“Digital marketing and its influence on consumer behavior: A social sciences perspective from Kazakhstan”

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DIGITAL MARKETING AND ITS INFLUENCE ON CONSUMER BEHAVIOR: A SOCIAL SCIENCES PERSPECTIVE FROM KAZAKHSTAN

Abstract

Digital technologies have changed how consumers obtain product information, interact with brands, and make purchasing decisions. However, empirical evidence on these relationships remains limited for urban, digitally active consumers in Kazakhstan. This study examines the associations among digital marketing activities, social media engagement, promotional pricing strategies, brand trust, and consumer purchasing behavior. A quantitative cross-sectional design was employed, using survey data collected from 320 active internet users in Kazakhstan between July and November 2025, administered via a structured questionnaire with five-point Likert-scale measures. The reliability and construct validity of the measurement instrument were evaluated using Cronbach's alpha, the Kaiser–Meyer–Olkin statistic, Bartlett's test of sphericity, and exploratory factor analysis, while regression and cluster analyses were conducted to examine the proposed relationships and identify consumer segments. The findings indicate that digital marketing activities are positively associated with consumer purchasing behavior, social media engagement is positively related to brand trust, and promotional pricing strategies significantly influence consumer purchase decisions. The measurement model demonstrated satisfactory reliability and construct validity, supporting the consistency of the empirical results. The study contributes evidence on digital consumer behavior among urban, digitally active consumers in Kazakhstan. It offers practical implications for organizations seeking to strengthen digital marketing strategies in comparable market settings.

Keywords digital marketing, consumer behavior, social media engagement, online advertising, e-commerce platforms, consumer trust, Kazakhstan

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INTRODUCTION

The rapid expansion of digital technologies has fundamentally transformed how consumers access information, interact with brands, and make purchasing decisions. The increasing adoption of Internet-based communication technologies and social media platforms has expanded opportunities for online consumer engagement and transformed marketing practices across diverse geographic and cultural contexts (Steckman & Andrews, 2023). The proliferation of online platforms, including social media networks, e-commerce systems, and mobile applications, has reshaped market dynamics by enabling continuous, data-driven interactions between firms and consumers. This transformation is particularly evident among urban, digitally active populations in emerging economies, where widespread internet access and mobile connectivity are accelerating changes in consumption patterns and market structures.

In Kazakhstan, increasing internet penetration and the growing adoption of digital technologies have encouraged urban consumers to rely more

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extensively on online platforms for product search, information evaluation, and brand engagement. At the same time, businesses are investing in digital marketing, social media engagement, and promotional campaigns to influence purchasing decisions in this digitally connected market segment. Contemporary digital marketing integrates online communication channels, data-informed decision-making, and customer-focused strategies to strengthen audience engagement and support organizational performance in increasingly technology-enabled business environments (Smith, 2022). Despite these developments, empirical evidence regarding how such digital marketing practices affect the behavior of urban, digitally active consumers in Kazakhstan remains limited. Recent studies indicate that the ongoing digital transformation of Kazakhstan's service sector has accelerated the integration of digital technologies into business operations, strengthened customer-focused strategies, and increased the importance of digital innovation and data analytics in enhancing organizational competitiveness (Turarbekova et al., 2025).

The central scientific problem addressed in this study concerns the limited understanding of how digital marketing activities influence consumer behavior in emerging digital markets characterized by evolving technological ecosystems and changing patterns of online engagement. Although substantial theoretical and empirical evidence has been generated in advanced economies, where digital infrastructure and consumer familiarity with online environments are relatively mature (Kotler et al., 2021; Ryan, 2020), the applicability of these findings to Kazakhstan's urban digital marketplace remains insufficiently explored.

Moreover, consumer responses to digital marketing initiatives may differ across emerging economies because of variations in digital literacy, institutional trust, and technology adoption. Consequently, there is a need to examine whether the established relationships among digital marketing activities, social media engagement, promotional pricing strategies, brand trust, and consumer purchasing behavior are observed similarly among urban, digitally active consumers in Kazakhstan. Addressing this gap contributes to both theoretical understanding and managerial practice by providing context-specific evidence for digital marketing strategies in emerging digital economies.

1. LITERATURE REVIEW

1.1. Digital marketing and consumer behavior

Digital marketing has fundamentally transformed the traditional buyer journey by enabling personalized communication, interactive engagement, and real-time feedback between firms and consumers. Customers increasingly rely on digital platforms for product information, comparison, and purchase decisions. Advertising on social media, collaborations with influencers, and targeted email marketing have been shown to significantly shape consumer attitudes, trust, and purchase intentions (Bala & Verma, 2018; Ryan, 2020). This interaction and recommendation system also increases engagement and decision-making (Davenport et al., 2020; Fernandes et al., 2021; Kumar et al., 2016). The existing evidence demonstrates the importance of personalized marketing, social media involvement, and online platforms for building consumer trust, loyalty, and purchase intention (Friis & Riley, 2023; Di Gangi & Wasko, 2016). These impacts, however, are context-specific, as they differ across demographic, cultural, and technological factors. The same is observable in emerging economies, but empirical studies are scarce. Prior research shows that social media use, influencer credibility, and targeted advertising positively affect consumer perceptions and online purchases (Awad & Alharthi, 2025; Vasquez-Reyes & Cordova-Buiza, 2024; Hadiyati et al., 2024).

1.2. Digital marketing development in Kazakhstan

Kazakhstan is rapidly moving towards digitization, which has changed markets and consumer behavior. By 2023, the percentage of internet users exceeded 85% (Statista, 2024). Consumers are more engaged with brands through social media, online stores, and apps. However, companies often struggle to evaluate digital marketing performance due to a lack of analytical software, shifting consumer preferences, and privacy concerns (Tazhiyeva et al., 2024). Recent evi-

dence from other emerging and transitional economies similarly indicates that the diffusion and strategic effectiveness of digital marketing tools remain uneven despite rapid digitalization. For instance, research on Ukrainian SMEs revealed that although basic digital platforms are widely adopted, the implementation of advanced digital marketing practices, including CRM systems, analytics, and strategic digital planning, remains constrained by organizational and human capital limitations (Mostova et al., 2026). Likewise, studies on fashion livestream commerce demonstrate that consumer engagement and purchase behavior are increasingly shaped by interactive communication, presenter credibility, interface design, and strategically timed promotional content, highlighting the importance of context-specific digital capabilities and engagement strategies in rapidly evolving digital markets (Salhab et al., 2026).

The rate of development of digital marketing and e-commerce businesses in Kazakhstan was high in 2022–2024, and e-commerce sales were estimated at 2.4 trillion tenge in 2023, accounting for 12.5 percent of retail trade (Bureau of National Statistics, 2024). To meet rising demand in the online domain, companies have enhanced their online presence by integrating big data, AI, and social media to predict consumer behavior and improve competitiveness (Tazhiyeva et al., 2024). Social media activity is at the center stage, and 68 percent of Kazakh customers communicate with companies through Instagram and Facebook, which has a significant effect on trust and purchase intention (Sadyk & Islam, 2022). Influencer partnerships also increase the brand's relatability and involvement, boosting consumer interaction by 35%. Online transactions have also been made easier through mobile technology: Kazakhstan had 26.6 million cellular mobile connections, 19.2 million internet users, and 15.7 million social media accounts by the beginning of 2025, representing 75.7% of the population (Datareportal, 2025; Ante & Saggu, 2025). The Digital Kazakhstan initiative by the government (2018) is still in the adoption phase, generating employment opportunities, attracting investment, and having a substantial economic impact.

1.3. Theoretical foundation

The theoretical foundation of this study is based on three complementary frameworks explaining the influence of digital marketing on consumer behavior. The Technology Acceptance Model (TAM) emphasizes perceived usefulness and ease of use as key determinants influencing the adoption of digital technologies (Davis, 1989). The Consumer Decision-Making Process Model explains how digital marketing influences consumers across different stages of information search, evaluation, and purchasing decisions (Kotler & Keller, 2016). In addition, Social Media Engagement Theory suggests that interaction, personalization, and emotional attachment are essential drivers of consumer trust and loyalty in digital environments (Brodie et al., 2013). In the context of Kazakhstan, these theoretical perspectives indicate that social media engagement, influencer marketing, and targeted promotional communication significantly influence information processing, product evaluation, and purchasing behavior. Individualized recommendations and interactive content also simplify and enhance the consumer decision-making process.

1.4. Literature synthesis and research gap

Recent literature consistently demonstrates that digital marketing tools, particularly social media engagement, personalized online advertising, influencer communication, and digital promotional strategies, significantly influence consumer trust, engagement, and purchase behavior. Previous empirical studies confirm that interactive digital environments improve brand visibility, emotional attachment, customer responsiveness, and online purchasing intentions through personalized communication and data-driven targeting mechanisms (Davenport et al., 2020; Fernandes et al., 2021; Friis & Riley, 2023). Furthermore, social media interactions and influencer credibility contribute substantially to the formation of consumer trust and long-term customer loyalty in digital marketplaces (Di Gangi & Wasko, 2016; Vasquez-Reyes & Cordova-Buiza, 2024).

Nevertheless, most existing empirical evidence has been generated in technologically mature and developed economies where digital infrastructure, institutional trust, and online consumer behavior are relatively stable. Consequently, the transferability of these findings to emerging digital economies remains uncertain. In Kazakhstan, despite rapid growth in internet penetration, e-commerce platforms, mobile connectivity, and government-

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supported digital transformation initiatives, empirical research examining the behavioral impact of digital marketing practices remains limited. Existing studies primarily focus on technological adoption and market expansion. At the same time, insufficient attention has been devoted to understanding how digital marketing tools influence consumer trust, engagement, and purchasing behavior within Kazakhstan's specific socio-economic and digital environment.

Therefore, the current study addresses this important contextual and empirical gap by examining how digital marketing activities, social media engagement, and digital promotional strategies influence consumer behavior in Kazakhstan. The study contributes to the growing literature on digital consumerism in emerging economies by providing context-specific empirical evidence from a rapidly developing digital market.

1.5. Purpose of the study and hypotheses development

The primary objective of this study is to empirically examine how key digital marketing dimensions, namely digital marketing activities, social media engagement, and promotional pricing strategies, influence consumer purchasing behavior and trust-related outcomes in Kazakhstan's emerging digital economy. The research framework is grounded in the Technology Acceptance Model (Davis, 1989), the Consumer Decision-Making Process Model (Kotler & Keller, 2016), and Social Media Engagement

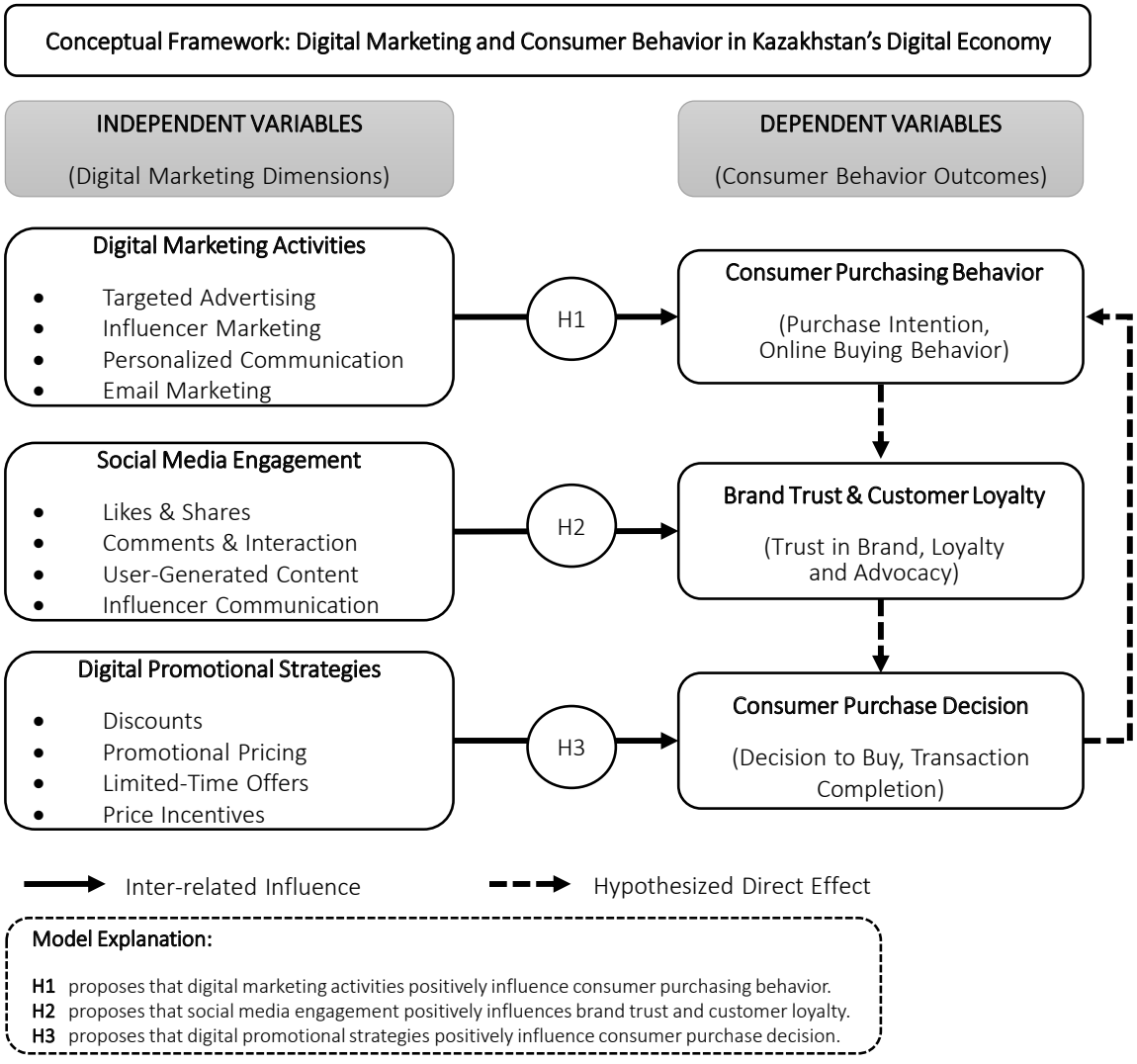

Figure 1. Conceptual model illustrating the relationships between digital marketing tools and consumer behavioral outcomes in Kazakhstan's emerging digital economy

Theory (Brodie et al., 2013), which collectively suggest that digitally mediated interactions shape consumer perceptions, engagement, and behavioral intentions. Based on these theoretical foundations and the constructs operationalized in the survey instrument, the following hypotheses are proposed:

H1: Digital marketing activities have a significant positive effect on consumer purchasing behavior in Kazakhstan.

H2: Social media engagement has a significant positive effect on brand trust among consumers in Kazakhstan.

H3: Price promotions and discounts in digital marketing campaigns have a significant positive effect on consumer purchase decisions in Kazakhstan.

1.6. Conceptual model

The conceptual model was developed based on the theoretical foundations and empirical evidence presented in the literature review to examine the relationships between key digital marketing dimensions and consumer behavioral outcomes in Kazakhstan's emerging digital economy. Specifically, the model conceptualizes digital marketing activities, social media engagement, and promotional pricing strategies as the principal explanatory variables affecting consumer responses in digital marketplaces. This framework integrates insights from the Technology Acceptance Model, the Consumer Decision-Making Process Model, and Social Media Engagement Theory to provide a coherent basis for empirical investigation.

2. METHODS

2.1. Research design and data collection

The present study employed a quantitative cross-sectional research design in which primary data were collected and statistically analyzed to examine the relationships between digital marketing practices and consumer behavior. Empirical research in the social sciences emphasizes systematic observation, measurement, and statistical analysis to test theoretical propositions and investigate behavioral phenomena. Within the context of marketing research, this approach provides a robust framework for evaluating the influence of digital marketing strategies on consumer attitudes, trust, engagement, and purchasing behavior. The research framework was developed based on established theories and prior empirical studies on digital marketing and consumer behavior identified in the literature review. A structured questionnaire was designed to assess respondents' perceptions of key digital marketing dimensions, including online advertising, social media engagement, influencer marketing, and promotional pricing, together with their effects on consumer trust, engagement, and purchase intention. Primary data were collected between July and November 2025 through an online survey administered using Google Forms. The questionnaire was distributed via multiple digital channels, including email invitations, social media platforms, and messaging applications, targeting active internet users who regularly interact with digital marketing content. The survey employed five-point Likert-scale items to measure four principal constructs: digital marketing exposure, consumer trust, consumer engagement, and purchase intention.

2.2. Sampling and measurement

A total of 320 valid responses were retained for analysis. The sample comprised respondents from diverse demographic backgrounds to ensure variation in gender, age, educational attainment, and digital usage patterns. Consistent with the demographic profile presented in Table 1, 55.0% of respondents were female and 45.0% were male. Regarding educational attainment, 63.1% held a bachelor's degree, 21.3% possessed a master's or doctoral qualification, and 15.6% reported a high school education or lower. Daily internet use was substantial: 32.5% of respondents spent 4-6 hours online per day, and 25.6% spent more than 6 hours, indicating that 58.1% used the internet for at least 4 hours each day. This distribution reflects a digitally active urban population that is well-suited to the study's objectives. The survey instrument was developed from established constructs in the digital marketing and consumer behavior literature. It included structured five-point Likert-scale items measuring digital marketing activities, social media engagement, brand trust, perceptions of promotional pricing, and consumer purchasing behavior.

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Table 1. Demographic characteristics of survey respondents (N=320)

Variable	Category	Frequency	Percentage
1. Gender	Male	144	45
	Female	176	55
	Total	320	**100.00**
2. Age	18–25	136	42.5
	26–35	98	30.6
	36–45	52	16.3
	46 and above	34	10.6
	Total	320	100.00
3. Education Level	Bachelor's degree	202	63.1
	Master's/PhD	68	21.3
	High school or lower	50	15.6
	Total	320	**100.00**
4. Daily Internet Usage	Less than 2 hours	38	11.9
	2–4 hours	96	30.0
	4–6 hours	104	32.5
	More than 6 hours	82	25.6
	Total	320	**100.00**

2.3. Data analysis and ethical issues

The collected data were screened, coded, and analyzed using Microsoft Excel. Descriptive statistics were first computed to summarize the demographic and behavioral characteristics of the respondents. The internal consistency of the measurement scales was evaluated using Cronbach's alpha, while sampling adequacy and the suitability of the data for factor analysis were assessed using the Kaiser–Meyer–Olkin (KMO) measure and Bartlett's test of sphericity. Exploratory factor analysis was subsequently conducted to examine the underlying construct structure of the measurement instrument. Multiple regression analysis was employed to evaluate the relationships between digital marketing variables and consumer behavioral outcomes. In contrast, cluster analysis was used to identify distinct consumer segments based on digital usage patterns and behavioral characteristics.

The study adhered to accepted ethical principles for research involving human participants and complied with the ethical guidelines of the Committee on Publication Ethics (COPE). Participation was voluntary, and informed consent was obtained from all respondents before data collection. Participants were informed about the objectives of the study, assured of the confidentiality of their responses, and advised that no personally identifiable information would be collected. All data were anonymized before analysis and stored securely with access restricted to the research team. The study protocol was reviewed and approved by the Business School Ethics Committee of Kazakh-British Technical University (Approval No. 14/2025, dated October 15, 2025). To promote research transparency while protecting participant privacy, the anonymized data will be retained securely for a reasonable period following publication.

3. RESULTS

3.1. Reliability and validity tests of the research questionnaire

The internal consistency of the measurement scales was evaluated using Cronbach's alpha coefficients, and the results presented in Table 2 indicate satisfactory reliability for all constructs. Alpha values ranged from 0.81 to 0.87, exceeding the recommended threshold of 0.70 and demonstrating good internal consistency among the questionnaire items measuring social media engagement, consumer purchasing behavior, brand trust, and digital marketing exposure. Construct validity was subsequently assessed through exploratory factor analysis (EFA). As shown in Table 3, the Kaiser–Meyer–Olkin (KMO) measure of sampling adequacy was 0.82, indicating that the data were suitable for factor analysis. At the same time, Bartlett's Test of Sphericity was statistically significant ($p < 0.001$), indicating adequate correlations among the observed variables. Four factors with eigenvalues greater than 1.0 were retained and jointly explained approximately 68.6% of the total variance. Furthermore, standardized factor loadings ranged from 0.63 to 0.86, exceeding the commonly accepted minimum threshold of 0.50 and providing evidence of satisfactory convergent validity and dimensional adequacy of the measurement model.

Factor Analysis was used to evaluate the Questionnaire's efficacy in measuring diverse dimensions, including trust, engagement, and digi-

Table 2. Cronbach's alpha – Internal consistency of survey items

Section of Questionnaire	Number of Variables	Cronbach's Alpha	Interpretation
Social Media Engagement	5	0.84	Good Reliability
Consumer Purchasing Behavior	4	0.87	Good Reliability
Brand Trust	4	0.81	Good Reliability
Digital Marketing Exposure	6	0.85	Good Reliability

Table 3. Exploratory factor analysis and construct validity results

Construct	Eigenvalue	Variance Explained (%)	Cumulative Variance (%)	Factor Loading Range
1. Social Media Engagement	4.22	26.32	26.32	0.67 – 0.83
2. Consumer Purchasing Behavior	2.97	18.53	44.84	0.72 – 0.86
3. Brand Trust	2.09	13.02	57.85	0.65 – 0.82
4. Digital Marketing Activities	1.73	10.75	68.59	0.63 – 0.80
Model Adequacy Statistics				
5. Kaiser-Meyer-Olkin (KMO)	0.82	> 0.6 (Acceptable) (Threshold)		
6. Bartlett's Test	P < 0.001	p < 0.05 (Significant)		

tal exposure. This approach aggregates similar items and assesses whether survey items are appropriately categorized under their designated variables.

The construct validity of the measurement instrument was assessed using exploratory factor analysis (EFA). As presented in Table 3, the Kaiser–Meyer–Olkin (KMO) measure of sampling adequacy was 0.82, exceeding the recommended threshold of 0.60 and indicating that the data were appropriate for factor analysis. Furthermore, Bartlett's Test of Sphericity was statistically significant ($p < 0.001$), confirming that the correlation matrix contained sufficient inter-item correlations to justify factor extraction. The EFA identified four distinct latent constructs corresponding to the conceptual dimensions examined in this study: Social Media Engagement, Consumer Purchasing Behavior, Brand Trust, and Digital Marketing Activities. These factors exhibited eigenvalues greater than 1.0 and collectively explained 68.59% of the total variance, demonstrating satisfactory explanatory power for the underlying measurement structure. Specifically, Social Media Engagement accounted for 26.32% of the variance, followed by Consumer Purchasing Behavior (18.53%), Brand Trust (13.02%), and Digital Marketing Activities (10.75%). Moreover, the retained indicators demonstrated standardized factor loadings ranging from 0.63 to 0.86, exceeding the commonly recommended minimum threshold of 0.50 and indicating strong associations between the observed items and their respective latent constructs. Overall, the findings provide robust evidence of construct validity and dimensional adequacy, supporting the use of the measurement instrument for subsequent reliability assessment and hypothesis testing.

To evaluate the predictive relationships between the study variables, multiple regression analyses were conducted. The regression results summarized in Table 4 demonstrate statistically significant associations between the proposed explanatory variables and their corresponding dependent variables. Digital marketing activities explained 43% of the variance in consumer purchasing behavior ($R^2 = 0.43$; $p < 0.001$), while social media engagement explained 39% of the variance in brand trust ($R^2 = 0.39$; $p < 0.001$). Promotional pricing strategies were also found to be statistically significant predictors of consumer purchase decisions ($R^2 = 0.28$; $p = 0.014$). In the revised manuscript, the regression outputs should also re-

Table 4. Regression analysis – Relationship between variables

Predictor Variable	Dependent Variable	R^2 Value	p-value
Digital Marketing Activities →	Consumer Purchasing Behavior (H1)	0.43	<0.001
Social Media Engagement →	Brand Trust (H2)	0.39	<0.001
Promotional Pricing →	Consumer Purchase Decisions (H3)	0.36	<0.001

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Table 5. Cluster analysis – Segmentation of respondents

Cluster Group	Key Characteristics	Percentage of Sample
1. Digitally Engaged	High usage, active on social media	36%
2. Price Sensitive	Responsive to promotions and discounts	28%
3. Passive Users	Low online activity, limited trust	21%
4. Influencer Followers	Influenced by influencer content	15%

port the unstandardized or standardized regression coefficient (β), standard error (SE), t-statistic, 95% confidence interval (CI), adjusted R^2, and the model specification to meet reviewer expectations and enhance statistical transparency.

Consumer segmentation was examined using cluster analysis to identify distinct patterns of digital behavior. The clustering procedure employed a distance-based algorithm as described in the methodology section, and the optimal number of clusters was determined prior to interpretation. As presented in Table 5, four consumer segments were identified: Digitally Engaged (36%), Price Sensitive (28%), Passive Users (21%), and Influencer Followers (15%). These findings demonstrate meaningful heterogeneity in consumer behavior and provide additional support for market segmentation based on digital engagement characteristics.

Table 6 summarizes the regression results for the three hypothesized relationships based on responses from 320 participants. The analysis evaluates whether digital marketing activities significantly influence consumer purchasing behavior (H1), social media engagement significantly affects brand trust (H2), and promotional pricing strategies significantly influence consumer purchase decisions (H3). The results are presented using coefficients of determination (R^2), significance levels (p-values), and hypothesis decisions. Statistical significance was assessed at the 5% level ($p < 0.05$).

The hypothesis testing results are presented in Table 6 and provide empirical support for all three proposed relationships. Hypothesis 1, which posited that digital marketing activities positively influence consumer purchasing behavior in Kazakhstan, was supported ($R^2 = 0.43$, $p < 0.001$). The findings indicate that digital marketing practices, including targeted advertising, personalized online content, and influencer collaborations, explain a substantial proportion of the variation in consumer purchasing behavior, underscoring their significant role in shaping purchase-related decisions. This result is consistent with previous research demonstrating that digital marketing initiatives and targeted online communication positively affect consumer purchase intentions and online buying behavior (Pan et al., 2025).

Hypothesis 2 proposed that social media engagement positively influences brand trust and was likewise supported ($R^2 = 0.39$, $p < 0.001$). The results suggest that interactive activities on social media platforms, such as commenting, sharing, and active user participation, contribute significantly to strengthening consumer trust in brands. This finding aligns with prior studies emphasizing the importance of engagement-based interactions and trust-building mechanisms in enhancing the effectiveness of social media marketing strategies (Tazkia & Ariyanti, 2025; Samarah et al., 2022).

Hypothesis 3, which examined the influence of promotional pricing strategies on consumer purchase decisions, was also supported ($R^2 = 0.28$, $p = 0.014$). Although the explanatory power was comparatively moderate, the results indicate that discounts, limited-time offers, and other promotional incentives positively influence purchase decisions by increasing consumers' perceived value and purchase motivation. These findings are consistent

Table 6. Testing of hypotheses summary and decision

Hypothesis No.	Variable Relationship Tested	R^2 Value	p-value	Result
H1	Digital Marketing Activities → Consumer Purchase Behavior	0.43	<0.001	Supported
H2	Social Media Engagement → Brand Trust	0.39	<0.001	Supported
H3	Price Promotional Strategies → Consumer Purchase Decisions	0.28	0.014	Supported

with earlier evidence demonstrating that pricing incentives enhance consumer responsiveness and purchase intentions in digital marketing environments (Mishra et al., 2024; Li & Chen, 2024).

Overall, the results reported in Table 6 confirm that digital marketing activities, social media engagement, and promotional pricing strategies each exert a statistically significant positive influence on consumer behavior in Kazakhstan's evolving digital marketplace. The empirical evidence therefore supports all three proposed hypotheses and reinforces the study's conceptual framework, highlighting the strategic importance of digital marketing practices in shaping consumer trust and purchasing outcomes.

4. DISCUSSION

The present study empirically examined how digital marketing activities, social media engagement, and promotional pricing strategies influence consumer behavior in Kazakhstan's emerging digital economy. The findings provide empirical support for the proposed conceptual framework and all three hypotheses, indicating that these dimensions significantly affect consumer purchasing behavior and trust-related outcomes among urban, digitally active consumers.

Consistent with Hypothesis 1, digital marketing activities exhibited a significant positive association with consumer purchasing behavior, explaining a substantial proportion of the observed variance ($R^2 = 0.43$). This finding suggests that firms' overall digital marketing efforts, including online promotional communications and digitally mediated interactions represented by the measured construct, play an important role in shaping purchase-related decisions. The result is broadly consistent with prior research highlighting the effectiveness of digital marketing in influencing consumer engagement and purchase intentions (Bala & Verma, 2018; Ryan, 2020; Kotler et al., 2021).

The analysis also supports Hypothesis 2 by demonstrating a significant positive relationship between social media engagement and brand trust ($R^2 = 0.39$, $p < 0.001$). This finding indicates that greater consumer interaction within social media environments contributes to stronger trust in brands and reinforces the propositions of Social Media Engagement Theory (Brodie et al., 2013), which emphasizes the importance of interactive digital participation in developing enduring consumer–brand relationships.

Similarly, the results support Hypothesis 3, showing that promotional pricing strategies significantly influence consumer purchase decisions ($R^2 = 0.28$, $p = 0.014$). Although the explanatory power is comparatively lower than that of the other relationships examined, the findings suggest that value-oriented promotional mechanisms remain an effective determinant of purchasing behavior in Kazakhstan's evolving digital marketplace.

Taken together, these results extend existing evidence from developed and emerging economies by demonstrating that digital marketing activities, social media engagement, and promotional pricing strategies collectively contribute to consumer decision-making in Kazakhstan. The findings therefore reinforce the relevance of the Technology Acceptance Model, the Consumer Decision-Making Process Model, and Social Media Engagement Theory for explaining digitally mediated consumer behavior within an emerging market context.

From a managerial perspective, the study suggests that organizations should adopt integrated digital marketing strategies that strengthen consumer engagement, foster brand trust, and deliver value-oriented promotional initiatives. Investments in digital communication, active social media presence, and strategically designed promotional campaigns may enhance consumer responsiveness and improve marketing effectiveness. These findings provide practical guidance for firms seeking to strengthen their competitive position in Kazakhstan's increasingly digital business environment.

From a theoretical perspective, the study contributes context-specific empirical evidence by validating the relationships among digital marketing activities, social media engagement, promotional pricing strategies, brand trust, and consumer purchasing behavior within Kazakhstan. By aligning the empirical findings with established theoretical frameworks, the research extends the literature on digital consumer behavior in emerging markets. It provides a foundation for future comparative and longitudinal investigations.

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CONCLUSION

The objective of this study was to analyze the impact of digital marketing practices on consumer behavior in Kazakhstan, set against the backdrop of a swiftly growing digital economy. The study empirically examines consumer reactions to targeted advertising, social media engagement, influencer marketing, and promotional pricing, offering insights into the mechanisms by which digital marketing influences purchase intentions, trust, and loyalty. The results show that digital marketing has a significant impact on how people in Kazakhstan make decisions today. Online engagement and personalization are two of the most important factors. The findings further indicate that price sensitivity remains a significant factor, particularly among younger consumers, suggesting that economic influences continue to coexist with digital sophistication in shaping behavioral outcomes. These findings highlight the need to view consumer behavior in nascent digital markets as a multifaceted process shaped by technological engagement and contextual economic factors. Based on these results, we can say that digital marketing works in Kazakhstan not only because people use technology, but also because the content, engagement, and value propositions align with what customers want. The research enhances the current literature by affirming established digital marketing theories within a Central Asian framework and by emphasizing the necessity for contextual adaptation of engagement and pricing strategies in emerging markets.

The study, while contributory, is constrained by specific limitations. The employment of non-probability sampling and the focus on respondents from urban, digitally engaged demographics limit the generalizability of the results. Additionally, reliance on self-reported data and a cross-sectional design limits the ability to identify long-term behavioral changes and causal relationships. Subsequent research may build on this study by employing longitudinal methods, integrating rural and semi-urban demographics, and investigating sector-specific digital marketing implementations across industries such as retail, financial services, and logistics. Subsequent research may incorporate objective behavioral metrics and investigate the impact of emerging technologies, such as artificial intelligence and immersive digital tools, to better understand evolving consumer behavior in Kazakhstan's digital ecosystem.

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