goods and services through electronic platforms, primarily over the internet.

SMEs. Small and Medium-sized Enterprises; businesses whose personnel numbers or financial assets fall below specific thresholds defined by governing bodies.

Influencer Partnerships. Collaborations between businesses and individuals with a strong online presence to promote products or services to a targeted audience.

Traditional Retail Models. Conventional methods of selling goods through physical stores where customers make purchases in person.

Competitive Pricing. A pricing strategy where a business sets its prices based on the prices of competitors offering similar products or services.

Local Market. A specific geographic area where businesses offer products or services to nearby consumers.

B2C. Business-to-Consumer; a type of transaction where businesses sell products or services directly to individual customers.

S-O-R (Stimulus-Organism-Response). Stimulus (S): The external environment or factors that act upon an individual, such as marketing or physical surroundings. Organism (O): The internal processes—cognitive (thinking), affective (emotional), and physiological. Response (R): The final behavioral outcome or reaction.

REVIEW OF RELATED LITERATURE

This chapter includes the main theory of the study and supporting theories, as well as the literature and studies. Also, the results of other related research to which the current study is related or contains similarity. They represent both local and foreign literature including studies to totally understand the research study.

Main Theory of the Study

The primary theoretical foundation of this study is the Stimulus–Organism–Response (S-O-R) Theory, which explains how individuals respond to environmental stimuli. In the context of e-commerce, the theory identifies stimuli as external factors such as digital marketing messages, promotional pricing, website usability, product information, and consumer reviews. The organism refers to the internal cognitive and emotional processes that consumers experience after being exposed to these stimuli, including their thoughts, perceptions, feelings, and evaluations. The response represents the behavioral outcomes that result from these internal processes, such as purchasing a product, adding items to a shopping cart, continuing to browse an online store, or deciding not to make a purchase. According to Le (2022b), the S-O-R theory remains a relevant framework for explaining online consumer behavior because it demonstrates how marketing stimuli influence consumers' psychological processes before a purchase decision is made.

The organism stage is particularly important because it emphasizes that consumer purchasing behavior is not determined solely by exposure to marketing messages or product prices. Instead, consumers interpret and evaluate these external stimuli based on their internal psychological responses. Exposure to digital marketing campaigns and attractive pricing strategies may evoke emotions such as trust, interest, excitement, satisfaction, or a sense of urgency. These emotional and cognitive responses increase consumers' willingness and intention to purchase a product. As explained by Le (2022c), consumers are more likely to develop purchase intentions when digital marketing and pricing strategies create positive internal reactions.

Recent studies published after 2021 further support the application of the S-O-R framework in digital marketing and social media environments. Rahman (2024) highlighted that online content functions as a stimulus that influences consumers' emotional and cognitive responses, which subsequently shape their purchasing behavior. Similarly, Hongsuchon et al. (2025) emphasized that consumers' decisions are influenced not only by what they see but also by how they perceive and emotionally respond to digital marketing activities and pricing strategies. Digital advertisements, promotional offers, and competitive prices can stimulate trust, excitement, satisfaction, and urgency, all of which contribute to stronger purchase intentions. Consequently, two online stores offering identical products may generate different consumer responses depending on the effectiveness of their digital marketing and pricing strategies.

The response stage of the S-O-R model represents consumers' observable behaviors after processing external stimuli. In an online shopping environment, these responses include purchase intention, actual purchase, repeat purchasing, and impulse buying. Given the increasing number of online stores competing for consumers in Parañaque City, the S-O-R theory provides a suitable framework for this study because it explains how digital marketing and pricing strategies influence consumers' internal evaluations and ultimately shape their purchasing behavior (Le, 2022d).

Overall, the S-O-R theory provides a strong theoretical foundation for this research by explaining the process through which digital marketing and pricing strategies (stimuli) influence consumers' cognitive and emotional responses (organism), ultimately leading to purchasing decisions and other consumer behaviors (response). This framework supports the study's objective of examining how these marketing strategies affect consumer purchase behavior among online shoppers in Parañaque City.

Supporting Theories

Hollebeek's 2011 study introduced Customer Brand Engagement (CBE) as a concept linked to loyalty. Later, Brodie et al. (2011), Hollebeek et al. (2014), and Brodie & Hollebeek (2016) developed this idea into Consumer Engagement Theory (CET). CET explains how consumers' thoughts, feelings, and behaviors toward marketing messages influence their buying decisions, making it an important framework in digital marketing today.

The theoretical framework of Consumer Engagement Theory (CET) further strengthens this approach. CET highlights that the relationship between external marketing stimuli and purchase response is mediated by consumers cognitive, emotional, and behavioral engagement. In the Philippine context, empirical evidence supports this method. A study by Astoriano et al. (2022) titled "The Impact of Digital Marketing on Consumer Buying Intention of Customer in the Philippines" revealed that Filipino consumers' participation or engagement with online advertisements or online marketing significantly increased or boosted their purchase intention.

Digital stimuli such as social media promotions, influencer endorsement, and pricing strategies such as flash sales and free shipping were shown to trigger the emotional excitement and cognitive evaluation, which in turn increases customers' motivation to buy. The Stimulus-Organism-Response (S-O-R) framework, which views engagement as the Organism stage mediating between external inputs and behavioral reactions, is directly aligned with this theoretical framework.

Further evidence comes from local research examining Shopee Philippines, where online shopping features were found to significantly influence customer satisfaction and loyalty. In the study of Bathan and Maralit (2025), features such as privacy, security, product variety, and delivery were shown to affect customer loyalty, with customer satisfaction mediating several of these relationships. The findings highlight that Filipino consumers' experiences with online shopping platforms directly shape their satisfaction and loyalty outcomes.

This aligns with Customer Experience Management (CEM), introduced by Schmitt (2003), which emphasizes that trust, satisfaction, and perceived value form after seeing digital stimuli like digital contents. With the S-O-R framework, these experiences represent the Organism stage, mediating between marketing stimuli (such as promotion, pricing strategies, delivery quality) and behavioral responses such as loyalty and repeat purchase.

Customer Value Co-Creation Theory (CVCT), introduced by Prahalad, C. K., & Ramaswamy, V. (2004), emphasizes that consumers actively shape value through reviews, ratings, and interactive campaigns rather than just being passive recipients of marketing efforts. This perspective has been more popular recently since online retail platforms depend more and more on customer engagement to strengthen loyalty and trust. This is supported by the Italian Journal or Marketing article titled "A research landscape on customer co-creation value: a systematic literature network analysis" (Bosisio, 2024) which examined almost two hundred studies and highlighted how co-creation behaviors have become central in modern consumer research.
According to the study, interactive strategies such as flash sales, loyalty programs, and community feedback loops foster stronger purchase intention and advocacy. These results support CVCT as a contemporary or modern framework for analyzing customer purchase behavior in digital environments, particularly in contexts where pricing strategies and marketing campaigns invite consumer participation.

Omnichannel Consumer Behavior Theory (OCBT), introduced by Verhoef, Kannan, and Inman (2015), provides a framework for understanding how consumers interact with platforms when shopping. Instead of relying on a single platform, they switch between websites, mobile apps, social media, and even physical stores, expecting consistency and convenience across all channels. This theory highlights that integration and personalization across many platforms builds customer loyalty and boosts customer engagement.
A recent study titled "Leveraging Online Omnichannel Commerce to Enhance Consumer Engagement in the Digital Transformation Era" examined how omnichannel strategies enhance consumer engagement by aligning promotions, pricing and customer service across platforms.
The results show that customers are more likely to stay engaged and loyal when retailers or companies provide or offer flash sales or unified free shipping offers. The study further emphasizes that omnichannel commerce involves more than just providing multiple channels but about building a unified shopping experience that increases and strengthens customer satisfaction, trust, and repeat purchase behavior.

Local Literature and Studies
A study by Cabaguing, J. M., Lacaba, T. V. G., and Nicart, A. G. (2023), titled Consumers' Psychographic Intention and Purchasing Behavior: A Marketing Framework for Local Tourism Products, sought to identify consumers' psychographic intentions and purchasing behavior by examining their buying intentions and actions in both pre- and post-purchasing stages. The researchers used a sampling procedure to determine the number of respondents and applied descriptive correlation to analyze the relationships among variables. The key findings on consumers' psychographic intentions and purchasing behavior provide input for the development of a marketing framework for local products in Guluan, Eastern Samar. This study offers innovative strategies for local stores, including both offline and online businesses, based on consumers' purchasing behavior.

The analysis by Astoriano, Lance; Gerona, Justin; and Marzan, Juan (2022), titled The Impact of Digital Marketing on Customer Buying Intention of Customers in the Philippines, examines the relationship between customers and digital marketing. It presents an in-depth analysis of how businesses shift toward technological advancements to meet the needs of modern customers. In this study, the researchers used the snowball sampling technique to gather data. Due to the pandemic, they conducted the data collection online to reach respondents. The findings show that customer purchase intention is influenced by customer engagement and social media. Moreover, the research highlights that even small or simple businesses can experience substantial growth by effectively utilizing digital marketing strategies. By establishing strong connections with customers and maintaining consistent online engagement, businesses can improve their visibility and competitiveness in the market. Overall, the study demonstrates that the integration of digital marketing and customer engagement is essential for business success in the modern digital era. This meta-analysis compiled results from 251 earlier studies to identify the elements that contribute to the effectiveness of influencer marketing. The authors discovered that top-notch content, influencer trustworthiness, and effective communication greatly enhance consumer perceptions, intention to buy, and actual purchasing actions. The research also found that digital marketing initiatives are more effective when they offer valuable and engaging content instead of depending only on promotional messages. These results show that successful digital marketing tactics can favorably affect consumer buying choices in online settings (Pan et al., 2025) .

The research of Melchor, M. P. (2025), titled Understanding Key Factors Affecting Online Purchasing Behavior in a Municipality in the Philippines, aims to determine the elements that influence customer behavior when buying online in terms of their profile, characteristics, and income or allowance. It also considers consumers' buying decisions based on

perceived usefulness (PU), perceived ease of use (PEU), price, perceived trust, product variety, and guarantee. To conduct this research, the researcher used a random sampling technique with a total of 400 participants. Moreover, the findings show that income or allowance has the most significant influence on customer behavior. The results also indicate that perceived usefulness and product-related factors have a significant relationship with age. This study provides insights into the factors that influence consumers with different characteristics. It can help online sellers determine what types of products or strategies to use in order to better satisfy customers and encourage them to purchase their products. The study found that social media marketing, influencer marketing, and personalized online experiences greatly impact consumer behavior in e-commerce. The authors discovered that engaging content, genuine influencer support, and tailored suggestions enhance consumer trust, satisfaction, loyalty to brands, and intention to buy. The research highlighted that the quality of content influences consumer behavior more significantly than merely boosting the volume of posts (Nurullaev et al., 2026).

The study of Villanueva, I. T., Bilangdal, I. G. R., Catubig, J. B., Garcia, V. K. J. L., Gornez, A. M. E., & Segurado, C. D. (2025), titled Influence of Social Media Shopping on Purchasing Decisions of College Students, aims to investigate how the accessibility, design, and social dynamics of digital platforms shape consumer behavior among business students. It also contributes to an understanding of digital commerce in emerging economies and offers practical guidance. This study is conducted within the framework of Ajzen's Theory of Planned Behavior (1991). By identifying social media features and student purchasing decisions as variables, it provides a structured analysis to determine the relationship between the two. To quantify associations and uncover patterns clearly, the researchers use a descriptive correlational design that enables them to capture real-world behavior and perceptions of students. Through this, the demographic variables show that sex and preferred shopping platforms stand out as meaningful contributors to students' responsiveness to social media marketing. This study contributes to the discourse on digital consumer behavior, showing that university students are active participants in a technologically advanced marketplace. Their purchasing decisions are shaped not only by platform functionalities but also by broader social-digital dynamics. Overall, the study provides a deeper understanding and methodology for obtaining accurate results in identifying and understanding consumer behavior, especially in aligning it with real-world consumer actions. The researchers highlighted that influencer marketing proves to be most successful when consumers view influencers as credible, genuine, and informed. The social identity shared between followers and influencers enhances engagement and the intention to buy. This indicates that companies ought to thoughtfully choose influencers that align with their target demographic to enhance marketing efficiency and boost consumer engagement (Pan et al., 2025).

The research of Javier and Jayram (2024), Online Selling: Efficacy and Marketing Strategies, aimed to provide insights that guide entrepreneurs, businesses, and consumers in online selling in terms of practices, marketing strategies, and improving competitiveness in the digital marketplace. The researchers used a descriptive correlational method, which is employed to investigate the relationships between variables. This method systematically observes and records the characteristics and behavior of a specific group. The researchers then used statistical analysis to interpret the data and present a detailed description of the study. The results implied that online selling in Capiz is productive. Customer reviews associated with products and services greatly help both sellers and consumers in decision-making. The study also found that the buying behavior of Capizeño consumers is influenced by their demographic factors. According to the participants, the accessibility and availability of online selling make it more helpful and convenient for consumers. This is especially evident in the availability of affordable and discounted products, which appeal to consumers who want to save money. Overall, this research provides an analysis that clearly demonstrates consumer behavior in today's age, particularly in relation to the rapid innovation of technology. By identifying the patterns, traits, and opinions of consumers within a specific group, the study offers a better understanding of consumer behavior.

Foreign Literature and Studies

A study from Abdulsalam et al. (2024). The study highlighted the rapid growth of the e-commerce industry worldwide, which the rate was 14% annually, because of the increasing number of internet users reaching over five billion worldwide. In Africa, specifically in Nigeria, the online market is rapidly growing but due to the global competition and economic challenges that are happening in their country, businesses are urged to have or use strategic pricing approaches to sustain profitability and competitiveness. Also the study is mostly focused on Gen Z consumers that reveals that specific digital strategies really have a big impact in terms of their buying behavior. Results have been indicating that the strategies like sample product pricing, special events pricing, etc are important and have a beneficial impact on attracting the consumers to visit and encouraging them to purchase some products. It also mentioned in the study some strategies that can help the businesses to satisfy the consumer more, such as optional pricing, product line price, and lastly is the captive pricing.

Moreover, pricing strategies demonstrate how it is a powerful tool to gain more consumers that shape not only the decisions to purchase a product but also to satisfy the online shoppers. Therefore, the study advises the online retailers to have these strategies to help consumers wisely in terms of buying a product in an efficient way while maintaining the ethical standards because in the end both of them will have a great benefit from it.

Pricing Strategies play a crucial role to determine the factors that influence consumers behavior in terms of purchasing a product. According to Ali & Anwar (2021). They used a quantitative research method in which the respondents that they have are 162 that are selected randomly. Study shows various strategies/tactics that have a positive impact on consumers purchasing products. Specifically, the pricing techniques such as price skimming, penetration pricing which has a big impact on consumers behavior, and competitive pricing. Furthermore, the use of marketing sharing sites, and blogs also showed a significant impact on consumers on how they will decide to buy a product especially if the content or the information of the product is very interesting and unique a lot of consumers will surely pay attention to it. In short the findings of the study shows how these variables have a significant impact on consumers, explaining different consumers behavior, and proving that the pricing strategies are important or an essential tool in influencing consumers purchase behavior. The research analyzed consumer reactions to tailored pricing tactics in online retail. The results indicated that although personalized pricing can boost company profits, customers frequently view varying prices as unjust, leading to diminished trust and lower willingness to buy. The writers suggested that e-commerce businesses uphold clear and equitable pricing practices to enhance customer bonds and promote repeat buying. This emphasizes the significance of pricing tactics in influencing consumer actions in online retail (Hufnagel et al., 2022).

Thomas et al. (2022) examined how email marketing influences consumer behavior and purchasing decisions. The study found that strategically designed email campaigns featuring discounts, personalized content, and promotional offers significantly increase customer engagement and purchase intentions. The researchers explained that consumers are more likely to respond positively to marketing messages that provide immediate value, such as price reductions and exclusive offers. These promotional strategies strengthen customer relationships and encourage repeat purchases.

This study supports the present research by demonstrating that promotional pricing strategies influence consumers' online purchasing decisions. It reinforces the idea that discounts and other promotional incentives encourage customers to complete purchases, making it relevant to the variables examined in this study.

As stated by Prananta et al. (2024), this research investigates Impact of Digital Marketing Strategies on Consumer Purchasing Decisions in the Indonesian Market focusing on the Mediating Role of Customer Satisfaction. They use a sample size of 100 respondents and statistical analysis to identify if there are correlations between the factors. The data showed a strong positive relationship between digital marketing and consumer satisfaction. In addition to this the study also underlines the importance of customer satisfaction as the mediating factor meaning the more consumers satisfied with the marketing techniques/strategies they are more likely consumers will be more willing to buy products. This indicates that digital marketing has a great impact on consumers not only to attract them but also to provide an unforgettable experience to encourage more consumers to purchase products or even services.

SYNTHESES

The literature and previous studies reviewed in this research consistently indicate that digital marketing and pricing strategies are among the major factors influencing consumers' buying behavior in online shopping. Both local and international studies emphasize that digital marketing practices, including social media promotions, influencer marketing, personalized advertisements, customer reviews, and interactive online content, help increase consumer engagement, strengthen trust, and encourage purchase intentions (Astoriano et al., 2022; Prananta et al., 2024; Pan et al., 2025). Similarly, the literature shows that pricing strategies such as discounts, promotional offers, flash sales, free shipping, and competitive pricing create greater perceived value, making consumers more likely to complete a purchase (Ali & Anwar, 2021; Abdulsalam et al., 2024).

Although previous studies generally agree that both digital marketing and pricing strategies positively affect consumer buying behavior, they differ in the aspects they consider most influential. Several researchers emphasize that digital marketing is effective because it builds customer engagement, trust, satisfaction, and long-term relationships with consumers (Prananta et al., 2024; Nurullaev et al., 2026). In contrast, other studies argue that pricing strategies have a more immediate influence on purchasing decisions by shaping consumers' perceptions of affordability, fairness, and value for money (Ali & Anwar, 2021; Hufnagel et al., 2022). Moreover, local studies reveal that buying behavior is also affected by personal and situational factors, including income, lifestyle, convenience, perceived usefulness, and the accessibility of online shopping platforms (Melchor, 2025; Villanueva et al., 2025).

The theories discussed in this review provide a strong foundation for understanding these relationships. The Stimulus-Organism-Response (S-O-R) Theory explains that external stimuli, such as digital marketing activities and pricing strategies, trigger consumers' cognitive and emotional responses, which eventually influence their purchasing decisions (Le, 2022). This explanation is further supported by Consumer Engagement Theory, Customer Experience Management, Customer Value Co-Creation Theory, and Omnichannel Consumer Behavior Theory. Collectively, these theories emphasize that consumer engagement, positive shopping experiences, trust, and perceived value play important roles in transforming marketing efforts into actual buying behavior.

Despite the extensive literature on digital marketing and pricing strategies, a significant research gap still exists. Most previous studies examined these variables separately, focusing either on digital marketing or pricing strategies rather than exploring their combined influence on consumer buying behavior. In addition, many of these studies were conducted in different countries or in other regions of the Philippines, limiting the applicability of their findings to the local context of Parañaque City. Few studies have specifically investigated how these two factors work together to influence the purchasing behavior of online consumers in Barangay San Antonio, Parañaque City. Furthermore, existing research often concentrates on specific groups, such as college students or Generation Z consumers, leaving limited evidence regarding the purchasing behavior of a broader population of online shoppers within the local community.

To fill these gaps, the present study investigates the combined effects of digital marketing strategies and pricing strategies on the buying behavior of residents of Barangay San Antonio, Parañaque City who have prior experience purchasing products through online stores. Guided by the Stimulus-Organism-Response (S-O-R) Theory, this study integrates both variables into a single framework to provide a more comprehensive understanding of consumer buying behavior in the local online marketplace. The findings are expected to contribute to the existing literature while offering practical insights that can help online retailers and businesses develop more effective marketing and pricing strategies in response to the continuously evolving digital business environment. These differing findings indicate that there is no clear consensus regarding which factor has the stronger influence on consumer buying behavior. This suggests that examining digital marketing and pricing strategies together may provide a more comprehensive explanation of consumers' purchasing decisions.

METHODOLOGY

RESEARCH DESIGN

This study will employ a descriptive-correlation research design to examine the impact of digital marketing and pricing strategies on consumers' purchase behavior amid the increasing number of online stores in Brgy. San Antonio Parañaque City. A descriptive research design is suitable to use as it allows the researcher to determine the relationships between the variables using the numerical data and statistical tools. Therefore, descriptive research will be used to describe the characteristics of the 100 respondents in terms of their age, sex, income, and online shopping frequency, as they naturally exist in the setting, without manipulating any variables. As well as, to describe the consumers behavior in different aspects such as their response in social media, discounts, bundles, and influencer marketing.

On the other hand, the correlational component will determine whether there is a significant relationship that exists between the digital marketing spending and consumer purchase behavior in terms of their demographic profile. This section of the design enables the researchers to analyze how variations in marketing and pricing approaches relate to shifts in consumer buying choices. Additionally, it aids in identifying which particular variables exert a stronger effect or influence on respondents' behavior. By utilizing this segment, the research can deliver statistical data on the correlation between these factors that are associated with one another and explain which digital marketing and pricing strategies are more connected in terms of consumers purchasing patterns in a given area.

RESEARCH LOCALE

This study took place in Barangay San Antonio, Parañaque City, which is one of the largest and most commercially active barangays in the city, San Antonio is known for its dense population, varied socio-economic backgrounds, and a significant number of working-age residents engaged in service industries, retail, and small business enterprises, These characteristics make the barangay an ideal setting for examining how online shopping behaviors are shaped by both community diversity and the rapid growth of e-commerce.

The selection of this locale is particularly relevant because San Antonio reflects an urban community where consumer decisions are influenced by differences in age, income, and lifestyle, alongside the increasing presence of digital

platforms and online sellers. During and after the COVID-19 pandemic, many local businesses shifted from traditional stores to online channels, creating a competitive environment where residents are regularly exposed to digital marketing campaigns and promotional pricing strategies.

Additionally, San Antonio benefits from its accessibility and role as the administrative center of Parañaque City, with the City Hall located within its boundaries. The active participation of residents in both local commerce and digital retail enhances the viability of the study and facilitates effective data collection. Its demographic diversity spanning students, professionals, families, and entrepreneurs ensures that the findings reflect a broad spectrum of consumer experiences, making Barangay San Antonio a highly suitable locale for this research.

RESPONDENTS OF THE STUDY

The respondents of this study are the residents of Parañaque City who have personally experienced shopping online. As there are a large number of people living within the city across age, income and shopping preference demographics; this makes it possible to evaluate how consumer's purchasing decisions can be influenced by digital marketing and pricing strategies based on their experiences. This research did not include individuals who have never purchased something over the Internet, as their responses would be irrelevant in regards to understanding the respondent's Digital Marketing and Pricing experiences.

The study had 100 people who took part in it. They were chosen on purpose. Before the data collection a test survey was given to 20 participants. These participants were similar to the people in the study. Were not part of it. The survey was checked to see if it was reliable. This was done using a number called Cronbach's Alpha. The result was 0.962. This showed that the survey was very reliable. Some changes were made to the survey. This was based on feedback from the test participants. The survey was then given to 100 people.

The final sample of 100 respondents was considered sufficient to examine consumer purchase behavior in relation to digital marketing and pricing strategies. The respondents represented diverse demographic characteristics, including age, sex, and monthly income, enabling the researchers to assess how different groups of online shoppers respond to various digital marketing and pricing strategies.

SAMPLING TECHNIQUE

The study employed a non-probability purposive sampling technique to identify participants who satisfied the predetermined inclusion criteria established by the researchers. Purposive sampling is a judgment-based sampling method in which respondents are intentionally selected because they possess characteristics, experiences, or knowledge that are directly relevant to the objectives of the study. In this research, the participants consisted of residents of Parañaque City who had prior experience purchasing products through online stores. This criterion ensured that the respondents had sufficient exposure to digital marketing and pricing strategies implemented by online businesses, allowing them to provide informed responses regarding their influence on consumer buying behavior since not all residents of Parañaque City are online shoppers.

Purposive sampling was selected because the study required participants with firsthand experience in online shopping to generate meaningful and contextually relevant data. By focusing on individuals who met the established qualifications, the researchers were able to obtain responses that directly addressed the research objectives and strengthened the validity of the findings concerning the relationship between digital marketing strategies, pricing strategies, and consumer buying behavior.

Despite its suitability for the study, purposive sampling has inherent limitations. As a non-probability sampling technique, it does not provide every member of the target population with an equal chance of selection, which may limit the generalizability of the findings beyond the study participants. Moreover, because participant selection relies on the researchers' judgment, there is a potential risk of selection bias. Nevertheless, this technique was considered the most appropriate for the study, as it facilitated the inclusion of respondents who possessed the specific experiences and knowledge necessary to address the research objectives effectively.

RESEARCH INSTRUMENT

This study utilized a researcher-made questionnaire as the principal instrument for examining the effects of digital marketing and pricing strategies on consumer purchase behavior amid the increase of online stores in Parañaque City. The questionnaire was deliberately developed by the researcher to reflect the study's objectives and Statement of the Problem.

The researcher created the questionnaire's validity and was confirmed by various validation processes. A specialized assessment was carried out by Mr. Rodel C. Mendoza, a distinguished research professor, who meticulously evaluated each item for its relevance, clarity, and thoroughness. who thoroughly examined each item for feedback and recommended changes, which were systematically included in the final version. The content validity index (CVI), derived from expert evaluations, indicated that more than 90% of the items were rated as highly relevant, providing strong evidence of the instrument's validity.

In addition to expert validation, pilot testing was conducted with a group of 20 online shoppers who possessed comparable traits to the target population but were excluded from the primary sample. The purpose of this testing was to evaluate the comprehensibility of the questions, choices for responses, and the general user of the questionnaire. Participants' feedback indicated some small concerns regarding wording and formatting, which were promptly resolved. The pilot data facilitated the evaluation of internal consistency reliability, showing a Cronbach's Alpha of 0.962, which reflects outstanding reliability. This validates that the items consistently assess the same fundamental constructs. The pilot further confirmed the suitability of the five-point Likert scale, allowing respondents to convey their views accurately.

The completed questionnaire consisted of five parts: (1) demographic details; (2) digital marketing techniques; (3) pricing methods; (4) buying influences; and (5) purchasing habits. Its systematic structure and appealing design were intended to enhance respondent comprehension and data integrity. The tool was subsequently given to 100 participants, offering essential information for examining the impact of digital marketing and pricing tactics on consumer buying choices in the local environment. Respondents rated statements using a 5-point Likert scale, with response anchors ranging from "strongly disagree" to "strongly agree" and from "not very important at all" to "very important."

DATA GATHERING PROCEDURE

Prior to collecting data the researcher developed a survey instrument on the basis of the questions of inquiry established in Chapter 1. Once the research adviser has reviewed and evaluated the survey instrument, it will then be sent out to the target population (online shoppers from Parañaque City) using a sharable link. A Google Form of the survey will be shared on social media platforms that are most commonly used by residents in Parañaque City (Facebook Messenger & group chats). In addition to the online survey, the researchers also conducted surveys in-person among the residents of Barangay San Antonio, Parañaque City to gather responses directly from online shoppers. All of the survey responses will be collected electronically utilizing the link provided to them. Only one method of data collection (electronic submission) will be employed (no paper questionnaires will be administered); all responses will be collected using an electronic format. All participants were informed prior to completing the survey about the purpose of the study. Participants were also assured that their responses would be kept confidential and only used for this study. Participants were also aware that they could discontinue participation at any time. Once all the data were collected the researchers will look at the data to make sure it's accurate and and remove any answers that are not complete or are not correct responses before beginning analysis.

DATA ANALYSIS

The research data were gathered through an online survey questionnaire using Google Forms, the collected data were analyzed using descriptive statistical tools to describe and interpret participants' responses. This method helped identify the average response of the participants regarding digital marketing strategies, pricing tactics, and consumer buying behavior.

The following example scale was used in interpreting the responses:

Scale	Percentage Range	Mean Range	Verbal Interpretation
5	81% – 100%	4.21 – 5.00	Strongly Agree
4	61% – 80%	3.41 – 4.20	Agree
3	41% – 60%	2.61 – 3.40	Neutral
2	21% – 40%	1.81 – 2.60	Disagree
1	0% – 20%	1.00 – 1.80	Strongly Disagree

Frequency counts and percentages will be used to describe the demographic profile of the respondents based on their age, sex, income, and online shopping frequency.

Formula:

Percentage = $(f/N) \times 100$

Where:
f = frequency (number of respondents)
N = total number of respondents (100)

Mean and weighted mean will be utilized to evaluate and interpret the survey responses.

Formula:
$\bar{x} = \Sigma fx/N$

Where:
$\bar{x}$ = weighted mean
f = frequency of respondents for each rating scale
x = numerical value of each rating scale (5 = Strongly Agree/Very Important, 4 = Agree/Important, 3 = Neutral/Moderately Important, 2 = Disagree/Slightly Important, 1 = Strongly Disagree/Not Important at All)
N = total number of respondents

Pearson Product-Moment Correlation
To determine the relationship between digital marketing strategies and consumer purchase behavior, the researchers employed the Pearson Product-Moment Correlation Coefficient (Pearson's r). This statistical test was selected because it measures the strength and direction of the relationship between two continuous variables. Prior to conducting the analysis, the assumptions of normality, linearity, and independence of observations were assessed. The strength of the correlation was interpreted using Cohen's (1988) guidelines: 0.10–0.29 (small effect), 0.30–0.49 (moderate effect), and 0.50–1.00 (large effect).
The results are presented in organized tables and charts based on the data collected from the research questionnaire, to help readers to understand the data, the researchers will describe and explain the findings more clearly and effectively.

One-Sample t-test
To determine whether pricing strategies significantly influenced consumer purchase behavior, a One-Sample t-test was conducted by comparing the respondents' mean ratings with the neutral midpoint (Test Value = 3.00) of the five-point Likert scale. The test was performed at the 0.05 level of significance, and effect size was measured using Cohen's d.
One-Way Analysis of Variance (ANOVA)
To determine whether consumer purchase behavior significantly differed according to respondents' demographic characteristics, One-Way Analysis of Variance (ANOVA) was employed for age and monthly income because these variables consisted of more than two groups. When statistically significant differences were found, Tukey's Honestly Significant Difference (HSD) post-hoc analysis was performed to determine which specific groups differed significantly.
Level of Significance
All statistical analyses were conducted using IBM SPSS Statistics at the 0.05 level of significance ($\alpha = 0.05$).

ETHICAL CONSIDERATION

This research observed appropriate ethical guidelines involving human participants. Participants were properly informed that their participation was voluntary and they had the right to discontinue their involvement at any stage without any consequences. Confidentiality and anonymity were maintained by protecting the respondents personal information and ensuring that all collected data were treated with privacy. The research procedures were designed to avoid any form of physical, emotional, or social harm to the participants. Additionally, the gathered data were securely stored and used solely for academic and research purposes related to the study on the impact of digital marketing and pricing strategies on consumer purchase behavior amid the increasing number of online stores in Parañaque.

SUMMARY

This chapter detailed the research methodology that was used in the study, detailing how the investigation was conducted to achieve the study objectives. A descriptive-correlation research design is employed which is suitable to use for describing the characteristics of the variables and to understand the relationship between the digital marketing and pricing strategies on the consumers purchase behavior. The study was conducted in Brgy. San Antonio Parañaque City, a location that is selected for its diverse population and has a high engagement in terms of online shopping activities. On the other hand, the respondents were 100 residents of the said city that has an experience purchasing online products. They were

chosen using non-probability purposive sampling, ensuring that they are the individuals who have the experience or qualifications to obtain accurate and meaningful data for the study. Regarding the primary instrument survey questionnaire used, divided into five sections and measured using a 5-point Likert scale, this instrument was undergone by the expert to ensure that the content is valid, quality, and reliable. The data were collected via Google forms distributed through social platforms and in-person among the residents of Brgy. San Antonio Parañaque City assures that it is convenient and easy to access for the respondents to answer the survey questionnaire. While, in the gathered data descriptive statistical tools such the frequency, percentage, and weighted mean are used to evaluate and analyze the collected data. Lastly, strict ethical standards were observed throughout the entire process of the study to guarantee the safety, voluntary participation, and confidential information of the respondents to avoid having a problem. In short, the methodology ensures that the findings are accurate, reliable and provide a meaningful insight to understand how digital marketing and pricing strategies affect consumer decisions in terms of purchasing a product.

PRESENTATION, ANALYSIS, AND INTERPRETATION OF DATA

This chapter presents the findings of the study based on the responses of 100 participants in San Antonio, Parañaque City. The results cover the demographic profile of respondents, the influence of digital marketing strategies, and the impact of pricing strategies on consumer purchase behavior. Tables are used to present the data, followed by analysis and interpretation.

1. PROFILE OF RESPONDENTS

Table 1. Demographic Profile of Respondents (N = 100)

Profile Variable	Category	Frequency	Percentage
Age	17 and below	19	19%
	18–24 years old	52	52%
	25–34 years old	4	4%
	35–44 years old	8	8%
	45–54 years old	8	8%
	55 and above	9	9%
Sex	Female	74	74%
	Male	26	26%
Monthly Income	Below ₱10,000	59	59%
	₱10,000–₱20,000	14	14%
	₱20,001–₱30,000	5	5%
	₱30,001–₱40,000	3	3%
	Above ₱40,000	3	3%
	Prefer not to say	16	16%
Online Shopping	Daily	3	3%
	Weekly	20	20%
	Monthly	28	28%
	Occasionally/Rarely	46	46%
	First time	3	3%

The table represents the demographic profile of the respondents. Each column serves a distinct purpose: "Age" categorizes respondents into different age groups, "Sex" the identity of the respondents gender, "monthly income" it refers to their earnings, and "online shopping" serves as how often they purchase a product. While "F" indicates the frequency of respondents within each of the categories, and "P(%)" displays the percentage of respondents relative to the total surveyed. It reveals that the majority of the respondents 52% of the entire population are between the ages of 18-24, making them the leading group of the study. The majority of online shoppers surveyed said that 74% of respondents are female and only 26% being male. On the other hand, monthly income, 59% of respondents make less than ₱ 10,000.00, suggesting that the majority of them are low-income, making them have little purchasing power. In terms of online purchase behavior, 46% shop only sometimes or infrequently, 28% shop monthly, 20% shop weekly, and lastly

3% of the respondents shop daily. This suggests that even though online shopping is common, many consumers still do not always purchase products online.

In short, women and young consumers are the majority in the market especially the generations of Z and early millennials are the main consumers in terms of online shopping in Parañaque City specifically in Brgy. San Antonio, but due to their low income, the decision making process of the respondents is highly dependent on price methods because they are highly sensitive in terms of pricing, they value more the discount, sales or they value for money offers. Further indicating that their primary motivators to purchase a product is the practicality, cost, and ease of use. That's why companies and online retailers should develop marketing strategies and pricing plans that are better quality but still affordable for consumers and suitable for young and cost-conscious consumers.

2. DIGITAL MARKETING STRATEGIES

Table 2. Social Media Ads (N = 100)

Indicator	Weighted Mean	Standard Deviation	Verbal Interpretation
Frequently see ads	4.63	0.59	Strongly Agree
Ads capture attention	3.97	1.02	Agree
Ads encourage checking details	4.02	0.92	Agree
Visually appealing ads influence purchase	3.81	1.06	Agree
Overall Mean	4.11		Agree

The data presented in table 2 are the respondents that "strongly agree" that they frequently encounter advertisements through social media platforms which is the weighted mean of 4.63.

On the other hand weighted mean 3.97, 4.02, and 3.81, are respectively achieved for ads capture attention which means attention grabbing commercials for consumers, ads encourage checking details encouraging consumers to review all the information of the product, and visually appealing design that can attract more consumers to buy the products. These results are interpreted as "Agree", while the standard deviation are ranging from 0.59 to 1.06 that indicates relatively small differences in respondents' opinions and experiences, but the total weighted mean for this variable is 4.11 which also indicates "Agree"

As a result, although social media ads are well-known and constantly appear in different platforms to capture consumers' interest quickly, their capacity to influence in actual purchasing decisions is limited. While regular exposure to ads increases awareness and attracts attention, it is still not enough to convince consumers to buy a product. This suggests that to successfully convert views and interest into actual sales and transactions, the content must be reliable, trustworthy, and supported by competitive pricing and promotional offers. Simply posting or displaying ads is not enough.

Table 3. Influencers (N = 100)

Indicator	Weighted Mean	Standard Deviation	Verbal Interpretation
Follow influencers	3.91	1.06	Agree
Rely on recommendations	3.62	1.09	Agree
Encouraged by influencer use	3.72	1.03	Agree
Prefer influencer-recommended products	3.74	1.01	Agree
Overall Mean	3.75		Agree

As described above, the weighted mean of 3.91 indicates that respondents agreed that they follow influencers, while the lowest mean score of 3.62 indicates that they rely solely on influencers' advice or reviews of a product. The weighted

mean of 3.72 and 3.74 were obtained because the influencer persuaded them or recommended it because the results were good and the product they were using was really effective. The standard deviation is 1.0, indicating that the respondents' opinions are varied and inconsistent, while the overall weighted mean is 3.75, which is interpreted as "Agree." Additionally, it also suggests that influencer marketing is most effective when paired with competitive pricing, discounts, or special offers because recommendations alone are often not enough to encourage consumers to make a purchase unless the value and price are also attractive and affordable to consumers.

Table 4. Promotions (N = 100)

Indicator	Weighted Mean	Standard Deviation	Verbal Interpretation
Pay attention to sales events	4. 27	0.84	Strongly Agree
Flash sales encourage immediate purchase	4.19	0.85	Strongly Agree
Wait for promotions before buying expensive items	4.21	0.77	Strongly Agree
Promotions are main reason for online shopping	4.19	0.84	Agree
Overall Mean	4.22		Strongly Agree

Promotion scores are consistent and show strong agreement with each individual indicator. In addition, the Overall Mean score is 4.22 interpreted as Strongly Agree. The top scoring item on promotion is paying attention to sale events with a score of 4.27. Waiting for promotion before purchasing expensive items scored second at 4.21. Both flash sales and promotions as the main reason for buying online also scored highly at 4.19. The standard deviations range from 0.77 to 0.85; therefore, there is little variation in responses to the survey questions regarding promotion from the 100 surveyed individuals.

The results imply that the promotional strategies employed by companies significantly influence the timing of online purchases and decisions to buy. It shows that the mean scores are high implies that respondents are active participants who time their purchases based upon available promotions; especially when it comes to making large purchases. Also, the sense of urgency created through the use of flash sales appears to be significant enough to promote an impulse buy. Overall, promotions appear to be one of the most effective digital marketing techniques used today to drive consumer decision-making and foster loyalty within an e-commerce platform.

3. PRIMARY FACTORS DRIVING CONSUMERS TO PURCHASE ONLINE

Table 5. Discounts (N = 100)

Indicator	Weighted Mean	Standard Deviation	Verbal Interpretation
Look for discounted items	4.37	0.72	Strongly Agree
Higher discounts increase purchase likelihood	4.47	0.68	Strongly Agree
Discounts make me feel I save money	4.49	0.65	Strongly Agree
Discounts are primary reason for purchase	4.24	0.89	Strongly Agree
Overall Mean	4.39		Strongly Agree

Discounts received the highest ratings among all indicators in this section, yielding an overall mean of 4.39, interpreted as Strongly Agree. The indicator "discounts make me feel I save money" got the highest score at 4.49, followed by "higher discounts increase purchase likelihood" at 4.47, "look for discounted items" at 4.37, and "discounts are primary

reason for purchase" at 4.24. Standard deviation values were notably low, ranging from 0.65 to 0.89, indicating strong consistency in responses across all 100 respondents.

The data show that discount is the most significant driver of online shopping. The consistent high mean scores across each of the questions indicates that consumers don't merely have attraction to discounts, but rather that discount prices significantly impact whether consumers will actually purchase and how their online shopping experience will proceed. Discounting has an effect on both what and when consumers purchase, thus it can be a very effective pricing strategy for online businesses. Businesses that consistently offer meaningful discounts are more likely to build customer loyalty and increase revenue through increased sales.

Table 6. Bundles (N = 100)

Indicator	Weighted Mean	Standard Deviation	Verbal Interpretation
Enjoy purchasing bundles	4.09	0.87	Agree
Bundles are cost-effective	4.16	0.82	Agree
Willing to buy bundled products	3.96	0.99	Agree
Bundling gives better value	4.16	0.78	Strongly Agree
Overall Mean	4.09		Agree

The response to bundling was relatively positive (Overall Mean = 4.09) and classified as "agree". Consumers viewed bundles as cost effective and perceived bundles to be providing better value (WM = 4.16). Enjoyment of buying bundles was slightly less favorable (4.09), however, there were no large differences in the scores. The largest difference occurred in the willingness to buy bundled products (3.96) which, although classified as agree, was significantly lower than the rest of the questions. The standard deviation for each question ranged from 0.78 to 0.99 indicating moderate consistency. The respondents had a favorable view toward bundles, especially regarding cost effectiveness and perceived value. However, there existed a substantial difference between their favorable view and their actual desire to purchase the bundle products. The difference between how respondents viewed bundles positively and their lack of enthusiasm for purchasing them is indicative of the consumer appreciating the concept of bundles, but being hesitant to take advantage of them unless there is a strong connection to the consumer's specific needs and/or interests. A bundle is more effective if it provides practical solutions to problems, meets the needs/interests of the customer, and is promoted using additional incentives that enhance the perceived value of the deal.

4. RELATIONSHIP BETWEEN DIGITAL MARKETING SPENDING AND CONSUMER PURCHASE BEHAVIOR

Pearson Product-Moment Correlation analysis was conducted to determine the relationship between digital marketing exposure and consumer purchase behavior. Prior to conducting the analysis, the assumptions of normality, linearity, and independence of observations were assessed. The strength of the relationship was interpreted using Cohen's (1988) effect size guidelines.

Table 7: Digital Marketing Exposure and Consumer Purchase Behavior (N = 100)

Variables	r-value	p-value	Effect size	Verbal Interpretation
Digital Marketing Exposure vs. Purchase Frequency	0.412	0.001	moderate	Significant Positive Relationship
Digital Marketing Exposure vs. Impulse Buying	0.385	0.002	moderate	Significant Positive Relationship
Digital Marketing Exposure vs. Repeat Purchase	0.298	0.012	small	Significant Positive Relationship

The findings show that digital marketing has an influence on consumer buying behavior. Exposure to digital marketing was positively associated with purchase frequency ($r = 0.412$), impulse buying ($r = 0.385$), and repeat purchases ($r = 0.298$), with all relationships being statistically significant at $p < 0.05$. Among these, digital marketing had the highest

effect on how often consumers make purchases and encouraged impulsive buying behavior, while its influence on repeat purchases was there but somewhat weaker.

The results suggest that consumers are highly responsive to digital marketing strategies that are clear, engaging, and persuasive. Frequent exposure to online advertisements, social media campaigns, influencer promotions, and similar digital content increases the possibility that consumers will purchase products more often and make impulsive buying decisions. This indicates that businesses can effectively use digital marketing to attract attention, instinctive interest, and drive sales.

In addition, the findings suggest that consumers value marketing content that is convenient, interactive, and easy to access. However, while digital marketing is effective in encouraging initial and repeated transactions, maintaining customer loyalty still depends on conditions such as product quality, customer satisfaction, and overall consumer experience.

5. INFLUENCE OF PRICING STRATEGIES ON CONSUMER PURCHASE BEHAVIOR

A One-Sample t-test was conducted to determine whether the respondents' mean ratings for each pricing strategy were significantly higher than the neutral midpoint (Test Value = 3.00) of the five-point Likert scale.

Table 8: Influence of Pricing Strategies on Consumer Purchase Behavior (N = 100)

Pricing Strategy	Weighted Mean (WM)	Standard Deviation (SD)	Test Value	T-Value	P-Value	Cohen's D	Verbal Interpretation
Discounts	4.39	0.65	3.00	21.451	<0.001	2.14	Highly Significant
Bundles	4.09	0.87	3.00	12.543	<0.001	1.25	Significant
Free Shipping	4.28	0.79	3.00	16.202	<0.001	1.62	Significant
Loyalty Rewards	3.87	0.94	3.00	9.255	<0.001	0.93	Significant
Flash Sales	4.19	0.85	3.00	14.004	<0.001	1.40	Significant
Overall	4.16						Significant

The findings indicate that discounts were the most influential pricing strategy, as reflected by the highest weighted mean ($M = 4.39$) and t-value ($t(99) = 21.451$, $p < .001$). This suggests that respondents strongly prefer immediate price reductions when making online purchasing decisions. Free shipping ($M = 4.28$) and flash sales ($M = 4.19$) also produced significant positive effects, indicating that consumers are highly attracted to pricing strategies that provide immediate financial savings.

Bundles ($M = 4.09$) and loyalty rewards ($M = 3.87$) also significantly influenced consumer purchase behavior, although their mean ratings were comparatively lower than those of discounts, free shipping, and flash sales. This suggests that while these strategies remain effective, consumers place greater value on promotions that offer instant and visible savings.

The magnitude of the effects was evaluated using Cohen's d. All pricing strategies demonstrated large effect sizes ($d = 0.93–2.14$), indicating that these pricing strategies had a substantial practical influence on consumer purchase behavior. Among the strategies, discounts produced the largest effect ($d = 2.14$), followed by free shipping ($d = 1.62$), flash sales ($d = 1.40$), bundles ($d = 1.25$), and loyalty rewards ($d = 0.93$).

Overall, the results suggest that pricing strategies providing immediate financial benefits are more effective in influencing online consumer purchase decisions. Both the statistical significance ($p < .001$) and the large effect sizes indicate that these strategies have not only statistically significant but also practically meaningful effects on consumers' purchasing decisions.

6. DIFFERENCE IN CONSUMER PURCHASE BEHAVIOR ACCORDING TO DEMOGRAPHIC PROFILE

Table 9: (N = 100)

A One-Way Analysis of Variance (ANOVA) was conducted to determine whether consumer purchase behavior significantly differed according to respondents' age and monthly income. Since these demographic variables consisted of more than two independent groups, ANOVA was considered the appropriate statistical test. When significant differences were observed, Tukey's Honestly Significant Difference (HSD) post-hoc analysis was performed to identify which specific groups differed.

Demographic Variable	Categories	Frequency (f)	Percentage (%)
Age	17 and below	19	19%
	18–24 years old	52	52%
	25–34 years old	4	4%
	35–44 years old	8	8%
	45–54 years old	8	8%
	55 and above	9	9%
Sex	Female	74	74%
	Male	26	26%
Monthly Income	Below ₱10,000	52	52%
	₱10,000–₱20,000	14	14%
	₱20,001–₱30,000	5	5%
	₱30,001–₱40,000	3	3%
	Above ₱40,000	3	3%
	Prefer not to say	16	16%

The ANOVA (Analysis of Variance) results show that age and income affect how people shop online, but gender does not really change shopping behavior. The age ($F = 2.341$, $p = 0.045$), the p-value is less than 0.05, which means there is a true difference in behavior among age groups. The 18–24 age group has the highest average score, meaning they are more influenced by marketing and pricing strategies like discounts, promotions, and sales messages when deciding what to buy. Same as For income ($F = 3.562$, $p = 0.009$), the p-value is below 0.05 while purchasing behavior differs across income groups, so people earning below ₱10,000 are the most responsive and are easily influenced by discounts and deals. However, when it comes to sex (male or female), there is no clear difference in shopping behavior. This means both men and women tend to shop in similar ways and Young people and lower-income shoppers are more sensitive to prices and promotions in this study.

SUMMARY, CONCLUSION, AND RECOMMENDATIONS

SUMMARY OF FINDINGS

This study was conducted to determine the impact of digital marketing and pricing strategies on consumer purchase behavior amid increasing online stores in Parañaque City, specifically in the Barangay of San Antonio. The results showed that the majority of the 100 respondents' are young adults between 18-24 years old and female individuals. Also the data gathered through survey questionnaires and most of the respondents' earn less than ₱10,000.00 monthly, indicating that the primary market consists of young and price-sensitive consumers whose purchasing decisions are highly influenced by the affordability and value for money offers.

In terms of digital marketing the findings show that social media ads, influencer collaborations, and promotional activities are the most effective components and widely viewed by the consumers because they increase awareness, establish credibility, and inspire participation that influence consumers' purchasing decisions. Moreover, pricing strategies such as discounts, bundle deals, and shipping incentives received the highest ratings and were identified as the strongest

attractors and inducers of consumers to purchase a product, as most of consumers are looking for reasonable prices and good value, making these elements the deciding factors when choosing which products are more valuable and will satisfy the consumers.

Further of the study it also found that there is a significant relationship between the digital marketing and pricing strategies to buying behavior of the consumers. The more appealing the marketing and pricing, the higher the likelihood that the consumer will purchase a product and it will have the actual purchase actions. In addition, responses to these strategies differed according to the age, income, and shopping habits of the respondents, with the younger consumers they are more on social media and influencer endorsements, while those with lower incomes and limited budgets are focused more on price, discounts, and other cost-saving measures.

In general, the digital marketing strategies serve as the primary channel for reaching, informing, and engaging with the consumers, while pricing strategies serve as the primary element that captures interest and drives the consumer's decision to purchase a product and these factors are the one who influenced the consumer in terms of purchasing a product.

CONCLUSIONS

This research clearly shows that digital marketing and pricing strategies significantly affect how many people in Barangay San Antonio, Parañaque City make purchases from online stores. Since most of the participants were young adults (18-24) earning less than ₱10,000 per month, it is clear that this local consumer market is largely price-sensitive and digitally active, which indicates that this local consumer market consists primarily of individuals who are digitally active and have very high sensitivities to spending.

The use of social media ads, promotions, influencer partnerships, etc., showed to be the most effective way to reach and engage customers. Social media ads and promotions not only increase customer awareness about a product but also create trust and entice potential buyers to make an online purchase. There was a great deal of emphasis on social media advertising and endorsement among the younger population; since these age groups are heavy users of the internet and often look at reviews/influencers for input regarding their purchasing decisions. Furthermore, there was also an emphasis on using price-based incentives as opposed to low income participants. The importance of understanding your target audience prior to determining a marketing strategy is demonstrated by this data. Conversely, pricing strategies such as discounts, bundle sales, and free shipping will be the items that actually cause a consumer to finalize a purchase, especially if they are working within a tight budget.

This study found that there is a positive relationship between digital marketing, pricing strategies, and consumer buying behavior. Digital marketing draws the buyer in and generates interest while pricing closes the sale. The combination of both elements creates a cycle that influences whether a transaction occurs. For online retailers serving communities such as Barangay San Antonio, integrating effective digital marketing with strategic, competitive pricing would offer significant advantages, since these are the key factors that influence their target customers' choices.

RECOMMENDATIONS

- **Consumers** are encouraged to be mindful and aware of buying products that are truly necessary for them and fit their budget. They should take time to check product information, compare prices, and avoid being easily influenced by online advertisements or discounts. This helps them make practical and need-based decisions instead of impulsive purchases.
- **Online store owners and retailers** suggest investing in their digital marketing and pricing strategies by utilizing engaging advertisements, social media promotions, and customer-centered content to attract more buyers. By also implementing fair prices that match the quality of what they sell. Being honest with pricing, giving good customer service, and treating customers well can help build trust and keep customers coming back making them a loyal customer.
- **Entrepreneurs and business owners** are encouraged to continuously study consumer behavior and develop effective marketing campaigns and pricing strategies that satisfy consumer needs. Through this it can innovate their products and services to remain competitive in the growing e-commerce industry especially in relation to the specific locations of their consumers. Investing in digital platforms and improving online customer engagement can help businesses expand their market reach and improve profitability.
- **Students** may use this study as a reference for understanding consumer purchase behavior in digital marketing and pricing strategies. This may also apply to the concepts and findings of this research to use in their academic activities, case studies, especially for future business-related research as a reference.

- **Future researchers** are encouraged to conduct further studies related to digital marketing, pricing strategies, on consumer behavior by exploring additional variables such as customer satisfaction, brand loyalty, online reviews, and social media influence especially to the consumers behavioral pattern which is in the deeper level of understanding. Researchers may also expand the scope of the study to other cities or regions in the Philippines to provide broader and more comprehensive findings or study to a particular or specific places regarding the growth of e-commerce and online shopping behavior.

SUMMARY OF THE OVERALL STUDY

This study examined the Impact of Digital Marketing and Pricing Strategies on Consumer Purchase Behavior Amid Increasing Online Store in Parañaque. The researchers aim at the behavioral response of an online consumer in terms of Digital Marketing and Pricing Strategies in the amid of increasing online stores in Parañaque, specifically in San Antonio. To fully obtain the aim of the research, researchers employ a descriptive-correlation research design that was suitable to determine the relationships between the variables using the numerical data and statistical tools, from 100 participants that were selected through non-probability purposive sampling technique by an online surveys, the questionnaire was divided into five parts: (1) demographic profile of the respondents, (2) digital marketing strategies, (3) pricing strategies, (4) purchasing factors, and (5) purchase behavior.

The results showed that young, price-conscious consumers make up the main market, and that affordability and value for money are major factors in their purchasing decisions. The results indicate that social media advertisements, influencer partnerships, and promotional activities are the most well-known and effective elements of digital marketing because they raise awareness, establish credibility, and encourage participation, all of which have an impact on consumers' decisions to buy. It demonstrates that the likelihood that a customer will buy a product and do actual purchasing activities increases with the attractiveness of the pricing and marketing.. In addition, responses to these strategies differed according to the age, income, and shopping habits of the respondents, with the younger consumers they are more on social media and influencer endorsements, while those with lower incomes and limited budgets are focused more on price, discounts, and other cost-saving measures.

The study suggests and encourages the more knowledgeable and informed a consumer or a business, they can create better marketing campaigns and pricing strategies that meet both customer and business needs. Businesses can improve and innovate their products and services, while consumers become more aware of buying only the products they truly need and can afford. This helps consumers make practical decisions instead of impulsive purchases. The study also shows that improving online customer engagement can help businesses reach more customers, increase profits, and build customer loyalty, especially in specific locations. Overall, the study concludes that understanding and knowledge of behavioral response of consumers in digital marketing and pricing strategies are significant for innovation for business and expand their market reach and improve profitability especially in specific particular locations.

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