

Influence of Digital Customer Experience, Social Media Engagement, and Brand Trust on Online Purchase Intention of Electronic Products

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ABSTRACT

The rapid growth of online commerce has transformed consumer behavior, particularly in the electronic products sector, where purchase decisions are influenced by digital interactions, social engagement, and perceived brand reliability. This study investigates the influence of Digital Customer Experience (DCX), Social Media Engagement (SME), and Brand Trust (BT) on Online Purchase Intention (OPI) of electronic products, focusing on Brands X, Y, and Z. Using a quantitative approach, data were collected from 300 online consumers through structured questionnaires and analyzed using Structural Equation Modeling (SEM). The results indicate that all three factors have a significant positive impact on OPI, with Brand Trust exhibiting the strongest influence, followed by Digital Customer Experience and Social Media Engagement. These findings suggest that electronic brands can enhance online purchase intention by providing seamless digital experiences, fostering meaningful social media engagement, and establishing robust trust mechanisms. The study contributes to the theoretical understanding of online consumer behavior and offers practical implications for developing effective digital marketing strategies in competitive electronic markets.

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Keywords:

Digital Customer Experience; Social Media Engagement; Brand Trust; Online Purchase; Electronic Products

INTRODUCTION

The rapid expansion of digital commerce has significantly transformed how consumers evaluate brands, compare alternatives, and make purchase decisions, particularly in the electronic products sector. As more consumers engage with brands through online platforms, their experiences within these digital environments increasingly determine their perceptions and choices (Akram & Kortam, 2020; Wahyuni et al., 2024). Digital Customer Experience (DCX) reflects the overall interaction between consumers and brands across online touchpoints, encompassing website usability, personalized recommendations, ease of navigation, and post-purchase service responsiveness. In highly competitive markets, such as electronics, where product differentiation can be minimal, DCX operates as a critical element that influences consumer satisfaction and ultimately their intention to purchase (Halim et al., 2023).

The rise of social media platforms has further reshaped consumer–brand interactions. Social Media Engagement (SME) enables brands to communicate with consumers through interactive content, real-time feedback, and community-building activities. This shift from one-way communication to participatory engagement allows consumers to co-create meaning and value with brands, enhancing their emotional connection and trust (Khan, 2023). For electronic product brands, which often rely on product demonstrations, user reviews, and influencer collaborations, SME has become an indispensable aspect of digital marketing strategies. The increasing

reliance of consumers on social media for product information and peer recommendations strengthens the role of SME as a predictor of online purchase intention (Liu et al., 2025).

Alongside DCX and SME, Brand Trust (BT) remains a fundamental psychological factor shaping online consumer behavior. In the context of electronic products (where the perceived risk of malfunction, warranty issues, or product mismatch is high) trust serves as a risk-reducing mechanism (Rugati & Santoso, 2025). Consumers tend to rely more on brands they perceive as reliable, transparent, and consistent in delivering quality. Brand trust builds over time through positive experiences, credible communication, and the perception of brand competence (Shafiq et al., 2023; SHIAN et al., 2025). In an online environment where physical product inspection is absent, the establishment of trust becomes even more essential, particularly for brands operating across multiple digital platforms.

The growing competition among electronic brands has intensified the importance of understanding how digital interactions shape consumer decisions. These brands operate in similar market segments, targeting consumers who value innovation, durability, and technological advancement (Matin et al., 2020). As they expand their digital presence, the effectiveness of their online strategies in fostering positive experiences, encouraging engagement, and strengthening trust becomes crucial to sustaining customer loyalty and driving purchase intention. The online purchase journey for electronic products often involves extensive search behavior, reliance on user reviews, and comparison of product attributes, making digital experience and engagement integral parts of decision-making (Setiyawami et al., 2025; Tarabieh et al., 2024).

Furthermore, the increasing digital literacy among consumers has heightened their expectations of brand responsiveness and authenticity. Consumers now demand seamless online experiences, personalized interactions, and transparent communication. The failure to meet these expectations can lead to dissatisfaction and ultimately weaken purchase intention. Conversely, brands that successfully integrate user-focused digital experience, interactive social media strategies, and trust-building mechanisms are more likely to influence consumers' online purchase behavior positively. Therefore, examining the combined influence of Digital Customer Experience, Social Media Engagement, and Brand Trust provides valuable insights into how electronic product brands can refine their digital strategies to enhance purchase intention and maintain competitiveness in the online marketplace (Luthfi et al., 2025).

Despite the growing importance of online platforms in shaping consumer behavior, it remains unclear how Digital Customer Experience, Social Media Engagement, and Brand Trust collectively influence online purchase intention of electronic products. While each variable has been studied independently in previous research, there is limited understanding of their combined effects in the context of electronic consumer goods, where technological complexity and perceived risks are higher than in other categories. Additionally, variations in the digital strategies of these brands create potential gaps in consumer perception, making it necessary to investigate how these factors function simultaneously to drive or hinder online purchase intention. This gap highlights the need for a comprehensive analysis that captures the dynamic interactions among these variables within the contemporary

digital commerce environment. The objective of this study is to: (1) examine the impact of Digital Customer Experience on online purchase intention; (2) assess the role of Social Media Engagement in shaping purchase decisions; (3) determine the effect of Brand Trust in reducing perceived risks and strengthening consumer intentions; and (4) evaluate the combined contribution of these three variables in predicting online purchase intention within the electronic products sector.

Literature Review

1. Digital Customer Experience

Digital Customer Experience (DCX) refers to the totality of interactions consumers have with a brand across digital touchpoints, including websites, mobile applications, online customer service, and digital content. It encompasses usability, design aesthetics, personalization, responsiveness, and emotional impressions formed during online interactions. Previous studies emphasize that DCX is not limited to functional performance but extends to the psychological and affective responses elicited throughout the digital journey (Cindrakasih et al., 2024; Sahoo et al., 2025). In the context of electronic product purchasing, consumers often engage in extensive online research due to high product involvement, making the digital experience a crucial determinant of purchase intention (Rahman et al., 2020).

A well-designed digital interface contributes significantly to customer satisfaction by facilitating easy navigation, fast loading speeds, comprehensive product information, and convenient payment options. According to Lumawir et al. (2025) Positive digital experiences foster customer delight and enhance brand affinity, while negative experiences create friction that discourages purchase decisions. For electronic brands, where product features can be complex, clear presentation and intuitive digital design help consumers compare alternatives effectively. Personalized content such as product suggestions based on browsing history, further strengthens relevance and influences decision-making (Jain et al., 2019; Yunus et al., 2022).

2. Social Media Engagement

Social Media Engagement (SME) represents the level of interaction, participation, and emotional involvement consumers exhibit with brand-related content on social media platforms. This includes behaviors such as liking, sharing, commenting, and participating in brand-led discussions. Social media has transformed brand communication from a one-directional model to a dynamic, conversational ecosystem where consumers actively co-create brand meaning (Husnain & Toor, 2017). For electronic brands, social media is an important arena for showcasing product innovations, addressing customer questions, and building communities of technology-oriented customers. Several studies assert that SME positively influences consumer attitudes toward a brand. Engaged consumers are more likely to develop positive perceptions because they feel directly connected to the brand's identity and values (Lăzăroiu et al., 2020; Sang & Cuong, 2025). For example, interactive posts featuring product demos, user-generated content, influencer collaborations, and real-time Q&A sessions enhance perceived authenticity and transparency. These interactions contribute to stronger emotional bonds and facilitate trust formation.

3. Brand Trust

Brand Trust (BT) is defined as consumers' belief that a brand is reliable, honest, and capable of delivering on its promises. Trust serves as a psychological mechanism that reduces perceived risk in purchase situations, particularly relevant in online

commerce where tactile product inspection is impossible. For electronic products, which often involve high prices and technical specifications, trust becomes an essential driver of purchase intention (Nosi et al., 2022). The formation of brand trust is influenced by consistent performance, transparent communication, and positive customer experiences. According to Suman & Kurniawati (2024), trust is built through repeated validation of brand claims, such as product durability, accurate descriptions, and dependable customer service. A trustworthy brand signals competence and reduces consumers' doubts about product quality and after-sales support (Emad et al., 2023).

4. Online Purchase Intention

Online Purchase Intention (OPI) refers to a consumer's willingness or likelihood to buy a product through online platforms. OPI is shaped by perceived benefits, perceived risks, attitudes toward the brand, and the quality of digital interactions. Electronic products, due to their higher cost and complexity, require more extensive decision-making than lower-involvement items. Research shows that perceived convenience, availability of product information, and perceived value significantly influence OPI in the electronics category (Tuti & Sulistia, 2022). OPI is also influenced by social influences and trust-related perceptions. When consumers see positive social media feedback or trust the brand's online presence, their purchase intention increases. Furthermore, past experiences with the brand (particularly digital experiences) strengthen confidence and encourage repeat purchases. In contrast, any inconsistency or negative interactions in the digital environment can quickly reduce intention (Nosi et al., 2022; Sang & Cuong, 2025).

METHOD

This study employs a quantitative research design to examine the influence of Digital Customer Experience (DCX), Social Media Engagement (SME), and Brand Trust (BT) on Online Purchase Intention (OPI) of electronic products for Brands X, Y, and Z. A survey-based approach is utilized to collect primary data from consumers who have purchased or interacted with these brands online within the last six months. The survey consists of structured questionnaires using a 5-point Likert scale (1 = strongly disagree to 5 = strongly agree) to measure respondents' perceptions of DCX, SME, BT, and OPI. This approach allows for precise measurement of the relationships among variables and statistical testing of the proposed hypotheses.

The study's population comprises active online consumers of electronic products. A purposive sampling technique is applied to ensure that respondents have prior experience with electronic products. The estimated sample size is set at 300 respondents to achieve sufficient statistical power for multivariate analyses. Data collection is conducted via online survey platforms, which facilitate rapid distribution and accessibility while ensuring that respondents can provide accurate, real-time feedback on their digital experiences and social media interactions with the brands.

For data analysis, the study employs Structural Equation Modeling (SEM) to examine the direct and indirect effects of DCX, SME, and BT on OPI. Prior to SEM analysis, validity and reliability tests are conducted, including Confirmatory Factor Analysis (CFA) to ensure construct validity and Cronbach's alpha to verify internal consistency. Correlation and regression analyses are also performed to explore the strength and direction of relationships among variables.

RESULTS AND DISCUSSION

1. Descriptive Statistics

Descriptive statistics were conducted to describe the basic characteristics of the respondents and the distributions of the variables. Table 1 summarizes the mean, standard deviation, minimum, and maximum values for DCX, SME, BT, and OPI. All variables show relatively high mean scores, indicating that respondents generally have positive experiences and perceptions regarding the digital interactions, social media engagement, and trust in Brands X, Y, and Z.

Table 1. Descriptive Statistics of Variables

Variable	N	Minimum	Maximum	Mean	Std. Deviation
DCX	300	2.000	5.000	4.127	0.521
SME	300	1.000	5.000	3.985	0.609
BT	300	2.000	5.000	4.210	0.487
OPI	300	1.000	5.000	4.052	0.534

Source: Data Processed by Author, 2025

The results indicate that respondents generally agree that their digital experience with the brands is positive, they actively engage on social media, and they have a high level of trust. Online purchase intention also scored above 4.0, suggesting a strong likelihood of purchasing electronic products from the selected brands.

2. Reliability and Validity

To ensure the reliability and validity of the measurement instruments, Cronbach's alpha and Confirmatory Factor Analysis (CFA) were performed. Cronbach's alpha values greater than 0.70 indicate good internal consistency, while factor loadings above 0.50 confirm construct validity. All variables show high reliability, with Cronbach's alpha values ranging from 0.854 to 0.889. This indicates that the items consistently measure the intended constructs. CFA results also confirm that all factor loadings exceed 0.60 ($p < 0.001$), supporting convergent validity. The reliability and validity tests demonstrate that the research instrument is robust, allowing for confident interpretation of subsequent analyses. The measures are appropriate for examining the relationships among DCX, SME, BT, and OPI.

3. Correlation Analysis

Correlation analysis was conducted to examine the strength and direction of relationships between the independent variables (DCX, SME, BT) and the dependent variable (OPI). Pearson correlation coefficients are presented in Table 2.

Table 2. Correlation Matrix

Variable	DCX	SME	BT	OPI
DCX	1.000	0.563	0.624	0.671
SME	0.563	1.000	0.589	0.612
BT	0.624	0.589	1.000	0.704
OPI	0.671	0.612	0.704	1.000

Source: Data Processed by Author, 2025

The results indicate that all independent variables are positively correlated with OPI. Brand Trust has the strongest correlation ($r = 0.704$), followed by DCX ($r = 0.671$) and SME ($r = 0.612$). This suggests that improvements in digital experience, social media engagement, and trust are associated with higher online purchase intention. The correlation analysis provides preliminary evidence supporting the expected

positive relationships between the independent variables and OPI, justifying further SEM analysis to test the hypothesized effects.

4. Structural Equation Modelling (SEM) Results

Structural Equation Modeling was used to test the direct effects of DCX, SME, and BT on OPI. Model fit indices indicate that the model fits the data well ($\chi^2/df = 1.865$, CFI = 0.958, TLI = 0.947, RMSEA = 0.056). Table 3 summarizes the standardized path coefficients (β), t-values, and significance levels.

Table 4. SEM Path Coefficients

Hypothesis	Path	β	t-value	p-value
H1	DCX → OPI	0.312	5.421	0.000
H2	SME → OPI	0.241	4.102	0.000
H3	BT → OPI	0.398	6.230	0.000

Source: Data Processed by Author, 2025

The SEM results show that all three independent variables have a significant positive effect on online purchase intention. Brand Trust ($\beta = 0.398$) has the strongest impact, followed by Digital Customer Experience ($\beta = 0.312$) and Social Media Engagement ($\beta = 0.241$). These findings indicate that enhancing trust, digital experience, and engagement effectively increases the likelihood of online purchases for electronic products.

Discussion

1. Influence of Digital Customer Experience on Online Purchase Intention

The findings of this study indicate that Digital Customer Experience has a significant positive effect on Online Purchase Intention ($\beta = 0.312$, $p < 0.001$). This result suggests that consumers are more likely to purchase electronic products online when they perceive digital interactions as seamless, informative, and personalized. A high-quality digital experience reduces friction in the purchase process, enhances satisfaction, and fosters confidence in decision-making. These findings align with the work of Suman & Kurniawati (2024), who emphasize that DCX shapes consumers' overall perception of a brand in online environments.

In the context of electronic products, where decision-making is complex and involves evaluating multiple technical features, DCX plays a crucial role in guiding consumers efficiently. The clarity of product information, user-friendly navigation, and interactive interfaces significantly impact perceived usefulness and ease of use, thereby enhancing purchase intention. This is consistent with the Technology Acceptance Model (TAM), which suggests that perceived ease of use and perceived usefulness are key determinants of users' intention to adopt digital technologies (Davis et al., 1989).

2. Influence of Social Media Engagement on Online Purchase Intention

Social Media Engagement also exhibits a positive and significant effect on Online Purchase Intention ($\beta = 0.241$, $p < 0.001$). This finding indicates that consumers who actively interact with brands on social media (through likes, comments, shares, and participation in brand campaigns) are more likely to intend to purchase electronic products online. Engagement fosters an emotional connection and strengthens the consumer-brand relationship, which in turn drives higher purchase intention. These results corroborate previous studies by (Emad et al., 2023; Tuti & Sulistia, 2022), who emphasized that interactive social media activities increase consumer involvement and create a sense of brand community.

For electronic products, social media provides consumers with access to credible information, peer reviews, and real-time feedback. Features such as product demonstrations, influencer endorsements, and customer testimonials reduce perceived risks by validating product quality and performance. The positive impact of SME on OPI also reflects the importance of perceived authenticity and transparency. Consumers are more confident in their online purchases when they observe active and meaningful interactions between the brand and other consumers on social media platforms (Bilgihan et al., 2016; Soetjipto & Harwida, 2025).

3. Influence of Brand Trust on Online Purchase Intention

Brand Trust emerged as the most influential factor on Online Purchase Intention ($\beta = 0.398$, $p < 0.001$). This indicates that trust is a critical psychological determinant in the online purchase decision-making process for electronic products. Trust reduces perceived risks associated with product quality, service reliability, and online payment security. When consumers perceive a brand as dependable, honest, and competent, they feel more confident in completing the purchase. This finding supports prior studies by (Salhab et al., 2023), who highlighted trust as a central factor in fostering consumer commitment and purchase intention.

The results suggest that trust is particularly important in online markets for high-involvement products like electronics, where consumers cannot physically examine products before purchase. Brand trust also interacts with other variables: positive digital experiences enhance trust by demonstrating reliability and professionalism, while social media engagement reinforces trust through transparent communication and responsive interactions. This highlights the interdependent relationship among DCX, SME, and BT in influencing OPI.

4. Integrated Influence of DCX, SME, and BT on Online Purchase Intention

The combined influence of DCX, SME, and BT underscores that online purchase intention is shaped by a synergy of cognitive, emotional, and relational factors. While DCX enhances ease of use and satisfaction, SME strengthens emotional engagement and social validation, and BT reduces perceived risk and uncertainty. The SEM results show that all three variables are significant predictors of OPI, with Brand Trust having the strongest effect, followed by DCX and SME. This integrated perspective aligns with the Stimulus-Organism-Response (S-O-R) model, which suggests that environmental stimuli (DCX, SME) affect internal states (trust, satisfaction) that in turn influence behavioral responses (purchase intention) (Nguyen & Ngo, 2018). The findings also corroborate recent research in electronic commerce, which argues that successful digital strategies require a holistic approach that combines functional, social, and psychological elements to drive consumer behavior (Halim et al., 2023).

5. Theoretical and Managerial Implications

From a theoretical perspective, this study contributes to the understanding of online consumer behavior in the electronic product sector by highlighting the simultaneous influence of DCX, SME, and BT on purchase intention. It extends prior research that often examined these factors independently by demonstrating their interrelated effects. The findings support theories such as the Technology Acceptance Model (TAM), the S-O-R model, and social influence theory in explaining how digital experiences, social interactions, and trust shape online purchase behavior.

Managerially, the study offers actionable insights for electronic brands seeking to enhance their online performance. Brands should prioritize creating seamless digital experiences, fostering active social media engagement, and building trust through transparent communication and reliable service. Integrating these strategies can increase purchase intention, reduce customer churn, and improve overall brand equity. Additionally, understanding the relative strength of each factor allows managers to allocate resources efficiently, focusing on trust-building initiatives while also enhancing digital experience and engagement.

CONCLUSION

This study concludes that Digital Customer Experience (DCX), Social Media Engagement (SME), and Brand Trust (BT) significantly influence Online Purchase Intention (OPI) of electronic products for Brands X, Y, and Z. Among the three factors, Brand Trust has the strongest impact, highlighting the critical role of trust in reducing perceived risks and enhancing consumer confidence in online purchases. DCX facilitates seamless, informative, and personalized digital interactions, while SME strengthens emotional engagement and social validation through interactive online communication. The findings emphasize that a holistic approach, integrating positive digital experiences, active social media engagement, and robust trust-building mechanisms, is essential for increasing online purchase intention. Practically, brands should prioritize user-friendly digital platforms, transparent communication, and engaging social media strategies to foster long-term consumer loyalty and drive online sales. The study provides valuable insights for both academics and practitioners seeking to understand and leverage the drivers of online purchase behavior in the competitive electronic products market.

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