



University of  
**Southern**  
**Queensland**

**IMPACT OF ONLINE MARKETING ACTIVITIES  
ON CONSUMERS' ONLINE PURCHASE INTENTIONS  
IN THE AUSTRALIAN RETAIL SECTOR**

A Thesis submitted by

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(M.Sc., B.Sc.)

For the award of

Doctor of Philosophy

2023

## ABSTRACT

Business platforms worldwide use online marketing tools extensively to market their goods and services. Most marketers and advertisers use this 21<sup>st</sup> century innovation as their standard operating procedure, as it is known to augment customer purchase intention. Online marketing platforms offer unparalleled development and enablement. Due to the widespread use of online marketing platform networks among internet users, marketing efforts have a higher influence on consumers' purchase intentions. However, understanding how motivators and demotivators play a role in the online purchase cycle lacks research. One of the top business sectors in the world that uses online marketing heavily for customer communication is the retail sector. This study thus examines the effect of online marketing on the purchase intention of online retail shoppers in Australia and investigates how online marketing platforms such as mobile marketing, social media marketing, and electronic word-of-mouth affect the relationship between online marketing and purchase intention. The study also encompasses various major determinants of online marketing as moderators, such as brand association, distrust, privacy issues, brand persona, celebrity endorsement and ad excessiveness. Based on pragmatic research philosophy and a mixed method approach, this study utilises a sequential explanatory mixed methods design and is conducted in two stages, primarily through a survey questionnaire, and then interviews are used to gather qualitative data in the second stage. The initial stage enables the investigation of aspects of online marketing activities through quantitative analysis while the second stage enables the explanation of the findings based on qualitative analysis of interview sessions. The quantitative part of this research is based on structural equation modelling (SEM). For quantitative analysis 666 survey questionnaires were handed out and only 614 filled questionnaires were received back. For qualitative interviews, a sample of 52 participants was chosen. The results indicate that brand association, privacy issues, celebrity endorsement, and brand persona have a moderating effect on the purchase intention of consumers. Overall, as per the analysis's results, it can be inferred that both mobile and social media channels play an important role in affecting consumers' purchase intentions, and that they tend to shop from both mediums. The results indicate that brand persona, brand association and celebrity endorsements significantly affect the purchase intention of consumers. Online shoppers in Australia tend to associate with popular brands by electronic word of mouth (eWOM). Moreover, eWOM also influences celebrity endorsement. As per the analysis it is imperative for retail owners in Australia to engage performance-driven retail marketing campaigns based on online marketing activities. To extract purchasing decisions, which is necessary to strengthen brand customer relationships, extrinsic and intrinsic motivators must be considered when designing online marketing activities.

## **CERTIFICATION OF THESIS**

I Syed Ibrar Hussain declare that the Thesis entitled *Impact of Online Marketing Activities on Consumers' Online Purchase Intentions in the Australian Retail Sector* is not more than 100,000 words in length including quotes and exclusive of tables, figures, appendices, bibliography, references, and footnotes. The thesis contains no material that has been submitted previously, in whole or in part, for the award of any other academic degree or diploma. Except where otherwise indicated, this thesis is my own work.

Date: 20/07/2023

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Student and supervisors' signatures of endorsement are held at the University.

## **ACKNOWLEDGEMENTS**

Today, my thesis has become a realisation, and I must express my gratitude for the assistance of many deserving individuals.

First and foremost, I want to express my gratitude and appreciation to my principal supervisor, Dr Ranga Chimhundu, for guiding me through this research study. I also express my gratitude to the Associate Supervisor, Dr Enamul Kabir.

In addition, I want to express my gratitude to everyone who participated in the data collection process. It is extremely wonderful of them to have taken the time to complete the survey given to them in today's hectic world. This study could have not been completed without their involvement. I also express my gratitude to Laura Black, who copyedited the thesis, and to colleagues who motivated and provided assistance when it was needed.

This research has been supported by the Australian Government Research Training Program Scholarship.

## **DEDICATION**

I would like to dedicate my Ph.D. thesis to my beloved father, who just recently passed away. Though you are physically no longer with us, your presence will forever be felt in my heart and in the work that I do. This research thesis is a small token of my gratitude and an expression of my love and admiration for you. You were not only my father but also my mentor, my role model, and my greater source of inspiration. As I dedicate this thesis to you, I do so with profound love and gratitude, knowing that your spirit will forever guide me on this journey of knowledge and discovery.

## LIST OF PUBLICATIONS

The following research outputs were compiled based on the research contained in this thesis:

### ***Journal article in preparation***

Hussain, S. I., Chimhundu, R., & Kabir, E. (2023). Effects of electronic word of mouth on consumer purchase intention in the retail sector of Australia. (Target journal: *Journal of Business Research*)

### ***Journal articles published***

Hussain, S. I., & Chimhundu, R. (2023). Effects of Social Media Marketing on Consumer Purchase Intention in the Retail Sector of Australia. *Journal of Business and Management Studies*, 5(1), 69–88.

<https://doi.org/10.32996/jbms.2023.5.1.8>

Hussain, S. I., & Chimhundu, R. (2023). Effects on Consumer Purchase Intentions through Online Marketing Activities: Evidence from Australian Retail Sector Consumers. *International Journal of Arts and Humanities Studies*, 3(1), 16–25. <https://doi.org/10.32996/ljahs.2023.3.1.3>

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## **ABBREVIATIONS**

ABSA	Aspect-based sentiment analysis
AI	Artificial intelligence
AMOS	Analysis of a moment structures
AUD	Australian dollars
BE	Brand equity
CFA	Confirmatory factor analysis
CFI	Comparative fit index
CMB	Common method of bias
CR	Construct reliability
eWOM	Electronic word of mouth
KMO	Kaiser-Meyer-Olkin measure of sampling adequacy
MMS	Multimedia messaging service
MSV	Maximum shared variance
NLP	Natural language processing
ORS	Online retail service
QA	Quantitative analysis
RMSEA	Root mean square error of approximation
SEM	Structural equation modelling
SME	Small to medium enterprise
SMM	Social media marketing
SMS	Short message service
SRMR	Standardized root mean square residual
USD	US dollars
UGT	Users and gratifications theory

# CHAPTER 1: INTRODUCTION

## 1.1. Chapter overview

Conventionally, marketing was defined as a method of promoting goods so that they can be transferred from the manufacturer to the user. This action spreads information about specific products or markets. This term was first introduced in 1897 (Kotler et al., 2015). It has evolved from simple to complex action. The concept of marketing is continuously changing. Now, marketing has shifted toward web interaction (Quach et al., 2020). According to Deepak and Jeyakumar, (2019) marketing was used to define buying and selling. It was merely an act of doing business in a market (Quach et al., 2020). Initially, it was product based and perceived as an involuntary act, but in modern times it has evolved to be an imperative for business sustainability (Lamb et al., 2012).

Many reasonable changes have occurred along with marketing development over the last century (Quach et al., 2020). Previously, the main focus of marketing was on selling products and marketing just convinced customers to buy goods. However, now the concept of marketing has changed a lot and strategies are different. Now the focus is on the customer. Businesses understand the user's needs and demands, so they can intercept the customer's approach toward the product and greatly boost their business (Erdoğmuş & Cicek, 2012).

In recent years, online marketing has been proven to be a comparatively superior alternative for businesses to market and promote their products and services (Al-Gasawneh & Al-Adamat, 2020; Hajarian et al., 2021). The underlying rationale for prioritising online marketing tools is their excellent coverage, convenience, and prompt feedback, which has become essential to modern-day marketing efforts. Digital marketing has taken various forms, i.e. internet-based marketing, social media marketing, and electronic eWOM. The digital platform has a few basic dimensions to reach customers and communicate brand messages (Essamri et al., 2019; Nadanyiova et al., 2020). Since the ultimate objective of a business is to improve prospects for sales and attract more customers to buy, online marketing tools have been aligned with corporate goals of business growth and creating revenue generation opportunities for organisations (Alalwan, 2018). However, concerning brand equity, which is the endowed power/worth of a product

or service, the role of online marketing tools and techniques have been under examination as these techniques for marketing have been associated with providing organisations with short-term benefits, i.e. rapid increase in sales, advertising and promotion which are merely promotional aspects of brand strategy related to its marketing.

Through online marketing tools, social media attempts to generate sales and strengthen brand equity must be identified (Balakrishnan et al., 2014). For already established brands, digital marketing has aided in improving sales prospects through more excellent geographical coverage and identification of new prospective customers, which were not accessible before the advent of the internet and online purchase channels (Essamri et al., 2019). Conversely, for newly established brands or those in the introductory/growth phase, appropriate digital marketing tools and integration in corporate marketing strategies are necessary for business growth and development (Pidada, 2020).

Prior efforts to analyse the significance of digital marketing tools found their essential linkage with business development (Al Khasawneh et al., 2021). Therefore, it is also necessary to evaluate the utilisation of online marketing tools to create brand equity for those going through robust structural or strategic changes, for instance, in the retail sector. One major issue is preparing a strategy that combines marketing and e-commerce at the domestic and international levels. It is a challenge for the business community. However, it can lead to online marketing strategies which, in turn, can lead to a greater understanding of fashion marketing and retailing (Hajarian et al., 2021).

Now businesses normally use the relationship strategy for promotion (Baines et al., 2017). As a business concept, marketing can be termed a strategy that places relationships first. Along with connection, the goal is to achieve and promote customer loyalty. In this way, businesses emphasise maintaining and developing customer relationships to engage with an organisation or company (Colicev et al., 2018; Coursaris et al., 2016) which can easily be approachable when promoted through marketing channels. This approach is based on a communal level because the company wants to support users to create a society (Schwarzl & Grabowska, 2015).

With time, this marketing term has changed a lot (Lamb et al., 2012). The production-centred system is replaced by a relationship period with time, which

evolves many changes like sales being replaced by marketing and advertising versus retailing (Quach et al., 2020). As marketing evolves, business development is also changing. So, it can be believed that business development is strongly associated with marketing. Overall, marketing strategies work so they can promote the product (Schwarzl & Grabowska, 2015).

## **1.2. Crux of marketing**

The crux of marketing is not selling products but creating and delivering value to the customer. Marketers persuade their customers to buy products (Morris, 2009). To do so, marketers need a mechanism to approach the consumers. An effective internal and external strategy for defining what is distinctive about the company and marketing is to develop a value proposition for customers, which involves the shifting of products from producer to consumer. Developing a value proposition for customers is necessary to calculate the earned revenue. In this regard, online marketing techniques play an important role in developing the value proposition of their products (Baines et al., 2017). It helps to demonstrate to clients how the company can meet their demands more effectively than their rivals in a hostile market to increase sales.

A corporation's business model describes how the benefits of its merchandise or facility will be offered, experienced, and attained. A value proposal explains what renders a company attractive, why a customer should buy it, and how the price of the goods or services differs from that of similar goods (Schwarzl & Grabowska, 2015). The ability to develop a unique, eye-catching and appealing value proposition is typically directed towards the main goal of marketing. The marketing aim is often the focus of an appealing and persuasive value proposition. The benefits offered to customers in the form of tangible and intangible commodities are outlined in the proposition in a concise, understandable, and short way.

Consequently, the perfect pitch must make its ideas clear and understandable to potential clients. Each premise needs to be unique as it highlights the distinctive qualities of a business. Further, it serves as a medium for signifying a company's points of uniqueness to potential clients (Deepak & Jeyakumar, 2019). Businesses make purchases to boost sales or cut costs. Quality, service, and pricing are all powerful factors that attract customers. They are also interested in internet marketing

strategies. The merchants choose the goods they purchase for resale based on the demands and tastes of customers.

### **1.3. Different eras of marketing**

#### **1.3.1. Production orientation era**

For the period (1800s-1920s) consumer preferences-based strategy characterised the production-oriented period when this approach was highly attractive because it promoted a product that could be easily available, and that each customer could afford. Lamb et al. (2012) adopted an improved production and distribution strategy for successful marketing where the main plan and policies about marketing were customer based. Customers want the presence of the product, and they can afford it. The characteristic of this period was that the range of products was limited. The prices of products depended on the expenses of product production and distribution. The packaging purpose was only to protect the product. There was not any marketing strategy. A product was less likely to be promoted as during that period, marketing was only used to commercialise their products with minimum quality (Katsikeas et al., 2019).

#### **1.3.2. Product orientation era**

As per the increase in marketing activities in the corporate sector, the current mode of marketing changed radically when the approach shifted towards the product. Before, their attitude was toward production. Moreover, quality was also preferred over quantity during this period (Lamb et al., 2012). Performance improved in this era and many innovative techniques and features were applied. A new marketing strategy evolved based on the product orientation era (Katsikeas et al., 2019).

#### **1.3.3. Sales orientation era**

The sales orientation era ranging from (1920s-1940s) provided customers a variety of options to customers. The changes in the market dynamics have also urged companies to change their marketing approach. This era was shifted toward the concept of an organisation that commercialises its product, so the customer will purchase it (Kumar et al., 2012). The concept of advertising and marketing was



highly developed during this era when the marketers adopted a policy to convince customers by promoting products.

#### **1.3.4. Marketing orientation era**

According to the former research on digital marketing, as in Katsikeas et al. (2019), Lamb et al. (2012), and Kumar et al. (2012), the attitude of the corporate sector toward marketing was continually changing with time and marketers started to take marketing more seriously. In the marketing orientation era ranging from (1940s-1970s) companies shifted their attitude toward customers from production step by step. Now the focus was on the needs and desires of customers and the strategy was fully around the customer. The consumer was considered the king in this age. The main purpose was to find and try to fill any customer needs with the main focus providing better product than their rivals.

#### **1.3.5. Relationship marketing orientation era**

The dynamic shift in the marketing era occurred once it emerged as a necessity for building relationships with the customer (Deepak & Jeyakumar, 2019). Now the main focus of marketers was on needs and desires, where they tried to fulfill these needs. The aim of this era corresponded with providing better quality products (Lamb et al., 2012). Marketers developed a strategy for a long-term association with the customer. This strategy played a great role in business development.

### **1.4. Evolution of digital marketing**

The introduction of the internet started the digital age. In 1990, the term digital marketing was first used (Wind & Mahajan, 2022). All activities that occurred on the internet to promote a product were called online marketing. Digital marketing is closely related to everything involved in online marketing. Businesses use internet tools to make connections with customers, these internet tools may be social media, email, or other websites (Bala & Verma, 2018).

Moreover, the expansion of the web also played a role in the digital era. People who use the web can collect information but cannot share it with anyone else (Lamb et al., 2012). However, still, marketers were not very certain about this as the internet has not made worldwide development. So marketers were not confirmed whether their strategies would be useful or not.

The origin of digital marketing is strongly associated with clickable banners which debuted in 1993. After this trend became accepted, advertisers bought a few banner adverts to use in their advertising (Bala & Verma, 2018) and the digital period of marketing started. After this, many new technologies were introduced in digital marketing. For example, Yahoo was introduced in 1994 (Baines et al., 2017). Yahoo is also known as Jerry's Guide to the World Wide Web in respect of its creator Jerry Yang. Within the first year, Yahoo had close to one million hits (Kannan, 2017). After this, digital marketing was fully changed and developed. This also encouraged companies and organisations to evolve their websites so that they could be included in the ranking of a search engine, which meant people could search their websites (Wind and Mahajan, 2022). In 1996 many other internet tools like HotBot, look smart, and Alexa were developed. Google was developed in 1998 (Kannan, 2017). Microsoft propelled MSN search engine. After some time, there was a huge development in the internet world. This caused the small engines and tools to become dormant. When these small tools became less active, there was a chance for larger and more developed tools to make a place in the internet world. It was calculated that search engines had grown to 6.4 billion in only one month at the end of 2006 (Baines et al., 2017). This was a period of the rise of digital marketing. Microsoft did not want to drop so it launched a new live search software to compete with Google and Yahoo (Wind and Mahajan, 2022).

After the development of Web 2 in the year 1999, people became more active and people could connect with other people around the world (Saura, 2021). The internet started the term 'super information highways'. As a result, information got spread widely. As a result, marketing created high revenue of almost 3 billion USD. The large use of websites and spreading of information across the internet generated this revenue (Wind & Mahajan, 2022).

Social networking sites started to evolve. The first social networking site was Myspace as launched in 2003. After Myspace, Facebook were launched in 2006 (Erdoğmuş & Cicek, 2012). Many companies realised that they could have more chances and paths to market their product as many new social networking sites were developing individually. It opened up many new opportunities. It was the mark of a new era in business. Companies required fresh techniques and policies so that they could market their businesses. Because they had some extra resources, they now wanted to maximise their social networking (Wind & Mahajan, 2022).

Another turning point in digital marketing was cookies (Quach et al., 2020). Marketers started to find new methods to make a profit from new technology and developed new techniques and strategies for promotion and marketing. They started to monitor their regular users. They also tracked their using patterns and browsing behaviours. In this way, a new trend emerged to commercialise materials. The main aim of cookies was to track user behaviour (Wind & Mahajan, 2022). A summary of the major trends in digital marketing is presented below:

### ***The 90s***

The first search engine, Archie, appeared in the early 1990s, setting off the search age. It was immediately followed by SEO (Erdoğan & Cicek, 2012). In 1994, the first web banner ads were released. That banner could be clicked on. The first detectable social media site was springing in 1997 and it gained almost 3.5 million users till 2010. It was found that many sites made in 1990 are still in use, for example, Google and Yahoo (Erdoğan & Cicek, 2012).

### ***The millennial generation***

In the new century, a huge economic activity emerged. However, many organisations were affected as the economy flattened again in 2000 (Quach et al., 2020). As the political scenario recovered from the thriving, many new sites were launched in the 2000s. This also included LinkedIn in 2002, MySpace and WordPress launched in 2003. Facebook was launched in 2004. Marketing through text messages became increasingly popular in the early 2020s.

### ***The mobile era***

The next major trend in digital marketing emerged with mobile marketing, as internet users spend most of their time on mobile. Any form of advertising that uses handheld devices, such as tablets and smartphones, to advertise goods and services is known as mobile marketing. It uses characteristics of contemporary mobile technology, such as location services, to customise marketing campaigns according to a person's location. Technology can be applied to mobile marketing to offer personalised promotions of goods or services to a user who is always connected to a network (Erdoğan & Cicek, 2012).

Promotions provided by SMS text messaging, MMS multimedia messaging, downloaded apps using push notifications, in-app or in-game marketing, mobile

websites, or by using a mobile device to scan QR codes are all examples of mobile marketing (Wind & Mahajan, 2022).

Applied marketing increased as a result; sales also increased, as in the past. Sales increased with amazon's e-commerce, generating 10 USD billion in revenue (Alghizzawi, 2019). Mobile app culture got more advanced as many other apps developed, like WhatsApp, Instagram and others.

### ***The present***

Customers can now access products which are digitally commercialised. They can approach the product at any time. It is reported that social media got the front line by promoting a product (Erlangga, 2021). It was also estimated that an individual normally uses social media for almost forty minutes on a daily basis. Some marketers use Facebook as a source for promoting their products and some marketers also use Twitter but a major portion of marketers uses Facebook for advertisements. Some marketers also use Instagram and web pointers (Saura, 2021). Alghizzawi, (2019) reported that most people purchase products from companies they follow on social media. Similarly, some luxury brands are present on platforms like Pinterest. Marketers' top three social networking sites are LinkedIn, Twitter, and Facebook (Vieira et al., 2021).

Google ad words currently rules the 2 trillion USD digital marketing market. It is estimated to generate 96% of the business's income (Vieira et al., 2021). Social marketing has evolved digital marketing enormously. Almost 3.1 billion people use social networks. Influencers already represent a billion USD business internationally as per online marketing till 2023. The online marketing sector is projected to grow and experience several breakthroughs in the years to come (Rangaswamy et al., 2020).

### **1.5. Difference between digital and online marketing**

Online and internet marketing have been employed instead of "digital marketing". This observation is often made, particularly at conferences and other gatherings. Confusion may increase due to some agencies' attempts to stand out using catchy names. However, there exists a difference between the two (Quach et al., 2020).

### **1.5.1. Digital marketing**

The phrase "digital marketing" refers to marketing tactics that leverage digital services like social networking websites or TV commercials to advertise goods or services. Digital marketing is a broad term encompassing all marketing activities using any digital gadget or tool (Alghizzawi, 2019). Thus the use of internet services is not a mandatory condition for a marketing activity to fall under digital marketing. This demonstrates that digital marketing via the internet is not merely possible via the internet only. Broadcasting, SMS, digital marketing campaigns, podcasts, and e-books are a few examples of digital marketing. The main characteristics of digital marketing include:

**Measurability:** One of the essential elements of digital marketing is measurability. "Digital" is a derivative of "digit." Therefore, whether someone is posting a social media ad or inviting people to an offline event to experience with the installation, this enables the advertiser to quantify the reach of these adverts and responses (Marc & Dalla Vecchia, 2021).

**Segmentation:** Digital marketing, which focuses on a more focused approach, examines social media users' choices and interests. An advertisement is targeted to particular audience segments based on a set of target demographics (Alghizzawi, 2019).

**Targeted marketing:** For success, a focused digital marketing campaign is required. Digital marketing enables marketing to be focused on a certain set of people. The text should expressly convey a useful message to the target audience. As a result, the target audience can become more interested (Marc & Dalla Vecchia 2021).

### **1.5.2. Online marketing**

Online marketing, on the other hand, falls under the category of digital marketing and entails having an existence online and uses only the internet as a medium for communication. Online marketing services operate solely online and make use of internet channels for their mode of communication. This mode of communication focuses only on leveraging online marketing services like paid social

media ads, Google and other search engines, and web design to get a point of view into the hands of the target audience.

Online marketing, which refers to everything that requires an electrical device, includes online marketing as one of its subsets. Any form of marketing that utilises the internet is referred to as online marketing, including through emails, app-related ads, websites, blogs, social networks, and other methods. The major objectives of online marketing are attracting customers and creating an online presence (Vieira et al., 2021). Online advertising has surpassed traditional advertising in the 21st century due to the prevalence of online platforms. The main characteristics of online marketing include:

***Rich media:*** Multimedia information, such as text, sound, images, and other types of information, can be transmitted over the internet. As a result, there are many ways that information can be exchanged, and marketing staff members are free to express their creativity and initiative to the fullest extent possible (Viglia & Villa, 2014).

***Interactiveness.*** The internet is capable of achieving engagement and communication between supply and demand thanks to the presentation of merchandise images and the provision of commodities for information queries. It is also capable of testing products (Vieira et al., 2021).

***Customer feedback.*** The best resources for product co-design, product information release, and other technical services are available online.

### ***1.5.3. Preference of online marketing over digital marketing***

Marketing professionals now have a larger range of options for engaging their audiences because to the digital world. While online marketers can utilise a variety of content types to appeal to diverse users, traditional digital marketers have fewer options for advertising. For instance, advertisements on online marketing are one of the most well-liked techniques for digital advertising. These are fantastic, interactive methods to interact with your customers and keep them entertained. Everybody has preferences, and the internet world allows marketers to satisfy them. When a brand promotes itself online via the internet, whether through targeting or the usage of a

variety of social media platforms, it offers a more expanded and detailed customer outreach (Vieira et al., 2021).

Since this research focuses on marketing activities as carried out via internet channels, therefore the term online marketing has been used throughout the thesis as compared to the term digital marketing.

## **1.6. Digital marketing and customers**

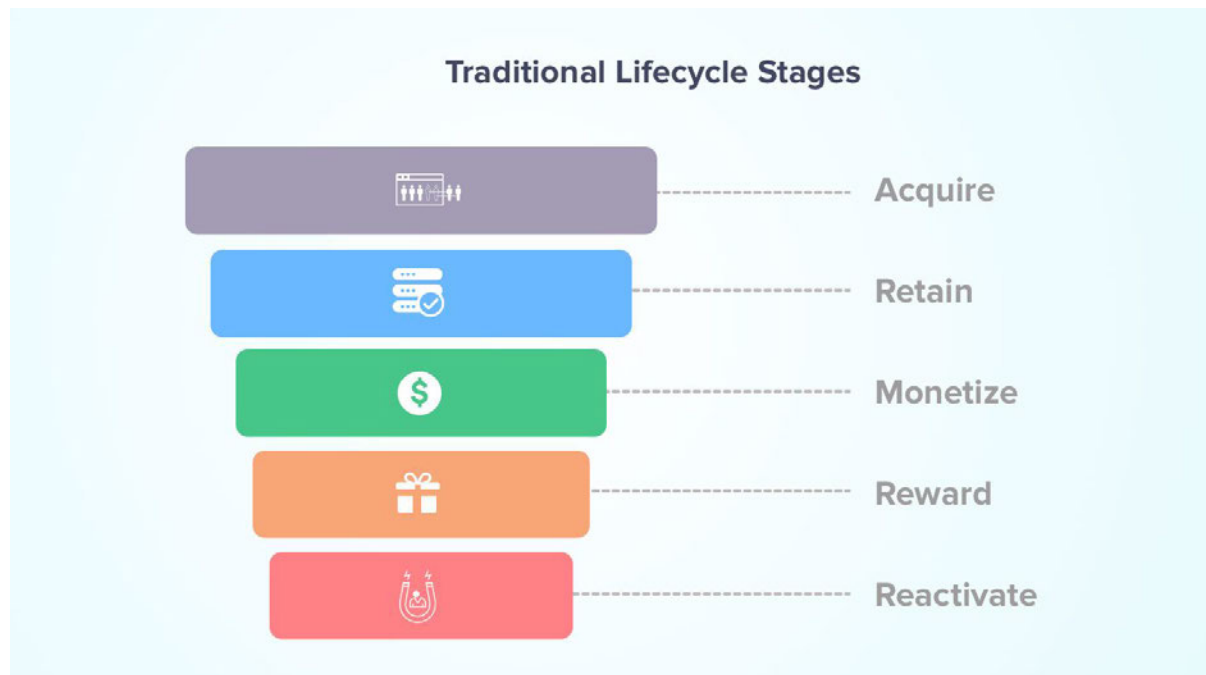
Relationship marketing has developed in a manner that is closely related to how marketing has developed. Businesses frequently return to uniformity and product customisation to attain economies of scale (Dastane, 2020). Personal relationships were used for the sale of products. As the competition has increased, diversity has become more attractive. Understanding customers' needs and demands is mandatory to attain this diversity. As a result, the marketing approach has shifted from product to user (Lamb et al., 2012).

### ***1.6.1. Customer lifecycle management***

It is also estimated that customer lifecycle management plays a critical role. This model provides an organisational perspective and addresses various issues such as customer acquisition, retention, and customer extension, as shown in Figure 1.1. The various processes of customer lifecycle management are listed below.

Figure 1.1  
Customer lifecycle management

Source: Liu et al. (2020)



*Selection:* This is the first stage in which the company marks its targets. A company defines its customer of whom they are making marketing policies and plans. This stage also developed marketing strategies for customer acquisition, retention and extension.

*Acquisition:* This is the second stage. Here company tries to make a connection with a new user. The main focus of the company is to develop connections at low prices. At this stage, they value their customers.

*Retention:* This is the third stage. At this phase, the company develops strategies, plans and policies. All these policies are developed to keep engaging the customer with the company. They select a product based on customers' opinions and characteristics.

*Extension:* This is the last stage. The company develops strategies to improve buying behaviour of customers. These strategies are used to retain current customers. This includes upselling, cross-selling, re-selling and lead generation.

Relationship marketing is used to keep engaging customers with top companies so that they can be a regular buyer of products (Liu et al., 2020).



Relationship marketing is more likely to focus on current customers. The main reason for retaining a current customer is that the business will not have to spend on gaining a new customer. They can provide fewer discounts to their current customers. Current customers may get adjusted with prices. There is a large chance that current customers can promote the company by referring it to their family or friends, hence they can generate higher profits (Erlangga, 2021).

There is a need for companies to make strategies. These strategies can be used to increase the yield generated by relationship investment. Current customers are divided into three groups: most valued customers, most potential customers and no value customers. The most valued customers are regular buyers. They are very loyal to the company or organisation. It is the main requirement for the company to keep retaining these customers. Companies must develop a strategy for this purpose. It is also necessary for a company to turn their most potential customers into regular ones. This process also needs a strong plan and policies.

Consumers want a prompt response to their activity. And a prompt, concise response to their questions (So et al., 2021). Consumers can strengthen or weaken their relationship with a brand with only one viral post. Customers can share their interactions or experience with brands on various digital marketing channels, such as Facebook, Twitter, and others (Van Nguyen et al., 2020). Human psychology shows that people are more drawn to bad news and reviews. There are only a few people who genuinely share good evaluations and articles. Competitors can misuse this and can put in negative feedback so every company should use a reputation management strategy to control this situation. They can interact or connect with people to shift their negative reviews into positive comments (Rodríguez-Vidal et al., 2021).

Purchase intention is a consumer's willingness to pay for or sacrifice to be satisfied with a product (Sakti et al., 2020). When a customer looks at a product, they want to purchase it; this is called purchase intention (Kotler et al., 2015). While this is happening, Lăzăroiu et al. (2020) proposed that purchase intention is a part of consumer behaviour that involves consuming before making a purchase decision. The aspects of purchase intention are interest, desire, and belief (Quach et al., 2020). Motivators and demotivators for online marketing

With millions of individuals and organisations utilising online platforms, it has become a significant and influential form of communication in the modern era.

Although many academics and marketing professionals are intrigued by this new type of communication, they actively explore and unearth its particular problems and benefits (Kotler et al., 2015). For instance, clients are currently making purchases in various ways and searching online. Additionally, people visit real stores to compare goods and prices, use smartphones and tablets, browse websites to find the greatest options, and use various technologies to find the best purchase (Quach et al., 2020). However, numerous advantages and disadvantages exist for online marketing activities that can be termed as motivators and demotivators for online marketing.

### **1.7. Retail marketing**

Any technique that aids in raising awareness of goods or business while boosting sales and profitability is considered a retail marketing plan. It extends well beyond newspaper advertisements. The retail marketing strategy incorporates workers, social media existence, and store layout. Retail marketing can be described as a collection of tasks and techniques used by companies to advertise and provide clients with items or services in offline or online retail settings. Its primary goals are to draw in and keep customers, boost sales, and foster brand loyalty (Sairun et al., 2022). Its primary goals are to draw in and keep customers, boost sales, and foster brand loyalty (Goworek & McGoldrick 2015).

Retail marketing is the process through which a retail company draws in customers and sells its goods. It is focused on attracting customers and persuading them to buy the company's products and services.

Retail marketing is essential for businesses to use to draw in and keep customers, build brand awareness, and boost sales and profits. Companies must successfully traverse a number of important aspects of this marketing, though, in order to prosper. Presenting a product to prospective consumers in a retail setting is known as retail marketing. It involves the preparation, advertising, and display of a product. Having a distinctive product is just the beginning - additional retail marketing elements include sales campaigns, competitive pricing, and ergonomic packaging (Sairun et al., 2022).

The target market can be reached with the aid of a strong retail marketing plan. It helps consumers get past any scepticism they may have about the goods and lessens buyer's regret, which 77% of customer's experience after making a purchase (Sairun et al., 2022).

The main perks of retail marketing include the following:

### ***Brand loyalty***

The first sales made by a company are fantastic, but gaining repeat business is more crucial. According to Bain & Company, retail marketing can boost earnings by up to 95% by boosting client retention by 5% (Goworek & McGoldrick 2015). Requests for feedback from clients, reward schemes, email or SMS advertising, to name a few, are retail marketing tactics that increase client loyalty.

### ***Increased revenue streams***

Getting new clients into a shop and keeping them there over the long term are the two main objectives of retail marketing. Social networking, SEO, collaborations, and paid promotion are all strategies to increase sales for a company (Sairun et al., 2022).

### ***Improve branding***

According to research, consistent brand representation can boost sales by 33%. A successful retail marketing plan will boost a company's reputation, its goods, and its brand (Hagberg et al., 2016).

#### ***1.7.1. Retail sector as compared to other industries***

The growth of the retail sector has certainly surpassed all industries, the variety of stores and consumer tastes has made it become a winner-take-all sector with a disproportionately large impact on retail performance.

The retail sector has also outperformed many other industries, with the average company generating positive total returns to shareholders (TRS), but pandemic-amplified tendencies are hastening an industry realignment that had already begun several years earlier. Similar to most other industries, the gap between innovators and losers has grown, with some businesses sharply boosting their market valuations (Ferreira et al., 2020). The retail sector provided 100% distribution of total shareholder returns as compared to the oil and gas, real estate, telecom, insurance, utilities and banking sector that only provided 30%, 40%, 30%, 30%, 30 and 40% respectively (Bradley et al., 2021).

When compared to decisions like selecting an airline or bank, retail purchases are far more emotional and consumers frequently choose products or brands based on an emotional connection.

Similar to most other industries, the gap between leaders and laggards in the retail sector has grown, with some businesses sharply boosting their market values.

Competition is still fueled by the fact that retail remains at the forefront of innovation. This innovation can encompass anything from experiences and purchasing processes for supply chains or business models to multichannel interaction as retailers strive to meet and exceed changing consumer expectations. Due to intense competition, industry leaders must constantly battle to keep their positions (Sairun et al., 2022).

### ***1.7.2. Retail marketing in recent years***

Customers have grown more accustomed to shopping online over the previous ten years. If most customers had even known what an app was ten years ago, they would never have imagined ordering groceries from one. Nowadays, customers can get almost anything they want online and have it delivered right to their home, saving them the trouble of traveling, parking, and wandering through the aisles of a physical store just to discover that the things they want are out of stock (Ferreira et al., 2020). It has been estimated that only 5.1% of all retail sales, both online and offline, were made in 2007 using internet channels (Hagberg et al., 2016). However as per recent years the trend of retail shopping has adopted digital means. Ecommerce sales increased significantly throughout the years, reaching 19.6% of total sales by 2020. Moreover, it has also been observed that with the progression of the internet in everyday lives the trend of online retail shopping is becoming more and more regular. It has been observed that in recent years many factors have promoted online purchasing and have been particularly as per online marketing activities, as indicated by Goworek and McGoldrick (2015) and Hagberg et al., (2016) . However, it has also been observed that often many online marketing activities have resulted in decreasing the online purchase as shown by (Xu et al., 2021; Nigam et al., 2021; Adaji et al., 2020).

### **1.7.2.1 Motivators for online marketing**

The personal speculation or perception that stimulates a person to achieve a desired state or result is referred to as motivation. Saying that someone is motivated doesn't really tell us much unless we also know what they are motivated to do. Attainment of certain goals or objectives acts as the fundamental organising principle of motivated behaviour. For online marketing they serve as the compass that points the way and directs a variety of intentional behaviour (Liu et al., 2020). Value by itself is insufficient to motivate conduct, despite the fact that one must value a desired goal in order to be motivated to pursue it. People are also inspired to pursue objectives and results they think they can accomplish.

This thesis focuses on consumer motivation and its influence on the purchasing intention of online retail products in the Australian sector. The purchase intention has been considered a dependent variable. All those factors that affect the purchase intention have been discussed.

Ease of service, competitive pricing strategy, promotional campaigns, and the desire to receive rewards through promotional offers, free vouchers, and other loyalty incentives all act as motivators for online marketing. Promotional incentives are crucial indicators of how consumers will react to any marketing offer and help consumers have more-likely purchasing inclinations (Liu et al., 2020). In the conventional sense of offering customer perks online, consumer loyalty to shops and brands has been quite advantageous. Commitment has a favourable psychological relationship with a merchant or brand, according to Erlangga (2021). Organisation commitment theory presents commitment's normative, affective, and continuous dimensions. An emotional connection that persuades a client to engage in a particular conduct is known as affective commitment (Lăzăroiu et al., 2020). Furthermore, brand persona and celebrity endorsement also play a pivotal role as the major motivator for online marketing. It has also been investigated that associating with the brand is also positively associated as the major influence of online marketing.

Demotivation is a mental state characterised by a lack of interest in and enjoyment in previously rewarding activities. People who are involved in activities that are rendered demotivated may find it difficult to participate, finish them, or interact with them (Lăzăroiu et al., 2020).

For online marketing, demotivation can be described as an absence of a consumer in their enthusiasm for or interest in any online activity. This person with a lack of motivation is frequently disinterested in their viewing or shopping experience and may avoid making purchases or interacting with others. The relationship between motivation or the desire to attain a goal or result and demotivation is inverse. When someone is demotivated, they are not driven to take action.

Several demotivating factors influence consumers' buying intentions, which are quite similar to the motives of internet marketing. Data privacy is the biggest demotivator for online marketing (Liu et al., 2020). Today's businesses have considerable access to customer data, which has elevated data privacy to the top of their list of priorities. The recent data thefts, in online marketing, have questioned how organisations manage their information and safeguard the confidentiality of their clients. Businesses that fail to protect the security and privacy of their customers' data may suffer reputational damage and legal and financial implications (Lăzăroiu et al., 2020).

Furthermore, another major concern for online marketing is the consumer-brand relationship: "It has always been an issue of trust". There cannot be a connection if there is no trust. It is that easy. However, it appears that when it comes to confidence, digital marketing is still at the kids' table, according to the findings of a recent industry survey (Liu et al., 2020). On the other side, there is digital, with all its cookies, IDs, and data generated and processed to provide a personalised experience. It has also been observed that many marketers are unsure how to use that data (Liu et al., 2020). The study from Erlangga , (2021) shows that marketers are still batching and blasting unrelated marketing, a major motivator for online marketing.

The ideal advertising campaign must be imaginative to grab the attention of modern consumers who have a limited attention span. No matter how effective a method, if marketers tend to overpromote the product, the company should be ready to suffer a sharp decline in sales (Quach et al., 2020). Start-up entrepreneurs frequently make the fatal error of aggressive marketing immediately in their rush to increase brand visibility (Lăzăroiu et al., 2020). As a result, their trademark gradually fades into the background noise and disappears. If marketers want to increase the awareness of brands, the marketers should learn when and how to promote effectively, as well as the steps to follow and alternatives to consider.

Marketers predict that consumers see between 4,000 and 10,000 advertisements daily (Liu et al., 2020). This is proof enough that, regardless of how many promises a business may have, spamming the typical consumer with ad notifications will never work. Thus, this research investigates how various motivators and demotivators affect consumers' online sale purchase intention.

### **1.8. Digital marketing and purchase intention**

Consumers evaluate profits and problems of available options and then purchase them. It is common for people to only choose one brand. Consumers usually buy products from one brand or company. In this way, they prefer one company and leave behind another (Homburg et al., 2019). Marketers can influence this decision even if customers have purchased it (Ozkara & Bagozzi, 2021). Marketers must provide products to consumers and make it as easy as possible for them to buy things. They should make the purchase comfortable (Lăzăroiu et al., 2020). Consumer behaviour can be changed by digital marketing. Marketers must focus on improving the customer's shopping experience. They must provide a feasible way to place and receive orders (Al-Azzam & Al-Mizeed, 2021).

Digital and social media marketing can affect the organisation in many ways. This effect can be positive or negative (Van Nguyen et al., 2020). An emotional connection is present between a company and its users. This bond emphasises contact and user involvement, known as customer engagement (Erlangga, 2021). Some researchers, such as Liu et al. (2020); Erlangga (2021); Van Nguyen et al. (2020), indicate that customer involvement is crucial. It will assist in creating brand communities. This will also enhance brand perception. This connection can influence consumer buying intentions. Ozkara & Bagozzi (2021) studied the usage of OTT (over-the-top), media streaming during a COVID-19 lockdown in 2021. They found that the OTT platform used this opportunity to its advantage.

Alghizzawi (2019) discussed how a customers' buying decisions could be controlled. The administration is carried out in a systematised way for more functioning events. The customer has an emotional state, ideas, and the ability of recognition (Lăzăroiu et al., 2020). A person can influence their environment. The researcher studied buying behaviour that has a sociological, cultural, and environmental framework as customers perceive information from their environment by seeing and hearing. As a result, these behaviours can be justified (Dastane,

2020). Researchers can therefore say that customers can be influenced by digital marketing.

It has been observed that consumers deeply analyse available options. They observe their benefits and problems. After analysing all things consciously and deeply, they buy a product. They would not buy it from all companies. They buy it from only one brand. When they select one brand, they leave other companies (Sakti et al., 2020). By promoting or commercialising a product, marketers can change customers' behaviours. Researchers say that marketing impacts customer buying behaviour (Ozkara & Bagozzi, 2021). Now the main focus of marketers is on feasibility. A company must provide its customers with an easy approach to products (Lăzăroiu et al., 2020).

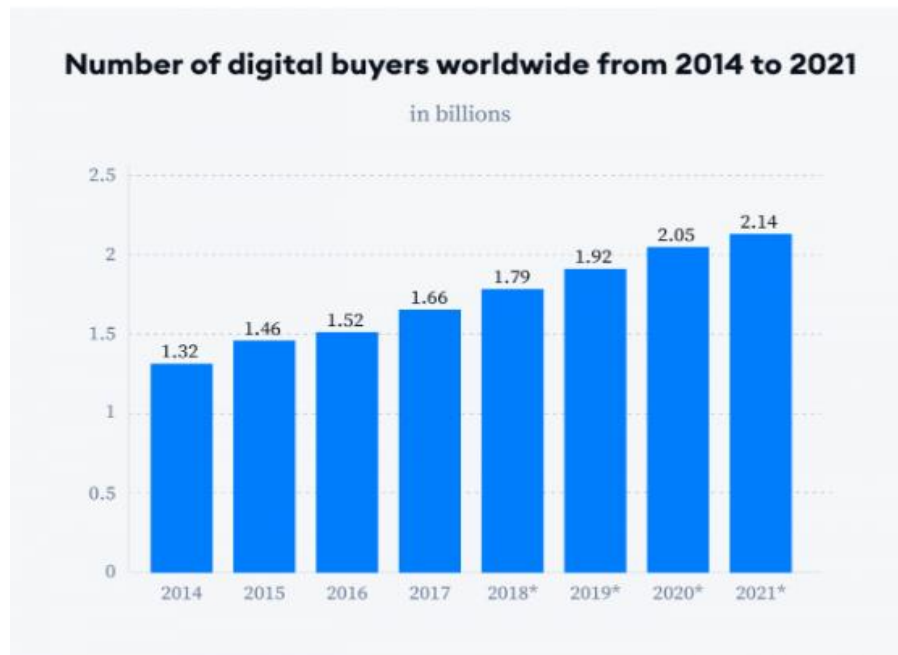
Although the trend of online shopping was not until the late 2020s, the number of consumers who prefer online shopping has increased with the advancement of technology and marketing strategies. Consumers have shifted more toward e-commerce than physical shopping (Yoga et al., 2019). It was reported that the number of people who use the internet has increased. There were fewer users in 2019 than in 2020 (Shankar et al., 2021). It is therefore obvious that in this modern age people spend their time on the internet, so they need to market it on the internet.

Internet tools and online shops are increasingly emerging all over the world. It is reported that the number of online shops is almost ten million worldwide (Chen et al., 2020). Internet tools are increasing, and this is because people tend to use them and spend their money on them. This trend creates a greater chance for online business owners to generate more profit. It is expected that e-commerce will likely expand its worth in the future, because people are more eagerly converted toward e-commerce (Liu et al., 2021). Now, most people prefer online shopping as they shifted from physical shopping, and they chose the feasibility and availability of the product. As a result, the number of e-commerce shoppers has increased. Digital buying statistics are shown in Figure 1.2 (Chen et al., 2020).



Figure 1.2  
Digital buyers across the world

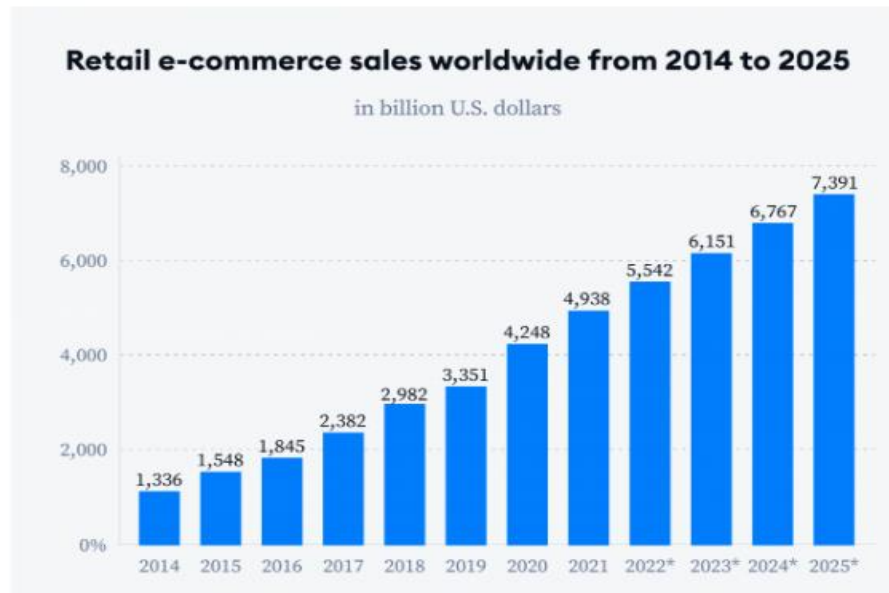
Source: Liu et al. (2021)



It is anticipated that the e-commerce businesses will grow in the future. It is clear from Figure 1.3 below that these businesses would have 5.75 USD trillion last year (Sophie, 2021). A researcher can predict that revenue will grow further in future. Most business is shifted toward the online industry. Because consumers are converting toward e-commerce, they now prefer online shopping. Thus, it has become a successful platform for companies to enhance their business growth using the e-commerce industry. The number of online purchases is increasing gradually over time. Research shows that online sales can increase yearly by increasing their share in the commerce market (Marino, 2022). Growth is expected to continue, reaching a peak of 23% by 2025 an increase of 5.2 percentage points in just five years. Growth is expected to continue, reaching a peak of 23% by 2025 – an increase of 5.2 % in just 5 years.

Figure 1.3  
Digital sales worldwide

Source: Marino, (2022)



### 1.9. Effect of COVID-19 on online marketing

COVID-19 has made many changes in company rules and regulations. Similarly, customer behaviours are also changed due to COVID as they converted from physical shopping to online shopping. Because people were facing lockdown and were not allowed to go outside, these rules put barriers in front of customers for physical shopping. As a result, they shifted towards online shopping. E-commerce shopping has gotten better and is worth the advancement of technology. The customer felt more secure in online shopping; this tendency meant that e-commerce increased (Bloom et al., 2021).

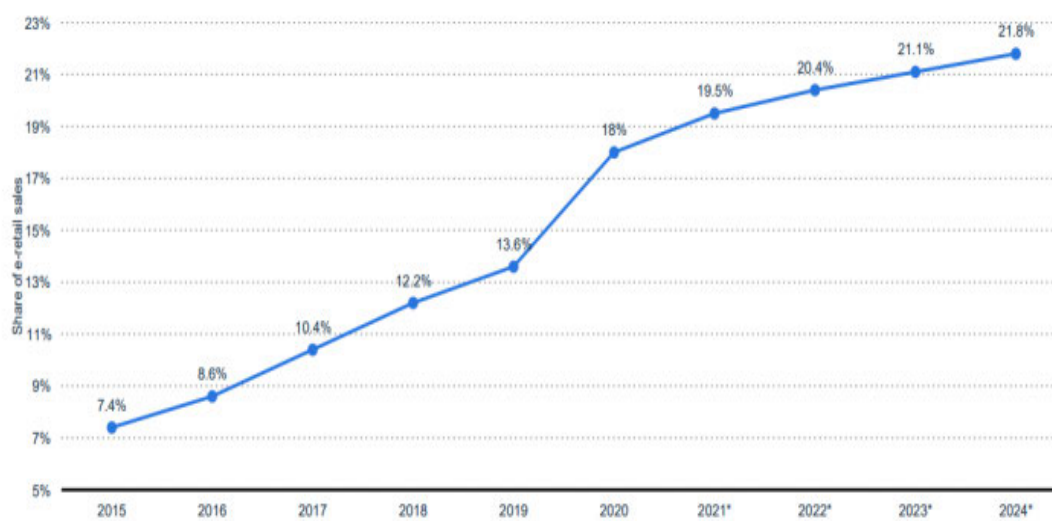
Moreover, customers were more aware of brands thanks to influencers, which also changed consumer behaviours. It has also been observed that the trend of buying behaviour has been sustained even after COVID-19 (Kim, 2020). The impact of COVID is shown in Figure 1.4. COVID has produced many changes in society. These changes have also impacted the business market and its behaviours. Marketing strategies are also changed due to this (Kim, 2020).

It is reported that customers' behaviours changed toward online shopping due to last year's pandemic. Studies show that consumers have purchased more (almost

40%) than the previous year due to the lockdown (Fairlie & Fossen, 2022). It has been analysed that online shopping has increased after COVID-19 (Bloom et al., 2021). Now people are more converted toward e-commerce and this consumer behaviour has increased online business growth by up to 70 to 75%.

Figure 1.4  
Increase in online sales for COVID-19

Source: Fairlie & Fossen, (2022)



### 1.10. Australian digital market sector

The value of Australia's internet retail market exceeds almost 40 to 50 billion USD (Australian Retail Outlook, 2020). The market size has increased to 10 % in the last year. This has proved that many people prefer online shopping instead of brick-and-mortar business and has also showed that people's passion for shopping is increasing (Kerber, 2019). It is estimated that as online shopping is spreading all over, more than five million people are involved every month. This has increased the worth of online shopping by 3 million USD since last year. This analysis shows that Australians made an historic 62.3 billion USD in internet purchases. Online sales have caused major income adjustments for about 30% of Australian e-commerce companies as recorded in 2020. In addition, 30.3% of Australians have used social media to purchase online (Australian Retail Outlook, 2020).

Australians are passionate about e-commerce shopping. It is reported that they spent 52.7 billion USD in 2022 on e-commerce shopping. However, it is just 12.6% of the market. Although e-commerce is not the leading, shopping format it is becoming more important (Chavda, 2022). At the same time, bricks-and-mortar businesses are still the norm. Many studies have showed that customers prefer bricks and mortar businesses (Kerber, 2019). Customer behaviours have changed a lot due to many events so companies must focus on new marketing technologies to be successful (Chavda, 2022). It is time to accept the digital environment. Marketers should focus on new marketing channels; thus, they must improve customer behaviours (Australian Retail Outlook, 2020).

Many Australians report that bricks and mortar business are not only for buying the product. They consider it very important in their life. Although they may face difficulty buying things, these stores are still important (Australian Retail Outlook, 2020). Additionally, it is reported by many customers that they have a new interest in connecting with people. Brick-and-mortar businesses also obtain the trust of their customers (Chavda, 2022). Customers can go to a store anytime to return the products or for any other purpose and the stores don't have a problem with that. According to reports, Australians spend approximately four to five hours a week browsing the internet. Moreover, men (4.8 hours) spend more time online shopping than women (4.1 hours) (Australian Retail Outlook, 2020), as shown in Figure 1.5.

*Figure 1.5  
Average hours spent by Australians on online shopping*

*Source: Australian Retail Outlook, (2020)*



However, young Australians top the list for spending the most time online. According to Figure 1.6, generations Z and Y spend 5.6 hours online shopping weekly (Chavda, 2022).

**Figure 1.6**  
Average money spent by Australians on online shopping

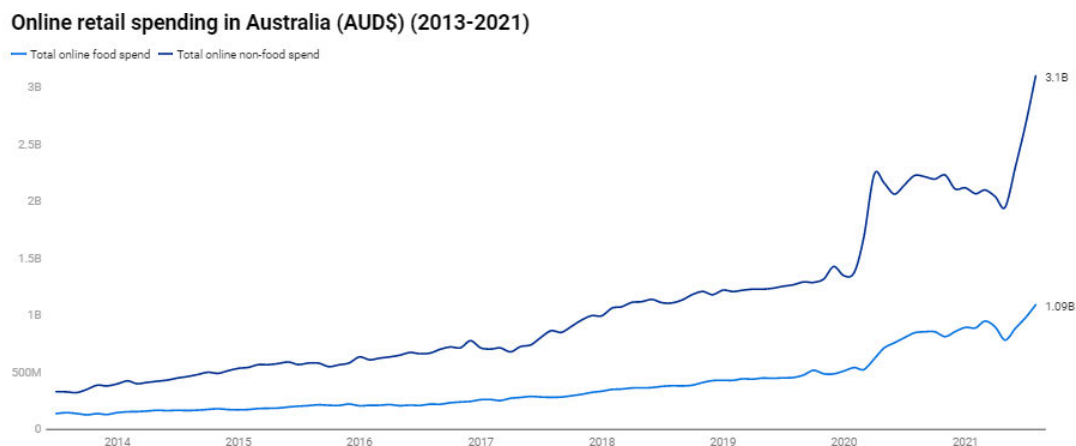
Source: Australian Retail Outlook, (2020)



According to Finder's ABS data analysis, Australians spent 4.2 billion USD online in August 2021. According to Figure 1.7, this marks a stunning 114% increase over the same period in 2019 and a 36% increase over the prior year (Chavda, 2022). The pandemic has accelerated an already-increasing trend in online buying (Australian Retail Outlook, 2020).

**Figure 1.7**  
Online retail spending

Source: Chavda, (2022)



Australian marketers may invest more in content marketing than the UK and the US, but is it effective? In a nutshell, sure. According to some surveys, content marketing techniques may be up to 10% more successful in Australia (Chavda, 2022). Hence, in Australia, people should thus start thinking about incorporating content marketing into their strategy as soon as feasible. This research investigates some facts demonstrating the popularity of various internet marketing strategies.

### **1.11. Problem statement**

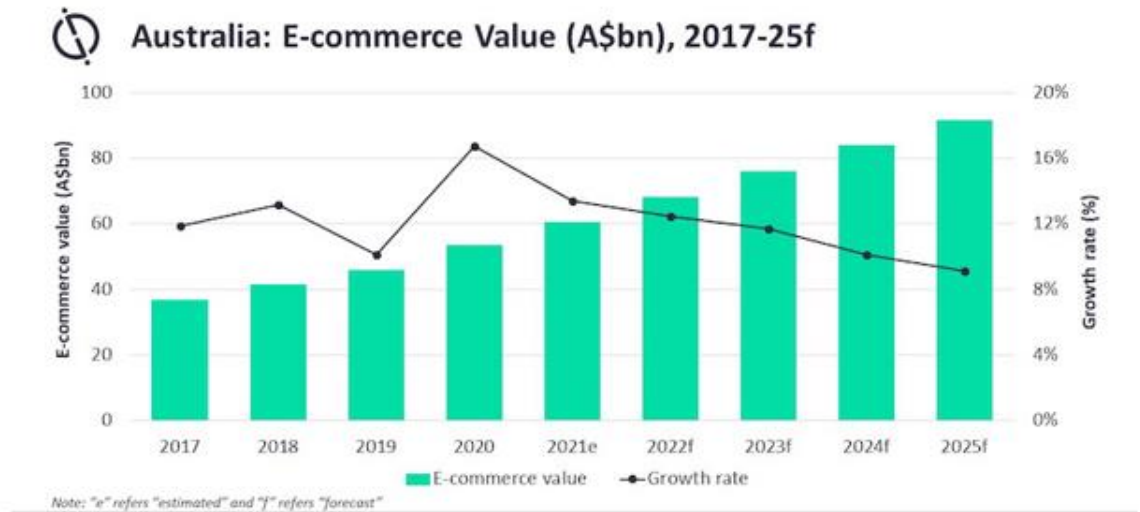
With more than 80% of the population online, Australia has a large market for online marketing. Companies all over Australia, especially the retail companies have discovered that there would be a major impact of online marketing on the profit of their own organisation after seeing such an engagement over the usage of the internet (Chavda, 2022). The need for online marketing in Australia and for digital strategists in general has therefore doubled as a result of the need to remain competitive in the market.

Furthermore, according to the Australian Computer Society, the need for skills in communication and information technology has actually increased by 60% in the past five years, and a radical shift towards online marketing activities is required especially the retail sector in Australia (Kerber, 2019).

As a result of the increase in online marketing activities the Australia's e-commerce sector has experienced rapid expansion in recent years, driven by rising internet usage, the availability of safe online payment methods, and an increase in online customers. According to GlobalData, a top provider of data and analytics, the COVID-19 epidemic has further accelerated the move from offline to online sales GlobalData's E-Commerce Analytics Australia's e-commerce sales, increased by 16.8% in 2020 and recorded 13.4% to reach A\$60.6 billion (US\$46.7 billion) in 2021. Furthermore it is anticipated to reach A\$91.5 billion (US\$70 billion) in 2025.

Figure 1.8  
Australia e-commerce value current value and forecasts

Source: (Content Marketing Institute, 2013)



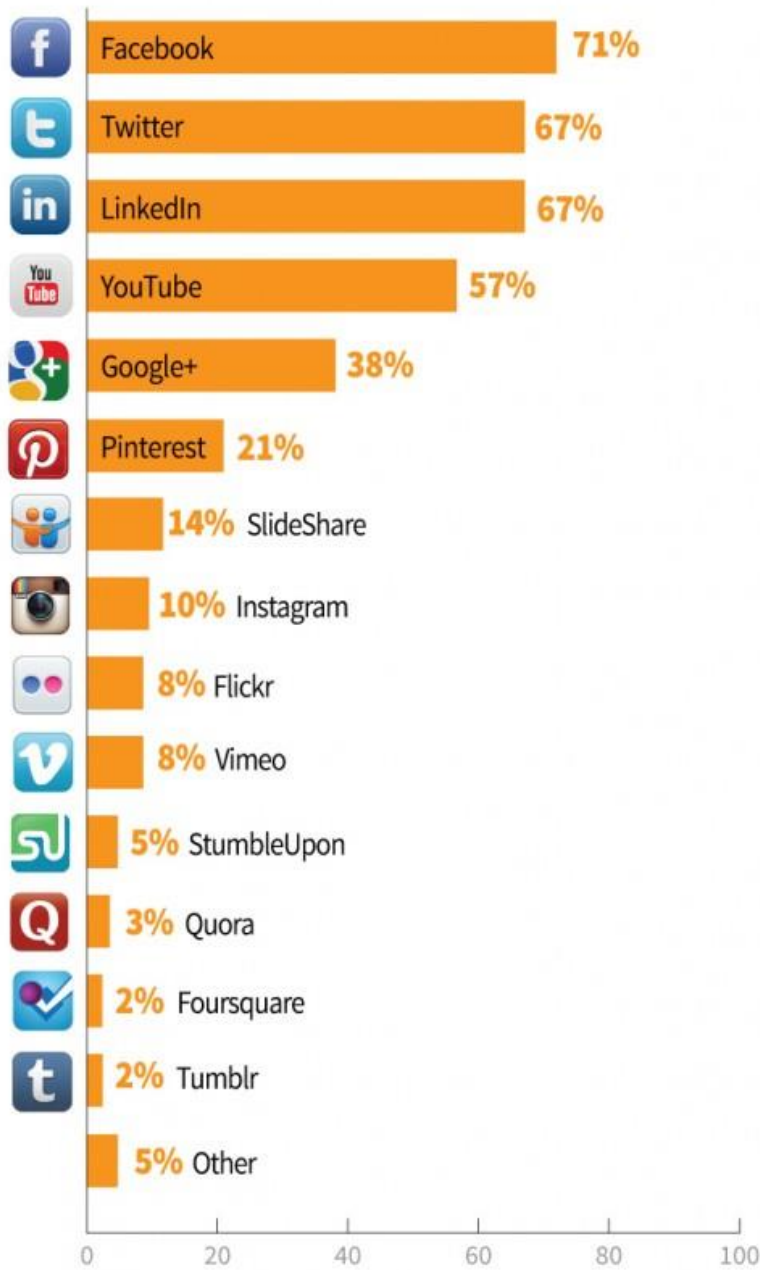
An important aspect in this regard corresponds to the fact that it is desirable to know which online marketing platforms are most favoured by Australian consumers and which online channels can be targeted by online retailers so they can approach a wider base of online shoppers.

Due to a lack of research on the most appropriate and efficient online platforms for online marketing many Australian retailers encounter major difficulties in customer online targeting. One significant problem is Australia's enormous population size and diversity, which necessitates a decentralised strategy to efficiently fulfil consumer preferences for online marketing as shown in Figure 1.8.

Figure 1.9  
Most preferred platforms used for online marketing

Source: (Content Marketing Institute, 2013)

### Percentage of Australian Marketers that Use Various Social Media Platforms to Distribute Content



Content Marketing in Australia: 2013 Trends -  
Content Marketing Institute/The Association for data-driven marketing & advertising (ADMA)





Without proper research on the most efficient online platforms in Australia or a proper understanding of the mode of communication to be employed in online marketing activities, the interaction with consumers becomes a tedious task.

In addition, it is also necessary to find out how different aspects of consumers' perceptions of brand, privacy, communication, and marketing influences affect consumers' responsiveness to online marketing channels and how these aspects influence whether or not Australian consumers are motivated or demotivated to make online purchases (Chan & Astari, 2017). Currently, there is no study done in the literature that can address these issues.

As per the discussion above a study is thus required that can enable Australian retailers to invest in the right and most efficient online marketing activities that can enable them to see a huge improvement in their online sales, giving them an advantage over the competition. In a nutshell, an investigation is thus required that can help Australian retailers to overcome obstacles in online marketing and thrive in the cutthroat Australian retail industry by employing the correct online marketing activities and understand consumer characteristics or perceptions to use the online channels effectively (Ventre & Kolbe, 2020). Currently, a study that covers the above-mentioned aspects has not been carried out specifically for Australian consumers and a research gap is evident.

### **1.12. Research gap**

Based on the review of existing literature, it can be affirmed that the majority of former research related to the topic has been done for USA, European, Indian, and Chinese online markets and numerous scholars (Dias et al., 2020; Florida, 2020; Bryant et al., 2019) have highlighted those marketing techniques that act as stimulating factors for promoting the online market in their respective countries. The findings of the study are thus not relevant to the Australian consumers as per their unique buying characteristics. The findings as presented by Child et al. (2020) point to a more deliberate, conscientious, and possibly less spontaneous Australian consumer. As a result, consumer companies in Australia now face a higher standard for having hyper relevant brands and investing in more specialised and individualised touchpoints and modes of communication. The enhanced levels of attentiveness and engagement with necessities like retail products have resulted in more deliberate

and planned purchases. This provides a strong justification that research findings conducted on online marketing and purchase intention carried out in other parts of the world cannot be used to explain the situation in the Australian retail market. An explicit study based on online buying behaviour for Australian consumers is required.

For Australian online markets, much research has been dedicated to investigating the various factors of online marketing that affect consumers' purchase intention, as indicated (Chavda, 2022; Kerber, 2019; Fairlie and Fossen, 2022; Australian Retail Outlook, 2020). As numerous online marketing techniques are present, no study as described above enables categorising of the online marketing techniques. Furthermore, no such study in the existing literature specifically details which online marketing techniques have the most significant impact on the retail sector. The requisition of this information is very imperative for the online retailers in Australia so that they can channel their marketing activities in that direction that has the ability to generate maximum online sales. All factors call for grand research to study the impact of online advertising activities on customers' purchase intentions for the Australian retail sector. Although these studies are comprehensive and highlight the importance of online marketing techniques for the Australian consumer, none of the studies discuss the most efficient and popular online platforms in Australia or provide a proper understanding for the mode of communication to be employed in the online marketing activities for communicating with the consumer.

The engagement with customers during online marketing campaigns becomes a laborious effort. In this regard an investigation of different aspects of consumers' perceptions of brand influences, privacy, communication, and marketing are desirable to be investigated. More specifically it is necessary to determine how various facets of consumers' brand perceptions, privacy concerns, communication issues, and marketing influences affect consumers' responsiveness to online marketing channels, as well as how these facets affect whether or not Australian consumers are motivated or demotivated to make online purchases. Former research on the topic to investigate the effect of motivators and demotivators as done by Nigam et al. (2021) studied the impact of age and gender on motivators and demotivators for online shopping whereas Adaji et al. (2020) studied the effect of persuasive strategies on e-commerce shopping motivation. Ganesh et al. (2010) studied how online shopper motivations, and e-store attributes affect online purchase intention of consumers.

Similarly, a study done by Xu et al. (2021) examined how motivators and demotivators affect ugly food consumption. As evident no such study has been done that specifically studies the effect of motivators and demotivators of consumer's perceptions for online marketing.

This study thus examines the impact of these variables on customers' purchasing intentions and develops an analogue for motivators and demotivators as moderators. Therefore, an analysis for the influence of the above-mentioned factors as motivators and demotivators for online purchase intention is required, particularly based on buying habits of the Australian consumer.

Most studies such as those (Chavda, 2022; Kerber, 2019) have been done based on quantitative analysis and qualitative research techniques as done by (Australian Retail Outlook, 2020; Fairlie & Fossen, 2022) that do not fully explain the intricacy of this complex association between online marketing techniques and consumer purchase intention. Therefore, a comprehensive analysis based on quantitative results is required that can provide recommendations to Australian retailers that can enable them to invest in the best and most effective online marketing strategies so they can witness a significant increase in their online sales and gain an edge over their rivals.

Primarily the research investigates which online marketing strategies in Australia's retail industry have a major impact on consumers' intentions to buy. Secondly, the research aims to analyse consumer perceptions and requirements for online marketing as motivators and demotivators for their online purchase and how these affect the link between online marketing efforts and purchase intention.

Lastly the research aims to investigate the impact of online marketing initiatives on customers' plans to make purchases from Australian retailers.

Overall, the findings of the research thus provide recommendations to the Australian retail sector about the most effective online marketing channels, the mode of communication or interaction to be adopted in those channels and the moderating/demotivating effect of consumers' brand perceptions, privacy concerns, communication issues, and marketing influences that affect consumers' responsiveness to online marketing channels.

### **1.13. Research questions**

This study will address the following research issues. The main research question of the study is:

*How do online marketing techniques affect consumers' purchase intentions in the context of the retail marketing sector of Australia?*

#### **1.13.1. Research sub questions**

1. Which online marketing techniques have a significant impact on purchase intention in the Australian retail sector? (Quantitative methods)
2. What is the impact of these online marketing techniques on purchase intention in the Australian retail sector? (Quantitative methods)
3. How do motivators and demotivators moderate the relationship between online marketing activities and purchase intention in the Australian retail sector? (Quantitative methods)
4. How do online marketing activities affect the purchase intentions of consumers in the Australian retail sector? (Qualitative methods)
5. Why do motivators and demotivators moderate the relationship between online marketing activities and purchase intentions of consumers in the Australian retail sector? (Qualitative methods)

### **1.14. Research aim and objectives**

#### **1.14.1. Research aim**

The research study examines the influence of online marketing activities on consumer purchase intentions in the Australian retail market. Moreover, it has also been observed that online shoppers have certain perceptions and sensitivities when shopping with online platforms. Mainly those perceptions that can be related to privacy, communication, and marketing are desired to be investigated. The research therefore creates an analogy for these perceptions as moderators and demotivators and analyses their impact on online purchase intention of consumers.

#### **1.14.2. Research objectives**

The following research objectives have been associated with the study:

- To identify the most effective online marketing activities for Australian online retail consumers.
- To determine how online marketing activities affect the purchase intention of online retail consumers in Australia.
- To determine the major motivators of consumer perceptions for online marketing that affect the purchase intention of online consumers in Australia.
- To determine the major demotivators of consumer perceptions for online marketing that affect the purchase intention of online consumers in Australia.

### **1.15. The rationale of the study**

In recent years, Australia is also started to spend on digital marketing. Online marketers are performing well and are outstanding, just like in every other country (Sridevi and Kumar, 2015). This country now has the highest digital marketing rate used by customers worldwide. It is also expected that Australian marketers can invest more than 50 % of their budgets on mobile and online marketing by the end of 2023. Australia is on the frontline of digital marketing, so Australia also faces unexpected difficulties. They are also first when there is any new and strange situation, as digital advertising costs have skyrocketed in Australia. With the increase of digital advertising, technology has also increased that puts barriers in front of the content of these ads. Stripe's analyses reported that over 80 % of people have software-blocking ads on their screens (Bostanshirin, 2014).

Based on the initial review, it can be well established that if any retailer in Australia wants to develop a digital marketing strategy, they may not know of the various challenges they may face and what areas of online marketing should be given prime importance. The Australian share in global online marketing is promising and stands out with figures of almost 14% in the global online market, as shown in Figure 1.8 (Australian Retail Outlook, 2020). This is the main challenge for businesses because they know the importance of marketing. They know it is vital to keep their current customers (Wai et al., 2019). However, they do not have any solid strategies for marketing their products. They do not know about business growth (Ventre & Kolbe, 2020).

It is helpful to simplify it before reviewing the various digital marketing channels, as a company must evaluate its spending and return limit. A company must observe its worker's activities to gain their best performance. The company should use a solid plan for marketing products. The company must develop marketing strategies to maximise sales (Wai et al., 2019). It is clear from much research that a business must have a marketing plan. Each company has a business plan, but if it has a marketing plan also, it will be a great advantage for the company to grow.

Similarly, suppose Australian companies only focus on the business plan and do not develop plans and policies to commercialise their product? In that case, the company will face failure. It will not gain success points without solid strategies of marketing. So, each company must have a solid plan and policies for advertising its product. Each company should work on whether the company is larger or small. Marketing is pressured to maintain its growth, especially during this inflation period. Market growth can only be achieved by developing story strategies and advertising plans (Ventre & Kolbe, 2020).

What does this mean for businesses operating in the e-commerce space? There are numbers of methods to involve customers in online purchasing. Thus, all companies can participate in business market growth independent of their size (Kasambu & Sritharan, 2020). With the advancement in mobiles, it has become easy for customers to purchase the product. Now they can buy things at any time. Purchasing can be carried out in any place, no matter whether they are present at home or not.

Although e-commerce is expanding quickly, it is still expected to grow more. Everyone wants to benefit from its benefits (Sridevi & Kumar, 2015). Smaller and medium businesses can choose it effectively because e-commerce can quickly change direction. E-commerce businesses are very profitable for companies that want to grow quickly. It is also suitable for those not wanting to invest in the business. Furthermore, looking after online shopping stores is more feasible than conventional stores (Kasambu & Sritharan, 2020).

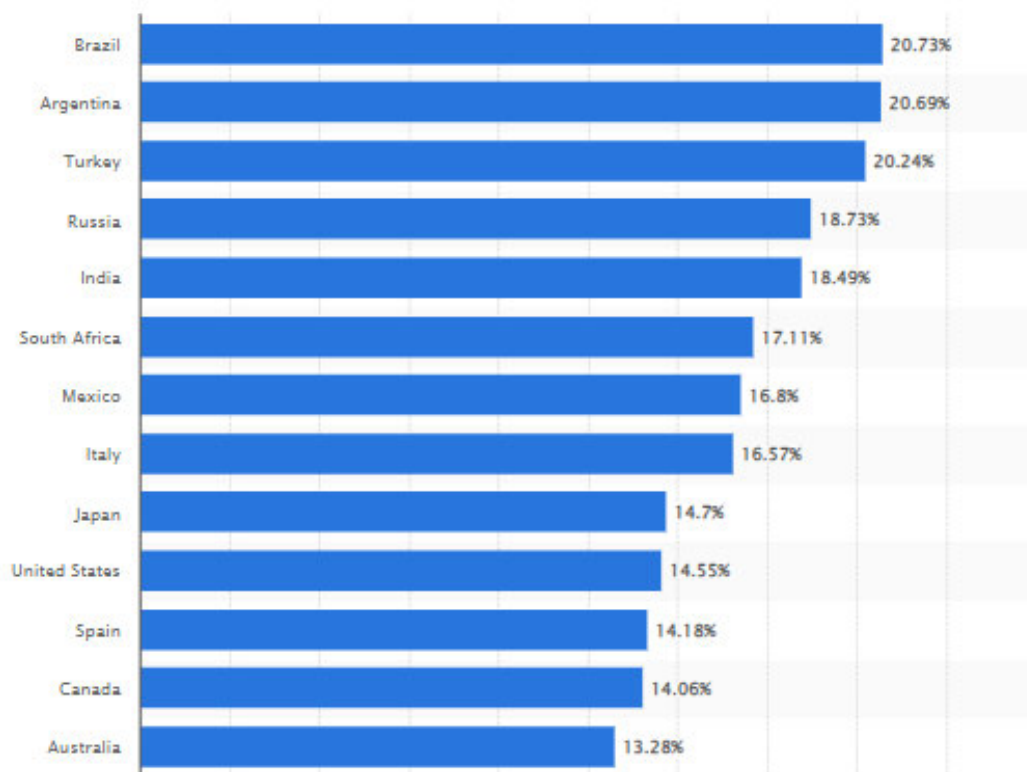
It was reported that most consumers do not see ads. They have installed ad-blocker software blocking ads or advertisements because they find them annoying. Sometimes consumers find an ad irrelevant, so they block it, using the ad-blocker software (Bostanshirin, 2014). With an estimated rate of just 0.06 per cent, Australia

has one of the lowest click-through rates for conventional banner advertisements, as Australia is a global leader in digital marketing. That is why Aussies are also at the forefront of consumer attitudes, as advertising has recently increased.

A gradual decrease for trust in ads advertisement is shown globally. This trend is also common in Australia. So, it is expected that ad blocker trends will increase in this country. Due to ad blockers, most of Australia's online advertising budget is wasted. Almost one dollar in ten is useless due to ad blockers (Australian Retail Outlook, 2020).

*Figure 1.10  
Australias' share in online market globally*

*Source: Australian Retail Outlook, (2020)*



This investigation also highlights that there is little information available on marketing activities. Presently there is no model that can explain the idea of the intention to buy (Chan & Astari, 2017). For instance, social media marketing strategies and platforms are the subject of much research. The majority of studies, however, have not focused on the content found in the digital world; therefore, topics like Google advertising, link commercials, digital word-of-mouth, blogging, and

smartphone advertisements have been mostly ignored. Online consumer behaviour provides a wealth of information about internet marketing (Chinomona, 2016). The research by He et al. (2016) and Chan & Astari (2017) examines several online marketing efforts and how well they can influence consumers' purchasing intentions. Their analysis suggests that there is evidence of the impact of online marketing initiatives on purchasing decisions, but there are large gaps that this study is meant to solve.

#### **1.16. Research focus**

The purpose of this study is to examine the most fundamental elements of digital marketing that affect consumers' purchase intentions in Australia's retail industry. The scope of the study is to examine the elements of internet marketing that influence consumer intention to purchase a certain retail establishment's goods or services, either positively or negatively. The research aims to identify the efficacy of various internet marketing channels that have an impact on a consumer's decision to buy a product from an online retailer. Furthermore, the research also aims to investigate how various elements of a consumer's perceptions of communication, trust, privacy, brand and marketing influences affect responsiveness with online marketing channels and how these elements motivate or demotivate Australian consumers to make online purchases. The research specifically focuses on how the retail sector in Australia can enhance its online sales performance. However, before further embarking on the research it is important to mention that the research focuses on how retailers in Australia can channel their online activities to increase their online retail presence and sales performance. The study considers the retail sector as online businesses but the research also maintains the retail sector have their physical presence along with a digital presence.

#### **1.17. Significance of the research**

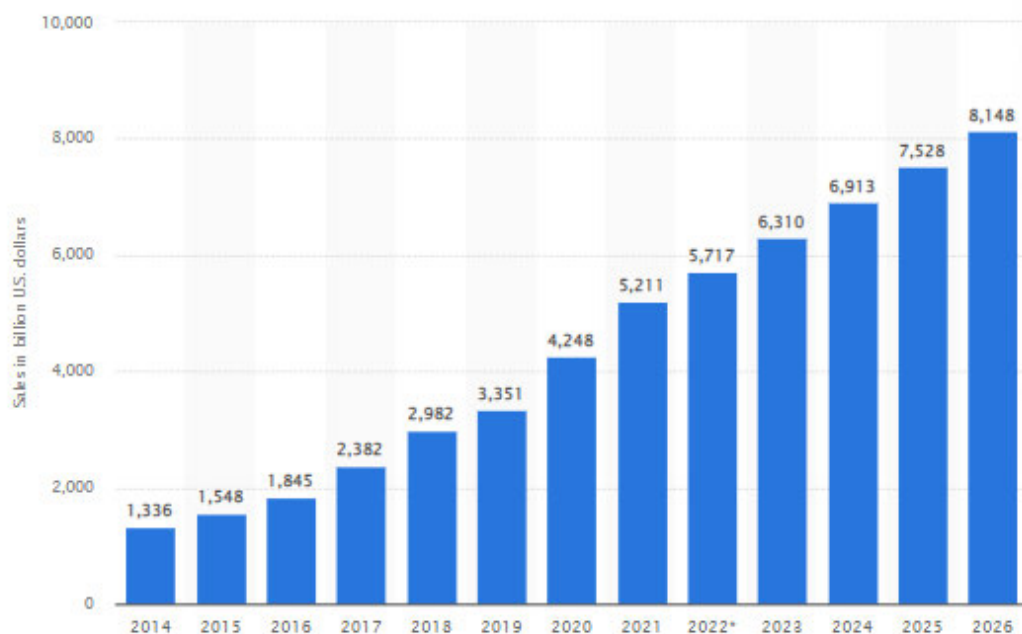
The global e-commerce market was valued at USD5,211 billion in 2021 and is expected to cross USD848 by 2026, at approximately a compound annual growth rate CAGR (Compound Annual Growth Rate) of 15% during the forecast period (2022 – 2026), as shown in Figure 9 (Merzlyakova et al., 2021). E-commerce is growing very fast, and it has also boosted the global economy. E-commerce businesses are making more profit as compared to conventional stores. There is a



great chance for e-commerce to become dominant in future because consumer behaviours are shifting toward online shopping (Kasambu & Sritharan, 2020). As mobile technology has advanced, this has played a great role in expanding the e-commerce business. Because it becomes easy for a customer to shop using a phone, e-commerce can further grow if more development plans are adopted (Hede & Kellett, 2012). Undoubtedly, digital marketing has changed the retail industry in many ways. According to an e-commerce industry report by Australia Post, Australian online spending amounted to 27.5 billion USD in 2019 alone. In that same year, the growth of online spending outperformed traditional bricks-and-mortar retail by 16.2% (Merzlyakova et al., 2021).

*Figure 1.11  
Global e-commerce market forecast*

*Source: Merzlyakova et al. (2021)*



Australia is rapidly establishing itself as a leader in mobile advertising and e-commerce, which has an advantage in digital ad expenditure. It is reported that Australia has grown its market by increasing sales by 50 % sale of mobile (Ventre & Kolbe, 2020). The same result was obtained by signal analysis, as other Australian marketers reported. Zenith, an analytics firm based in Melbourne, also published

some statements about marketing in Australia. This firm reported the statement in 2017 (Gopalakrishnan et al., 2018). Zenith stated that most of the expenses in Australia are made by digital advertising channels. These channels contained display ads, email marketing and content marketing (Merzlyakova et al., 2021).

In 2017, USA spent almost 60% of their marketing budget on digital marketing. This expense was very high from all other developed countries. Compared with the US, Australia spent 40% of its marketing expense for in 2017, Australia spent almost 60% of total digital marketing expenses (Australian Retail Outlook, 2020).

As per the analysis it is evident that Australia is one of the most social media-adopting nations in the world, with an astonishing 82.7% penetration rate. Additionally, the internet shopping habits of Australian consumers has undergone a substantial change, with 30.3% of customers now making purchases on social media sites (Merzlyakova et al., 2021). With the rise of online marketing channels retail companies in Australia have the perfect opportunity to take advantage of and leverage online marketing channels. With a solid online marketing strategy, retail companies can engage and attract potential customers, capitalise on the rapidly growing online market, and keep up with the shifting preferences of Australian consumers. The theoretical and managerial implications for the study are discussed below.

### **1.17.1. *Practical significance of the study***

The research aims to examine how Australia will continue to lead online marketing in the future; this country will maintain its success by making online marketing the most exciting and competitive market regardless of the company's level of experience as an advertiser (Ventre & Kolbe, 2020). This country has faced many challenges to become dominant in digital marketing. Still, it has succeeded (Gopalakrishnan et al., 2018).

Many studies show that organisations in Australia invest more in digital marketing. Their tendency to invest in their counterpart's business is low. Additionally, they are always ready to apply new policies and strategies (Ventre & Kolbe, 2020). There is an increasing trend to use content marketing in Australia, and only a few companies do not prefer content marketing (Australian Retail Outlook, 2020).

The retail industry is now more competitive than ever (Ventre & Kolbe, 2020). With thousands of Australian businesses trying to take advantage of the post-pandemic economic growth, it can be extremely difficult for a small retailer to stand out. Even businesses with innovative products and superior customer service can fade into obscurity if they cannot capture their target market's attention (Gopalakrishnan et al., 2018). The Australian online market needs a professional digital marketing campaign focused on retail-specific strategies to survive in the retail industry. These strategies may involve creating a well-designed e-commerce site, expert onsite optimisation, producing quality SEO content and running a targeted social media campaign. In addition, many customers begin their purchasing journey online when researching various products. So, even if most sales are in-store, having a digital presence is still essential (Ventre & Kolbe, 2020).

It can be tough for small retail businesses to keep up with new online marketing trends. New digital channels are appearing out of nowhere, existing channels are beginning to merge, and algorithms are constantly changing. This research aims to guide digital marketing in the retail industry of Australia. By optimising its digital presence, Australia's retail sector can improve online visibility, increase brand exposure and widen its sales funnel. With the right digital tools, Australian can target specific demographics and gather valuable customer shopping data (Gopalakrishnan et al., 2018).

By establishing statistical weights for various online advertising initiatives and validating them with professionals from the industry, this research can assist Australian retailers to channel their online marketing efforts so that the campaign's revenue may be determined with nearly perfect accuracy and in real-time. The study thus enables the development of a prediction model, the fine-tuning of spending to concentrate on generating more visits, and the allocation of specialised resources for specific advertising efforts that convert leads into sales.

The objective is to place an emphasis on sustainability rather than just income, despite taking all associated costs into account. This enables Australian online retailers to determine which online marketing initiatives have the greatest impact on customers by enabling them to track and connect online marketing and consumer interactions over time and watch their revenue from a transactional perspective.

### **1.17.2.        *Theoretical significance for the study***

The current study adds to the body of knowledge about online marketing. It provides a thorough framework for controlling the key factors affecting internet marketing. In a nutshell, this study builds on other studies on online marketing. This study offers a thorough and in-depth understanding of the major factors affecting the marketing of websites, as well as the drivers and disincentives that influence customer purchasing decisions (Merzlyakova et al., 2021).

The study examines the positive and negative effects of various motivators on online marketing. Based on statistical research, the study evaluates the effect of these factors on customers' purchasing intentions. Furthermore, further research has to be done to explicitly examine the impact of online marketing tools on the Australian retail industry (Ventre & Kolbe, 2020).

### **1.18. Operational definitions**

The operational definition of key terms used in the research are presented in the table below:

*Table 1.1*

*Details of theoretical frameworks related to purchasing intent of a consumer*

*Source: Developed for this research*

<b>Framework</b>	<b>Description</b>
Marketing	Marketing describes the actions a business does to encourage the purchase or sale of a good or service. Advertising, selling, and delivering goods to customers or other firms are all included in marketing.
Digital marketing	The use of the internet and other digital communication channels to promote brands and reach out to potential customers is known as digital marketing.
Online marketing	Online marketing is the activity of using only internet platforms to inform potential clients about a company's offerings.
Retail marketing	Retail marketing refers to all of the methods used by a retail company to attract customers and persuade them to purchase its products and services. By effectively advertising products to customers, retail marketing's primary objective is to increase sales.
Social media marketing	Social media marketing is a type of digital marketing that makes use of the strength of well-known social media platforms to meet the branding and marketing objectives.
Mobile media marketing	Any marketing strategy that uses mobile devices, such as tablets, to advertise goods and services is known as mobile marketing.
eWOM	Consumers exchanging and sharing information about a company or product via social media, mobile messaging, and the internet is known as electronic word-of-mouth (eWOM).
Motivation	Motivation is the personal hypothesis or view that propels an individual toward a desired state or outcome.
Demotivation	A mental state known as demotivation is typified by a loss of interest in and enjoyment from once-rewarding activities. A demotivated actor may find it difficult to engage in, complete, or engage with activities.
Brand association	Customers form mental connections between brands and ideas, pictures, feelings, experiences, people, hobbies, or activities. This process is known as brand association.
Distrust	The official term for not placing too much faith in one person when there is substantial risk or substantial uncertainty is distrust.

<b>Framework</b>	<b>Description</b>
Privacy issues	The disclosure of a person's specific information to external bodies and community can be described as privacy issues.
Brand personality	A collection of human traits associated with a brand name is referred to as its brand personality.
Brand equity	A constant set of attributes that appeal to a certain market niche helps an effective brand build its brand equity.
Celebrity endorsement	Celebrity endorsement is a marketing tactic that leverages a celebrity's image and status to increase brand awareness, recall, and differentiation.
Purchase intent	Purchase intent, sometimes referred to as buyer intent, expresses how likely customers are to make a purchase in the near future—usually within the next six or twelve months.
Research framework	A research framework comprises a collection of ideas, precepts, and directives that mold and direct an investigation process. It assists in defining the problem, goals, questions, assumptions, and constraints of the research.
Inductive reasoning	A technique for coming to conclusions by moving from the specific to the general is called inductive reasoning. Other names for inductive reasoning are bottom-up reasoning and inductive logic.
Deductive reasoning	In deductive reasoning, a conclusion is reached based on the agreement of several premises that are typically taken to be true. Top-down logic is another term for deductive reasoning.
Exploratory sequential design	Exploratory sequential design begins with the gathering and analysis of qualitative data, progresses to the gathering and analysis of quantitative data, and ends with interpretation.
Explanatory sequential design	Explanatory sequential design that uses two independent strands that are applied sequentially: a quantitative strand that collects and analyses numerical data, and a qualitative strand that collects and analyses textual data.
Parallel mixed-methods-design	"Parallel mixed-methods-design" or "parallel mixed designs" – These designs have two or more parallel qualitative and quantitative threads running concurrently or with a short time lag.
Sampling	Sampling is the process of choosing specific individuals or a subset of the population to assess the attributes and draw statistical conclusions from them.

Framework	Description
Sampling frame	Sampling frame is a list or tool used by researchers to define their target population. It's a collection of elements that an investigator can utilise to choose a sample.
Pilot study	A pilot study is a preliminary investigation or a scaled-down version of a bigger research endeavor. A plan, initiative, or other strategy is said to be in a "pilot" state when it is tested before being more widely implemented throughout an organisation.
Confirmatory factor analysis (CFA)	Confirmatory factor analysis (CFA) is a technique used to analyse the efficacy of measurement models where the number of factors and their direct relationship is specified.
Structural equation modeling (SEM)	A multivariate statistical analysis method for examining structural relationships is called structural equation modeling. This method, which examines the structural link between measurable variables and latent constructs, combines multiple regression analysis and component analysis.
Thematic analysis	A method for analysing qualitative data called thematic analysis is going through a set of data and searching for patterns in the meaning of the data in order to identify themes. Making sense of the data is an active process of reflexivity where the subjective experience of the researcher is crucial to the process.
Sentiment analysis	Sentiment analysis is the technique of examining digital text to identify if the message's emotional tone is neutral, positive, or negative.

### 1.19. Research methodology overview

The research uses mixed method design as the preferred research methodology. One of the main factors determining the design of mixed methods research is to thoroughly investigate the factors of online marketing activities via quantitative analysis and explain the findings based on qualitative analysis-based interview sessions. The research uses a sequential explanatory modelling design (Creswell et al., 2007). A survey questionnaire is used to gather quantitative data during the initial stage, and then interviews are used to gather qualitative data in the second stage (Creswell et al., 2003). Some of the queries of the research are answered via statistical analysis on the feedback form survey data, while some research queries have been answered via thematic analysis on the interview data. (Onwuegbuzie et al. 2011).

## 1.20. Thesis structure overview

- *Chapter 1:* The backdrop of this study, which explains the significance and motivation for performing it, was covered in Chapter 1. The chapter also defines the background of the research and the developed research objectives and outlines a methodological framework for the said goals of the study.
- *Chapter 2:* There are two parts to this chapter. The first part presents an overview of the literature, establishing a solid foundation for this investigation. The second part presents a conceptual framework that has been constructed to generate some hypotheses based on the literature review. Research hypotheses are then developed, which helps with the analysis.
- *Chapter 3:* This chapter demonstrates the research methodology, which includes choosing a research paradigm and approach, determining an appropriate research strategy, determining an appropriate sampling technique, creating survey questions, and choosing appropriate data analysis techniques
- *Chapter 4:* In this quantitative data analysis chapter, the data from various respondents are analysed and interpreted, and the developed hypotheses are tested.
- *Chapter 5:* This chapter covers qualitative analysis.
- *Chapter 6:* The research's diverse findings are critically assessed and the rationale behind several accepted or rejected; hypotheses are explained in this chapter.
- *Chapter 7:* This chapter of the study articulates the conclusion, limitations and future scope of the research.

## 1.21. Chapter summary

This chapter has developed the basic background of the study and outlines the rationale for carrying it out, explaining the objectives and the overview of the thesis structure. The next chapter critically analyses the fundamental connections between the variables under study. Also, it builds a conceptual model that is put to the test using quantitative research techniques.



# CHAPTER 2: LITERATURE REVIEW

## 2.1. Chapter overview

In this chapter, the relevant literature on online marketing has been critically evaluated and streamlined to develop the storyline of the research. A comprehensive overview of the respective components has been presented in this chapter. For instance, firstly, critical concepts of this study, i.e. online marketing and its different variations, are explained and discussed regarding the literature. The consumer purchase intent is discussed while developing a gradual relationship with online marketing tools, brand equity, and its components.

The literature review also explains and develops an online marketing tool with the customers' purchase intent. The study provides support based on theoretical perspectives and identifies gaps in the existing literature which are to be filled in this proposed research. Shoppers' connections with various online tools and trends are investigated in the context of online shopping experiences (Alalwan, 2018). Consumer behaviour is the subject of much of the social impact study. It is beyond the scope of this study to explore the mechanisms of social influence in the context of companion shopping, but this study contributes to a broader attempt to determine how social issues impact individual consumers.

## 2.2. Theories related to purchase intent and online marketing

The process via which customers attempt to make a decision and how cognitive and affective components of their information processing play a part in decision-making at the individual and collective level has been the subject of research and theoretical endeavours (Goodrich et al., 2011).

### 2.2.1. *Uses and gratification theory*

Various theories have been developed to directly explain how media operates concerning an individual's purchase decision, the uses and gratification theory (UGT) is one of the most relevant theoretical perspectives to understand this stance and will be employed in this study as a theoretical framework. The hypothetical model is shown in Figure 10. The theory was developed by Katz and Blumler (1974) to explain the rationale behind purchase decisions provoked by traditional communication tools. However, Balmer et al. (2010) believed that the same model

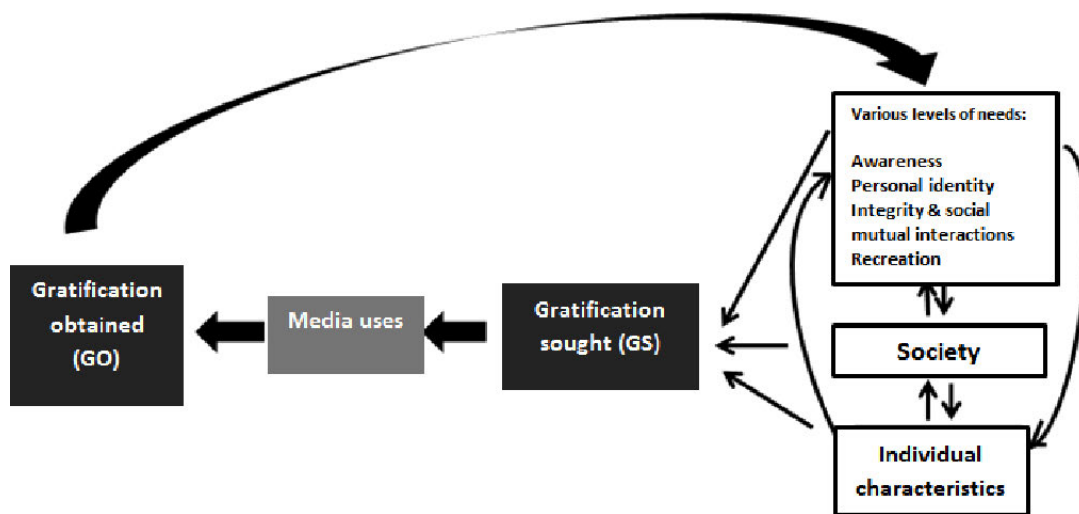
can be used to explain the adoption of certain products and services as lured by the modern media tools and techniques of communication and the reason why people engage with specific media platforms to seek out information. The theory explains that there can be four significant forces/motivators behind selecting or prioritising a media tool to actively seek out information.

### ***2.2.1.1 Relevance of users and gravitation theory with online purchase intention of consumers***

The uses and gratification theory finds close resemblance with the matter under study. According to this theory the online perceived needs of the consumers can be both cognitive, i.e. fulfilling a gap of knowledge, or affective, fulfilling hedonic or emotional conditions. This theory explains how online consumers' needs to socialise with peers and develop new networks, social approval etc., are a few examples of the affective needs of the consumers. Balmer et al. (2010) believed that the fulfilment of cognitive and affective urges leads to usage (uses), and the excitement derived from this experience is associated with gratification. Modern-day marketing tools such as social media and mobile marketing, fulfil cognitive and affective needs. Hence, the underlying rationale for individual excitement while engaging with this platform has been associated with their acceptance as buying media worldwide. This theoretical perspective has recently been applied to various research to explain the underlying rationale for using traditional sources of communication (Mehrad & Tajer, 2016). Still, studies have not been relevant to its application to explain the rationale for modern technological tools and techniques. For instance, Bernritter et al. (2021) integrated this theoretical perspective to demonstrate engagement in online purchases using virtual mediums. They believe that online virtual platforms provide people with opportunities to fulfil cognitive and affective needs, motivating them to gain positive experiences using online communication platforms. But from the analysis, the industry-specific information, i.e. how consumer choices in the retail sector are shaped, still needs to be revealed.

Figure 2.1  
Uses and gratification theory

Source: Mehrad and Tajer, (2016)



### 2.2.2. Honeycomb model

The honeycomb model was originally termed after Google's Hexagon Framework (Angeles-Martinez et al., 2018). The theory can help businesses to better plan their customers' experiences using the Hexagon Framework. The framework consists of six stages: connect, engage, convert, measure, optimise, and repeat (Silva et al., 2020). When assisting businesses to outline their customers' paths, the honeycomb model is comparable to the Hexagon Framework. However, this model concentrates on the consumer journey related to online marketing (Angeles-Martinez et al., 2018). Each step as per the Honeycomb model serves a specific function and enables to evaluate the efficacy of each online marketing technique is among the most effective. It means that there are advantages to each stage.

The field of online advertising is constantly developing and expanding (Angeles-Martinez et al., 2018). It is becoming more critical for businesses to use novel digital marketing strategies to connect with their target audiences. One of the most important frameworks for online marketing is the honeycomb model, which consists of four stages, connecting, engaging, converting, and measuring (Pedrocchi et al., 2011) which businesses may use to plan their approach to digital marketing.

The study also utilises this model to evaluate the effectiveness of various marketing strategies.

### ***2.2.2.1 Relevance of Honeycomb model with Online Purchase Intention of Consumers***

The essential advantage of the connect phase is that it aids online businesses in determining who their primary customers are. Since advertising can only be directed to some, this is a crucial phase. One should direct energy toward the customers most inclined to buy. At this stage, they may also choose which online platforms to employ (Pedrocchi et al., 2011). It is crucial since only some companies see success with the same channels. For business-to-business sales, for instance, LinkedIn is preferable over Facebook (Silva et al., 2020). Money may also be saved on online marketing campaigns in the connect phase, because it allows for more precise targeting of an audience and the use of channels that are most probable to reach that consumer. The advantages of the engagement phase are their own. One significant advantage is that it facilitates the development of connections with the intended audience. This is crucial because making a sale to someone there is already a relationship with is much less of a struggle. The interaction with the targeted audience also allows for more in-depth research. Insights like this help to fine-tune the marketing efforts to consistently strike good spots with the target demographic. After that is the converting phase. The primary value is that it increases the percentage of the target audience that becomes paying customers or promising prospects. Online businesses can thus use the model to estimate a return on investment from their online marketing initiatives (Pietikäinen, 2020).

In addition, it helps them to learn more about the target demographic. This information optimises online marketing campaigns for maximum success (Silva et al., 2020), for instance, to create campaigns and landing sites that are more relevant to specific audiences. The last phase is called measure. The primary advantage is to be able to monitor the results to determine the efficacy of the online advertising campaign. Because of this, the strategy and tactics can be adjusted to get better outcomes (Angeles-Martinez et al., 2018).

### **2.2.3. Theory of planned behaviour**

As per Ajzen's (1991) theory of planned behaviour, whether or not a person is in control of his or her actions and whether or not the individual's perception of his or her level of control is a true reflection of that level of control, external influences may compel or prohibit behaviours regardless of purpose. Figure 11 below depicts the theory.

It is a central tenet of the psychological theory known as the theory of planned behaviour (TPB) that one's thoughts directly influence their actions (Ajzen, 1991). According to the concept, a person's intentions for future behaviour are formed by triangulating their attitude, subjective standards, and perception of their behavioural control. One of the tenets of TPB is that human social behaviour is determined most directly by the actions people want to take (Thamizhvanan and Xavier, 2013

1. **Attitudes** – This term indicates the extent to which an individual views the activity under consideration favourably or unfavourably. It requires thinking about the results of engaging in the action.
2. **Behavioural intention** – The more strongly one intends to conduct a behaviour, the more probable one will accomplish it.
3. **Subjective norms** – Assumptions regarding whether or not most people support the behaviour are in question here. An individual's perception that the behaviour is appropriate depends on whether or not that individual believes that their peers and significant others think the behaviour is appropriate.
4. **Social norms** – Refers to the norms of conduct that a member of a society or culture generally accepts. When applied to a group of individuals, social norms are regarded as the norm or the standard.
5. **Perceived power** – This concept relates to the awareness of environmental cues that may help or hinder the execution of a desired behaviour. Their sense of power influences a person's sense of behavioural intention over these aspects over those factors.
6. **Perceived behavioural control** – This concept relates to how simple or complicated it seems to carry out the desired behaviour. A person's view of his or her degree of behavioural control fluctuates from one set to the next and from one activity to the next (Ajzen, 1991). This addition to the theory caused it

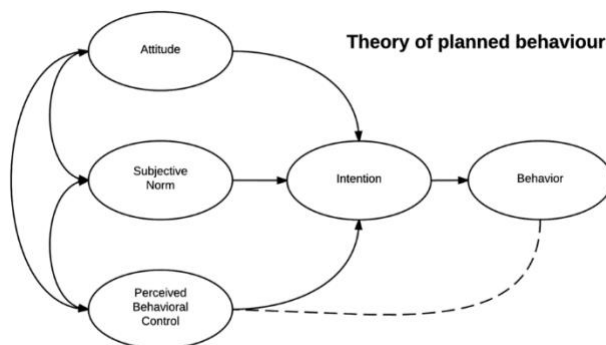
to evolve from the "Theory of Reasoned Action" into the "Theory of Planned Behaviour."

### **2.2.3.1 Relevance of theory of planned behaviour with online purchase intention of consumers**

The theory of planned behaviour finds close resemblance with online marketing behaviour as it discusses the attitudes of online consumers for online shopping and discusses the behaviours for different online marketing activities. Furthermore, the theory also discusses the perception and individual beliefs of online consumers for online marketing activities. The theory also comes in handy to study the subjective and social norms related to consumers that motivate or demotivate them to make online purchases. Furthermore, the study also relates to this study and investigates the perceived power of different online marketing channels.

*Figure 2.2  
Theory of planned behaviour*

*Source: Thamizhvanan and Xavier, (2013)*



### **2.2.4. Hierarchy of effects model**

According to the ladder of effects idea, customers progress from being acquainted with a brand or product to acquiring a favourable opinion to ultimately deciding to purchase it (Wijaya, 2015). Steiner originally proposed the idea in the 1961 work "A framework for predictive measurements of advertising performance" by Lavidge and Steiner (1961). There are now numerous variations since it has

developed into an excellent tool strategy for increasing brand recognition (Wijaya, 2015). The impacts can be graded using a hierarchy established from behavioural psychology, as shown in Figure 2.2.

The ladder of effects was constructed using behavioural psychology studies as a foundation. We can categorise the human mind's functioning into cognitive, emotive, and behavioural stages. The mental stage, the "thinking" stage, contains the knowledge and awareness phases (Wijaya, 2015).

#### ***2.2.4.1 Relevance of hierarchy of effects model with online purchase intention of consumers***

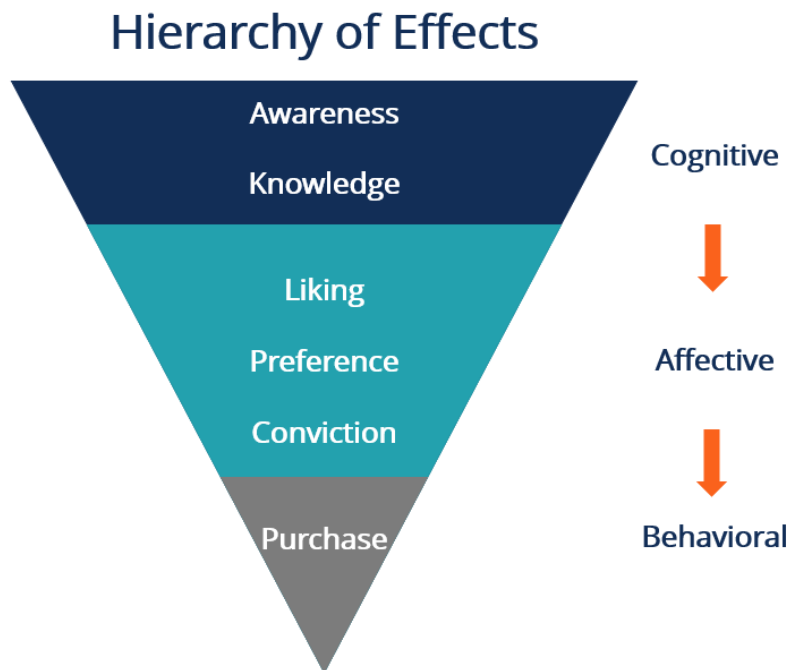
In a sequence of behavioural steps, the hierarchy of effects hypothesis analyses how advertisements influence consumers' choices between competing goods and brands (Yoo et al., 2004). Cognitive psychologists have critiqued the hierarchy of the impact hypothesis, centred on behavioural psychology, for failing to consider the diversity of advertising's aims and for being too simplistic to explain the complexities of consumers' decision-making processes.

The idea of the hierarchy of effects model resembles online marketing behaviour in that it analyses customer attitudes toward online buying as well as behaviour for various online marketing initiatives.

The emotional stage, which defines the effect on customers' feelings,"is broken down into the sub-stages of like, preference, and conviction (Ur Rehman et al., 2014). This stage can help to determine the preference of different online marketing platforms. Finally, in the behavioural (or doing) phase, the model helps to perceive how the consumer decides to take action and purchase. The following discussion will consider each step in further depth (Yoo et al., 2004).

Figure 2.3  
Hierarchy of effect model

Source: Yoo et al. (2004)



### 2.2.5. The use of theoretical models in the research

The theoretical underpinnings of the study are a key focus. A theory is supported by the outline when it is introduced and described in terms of the research topic for which it is a solution. It shows familiarity with the theoretical frameworks associated with the study's subject matter. It also reveals the broad subject areas being considered (Buabeng-Andoh et al., 2019). By giving direction from applicable theory and serving as a foundation for hypothesis and technique selection, the framework, as mentioned earlier, is the study in the body of prior knowledge. In addition to assisting with the description, it enables researchers to generalise an observed phenomenon's numerous features and identify its limitations.

To characterise the implicit theory more precisely, a sound theoretical framework is essential to the study being conducted. As a result, researchers may be prompted to reflect on their methodology's limits and the merits of competing theoretical frameworks. The table below (Table 2.1) has discussed significant



theoretical developments concerning online media and its role in impacting or influencing current and prospective customer decision-making.

*Table 2.1  
Details of theoretical frameworks related to purchasing intent of a consumer*

*Source: Developed for this research*

<b>Theoretical framework</b>	<b>Focus of theory</b>	<b>Key authors</b>
Uses and Gratification Theory	A communication tool must fulfil the individual's cognitive and affective needs to be prioritised.	Shao (2009); Kaur et al., (2020); Lim & Ting (2012); Malik, Dhir & Nieminen (2016); Hossain, Kim; Jahan (2019); Gawas, Kulkarni & Mehendale (2018)
Honeycomb Model	To identify different blocks of need for social interaction for the sake of self-expression, personal identity and relationship formation	Tresna & Wijaya, (2015); Touzani & Temessek (2009); Helms, Booij & Spruit (2012)
Theory of Planned Behaviour	Identification of internal and external factors related to the evaluation of a product	Ming-Shen et al. (2007); Kim et al. (2016); Chu et al. (2016)
Hierarchy of Effect Model	Consumers perceive communicated information as a bridge or source of connection between themselves and the brand.	Laksamana (2018); Nandi, Bhat & Wolfs (2019)

### **2.3. Consumer purchase intention**

A consumer's choice to buy a product or service does not happen all at once but instead is the conclusion of a series of considerations and steps (Erkan and Evans, 2016). According to Siqueira Jr. et al. (2019), a customer's intention to purchase is "the consumer's favourable attitude to acquire a service or product depending on an actual purchasing action in which the customer will soon be participating". Marketers in the traditional decision-making process have yet to learn whether a buyer is serious about purchasing until the customer contacts the vendor. Customers' online orders, web cart additions, and other digital indications of desire to purchase give merchants a clear picture of their customers (Erkan and Evans, 2016).

According to Yadav & Rahman (2017), online marketing tools are more than just a way to spread information; they can also determine whether or not a potential customer is serious about making a purchase based on their questions, allowing businesses to anticipate their needs better. According to Erkan & Evans (2016), marketers should use the dynamic nature of online communities like corporate websites and social media platforms to have meaningful conversations with consumers and influence their purchasing decisions. Furthermore, Coursaris et al. (2016) evaluated the influence of social media platforms on brand equity. They discovered that customers' brand knowledge and identification increased due to the increased exposure they received via social networking sites. It includes exposure to new deals, discounts, slogans, colour, and promotion strategies.

With its dynamic and cutting-edge Web 2.0 character, social media advertising is at the forefront of new ways to communicate with clients (Yao et al., 2019). Traditional mass media and online ads (like those seen in Web 1.0 apps) do not provide companies with the same level of informative and interactive engagement as Web 1.0 app advertising (in the sense that it may go in both directions). This is why ads on social media may help companies achieve a wide range of marketing goals, such as improving consumer awareness and comprehension, changing customer perspectives and motivating customers to buy products (Simmons et al., 2010).

Due to the Web 2.0 nature of social media marketing, customers may have various viewpoints and experiences (Yao et al., 2019). Advertising on the internet might include social media adverts. Advertising on social media sites like Facebook and Twitter allow for more interaction between the advertiser and the target audience (such as liking, restoring, commenting, publishing, and learning).

So, looking at the events mentioned above in greater depth has become increasingly crucial in recent years. In other words, academic research needs to be done to fully comprehend how social media marketing impacts on how customers respond to and perceive the ads. Using social media for advertising and communications has been one of its main objectives influencing consumers' purchasing decisions (Simmons et al., 2010).

So, this study aims to identify and investigate the key factors that may be used to forecast a customer's propensity to purchase a product promoted via social media advertising (Rahman et al., 2018). Also, customers are more likely to become

invested in a brand due to the internet's dynamic characteristics, which increases the possibility that they will repurchase the product. Simmons et al. (2010) found that the connection between businesses and customers through social media sites favourably affects purchase intention in a shopping centre. However, available research shows that the study of different aspects of online marketing campaigns, such as mobile advertising and e-word of mouth, is not adequate to make any conclusion on its relationship with customer intent to purchase, relying on its connection with the equity component of the brands (Nawaz & Kaldeen, 2020). Nevertheless, the literature has evaluated how various other tools integrated with social media aid in creating brand awareness in customers' minds. Due to repeated exposure to the right potential customer, they increase the chances of purchase.

Consumers' attitudes are altering due to eWOM, which modulates their decisions for purchase (Plummer, 2000). The messages generated for marketing are considered to be the efforts to sell certain products to customers online. This is true because it is also a form of marketing that aims to interact with consumers and encourage them to buy its products. These marketer-generated messages are also considered reliable sources of information by the customers as they avoid the writer's potential bias towards the company, the product or the consumers. Additionally, research into eWOM communication has concluded that the most critical outcome of online marketing practices (i.e. eWOM) is the purchase intention (Hussain et al., 2018). Without a doubt, social media has taken the lead in marketing and communication in our rapidly expanding globe due to its accessibility and global reach. Furthermore, peer-to-peer interaction also benefits and makes communication more effective online (Nawaz & Kaldeen, 2020). Consumers search for information related to the product category they are interested in buying, make a comparison of different alternatives available. They then discuss this information and their experience (either pleasant or wrong) regarding the product through an online platform (post-purchase experience) to other members and users of that platform to aid in the decision-making process of other customers (Alalwan, 2018).

Online platforms related to buying and selling help individuals to have control over their decision-making, regarding the purchase, i.e., when and how their information and experience can be shared. They can also reach a large group of people, see their knowledge, and share their experiences without wasting time (Hussain et al., 2018). As a result, the actions of a product used on social media can

also become a recommendation or endorsement for other customers, impacting their purchase intention (Shankar & Balasubramanian, 2009). Moreover, with an increase in online communities in media markets, these communities can create brand loyalty that results in sharing their reviews of product use with others, which would influence the purchase intention of the product category sellers (Sa'ait et al., 2016). Brand loyalty creation is the primary concern of most brands, and online communities on social media platforms can help brands in this regard. The brand requires specific community commitments to brand loyalty; everything comes at a cost as the brand that cares for its customers the most can build its brand loyalty quickly. The attachment of the community member to the brand is a plus point for building brand loyalty among the masses. The community's positive feeling leads to repurchase intention and positive word of mouth.

Balakrishnan et al. (2014) stated that another variable, the precursor of community commitment that helps in community identification, impacts a user's attachment to a brand in terms of the brand community's psychological sense. EWOM positively impacts purchasing from the same brand regardless of the virtual communities and communication medium. The former literature on 'internet marketing is highly influenced by eWOM because practically all online promotional strategies attempt to increase favourable product word of mouth. Hence, experts concur that eWOM substantially influences a user's purchase intentions (Yusuf and Busalim, 2018). Further, the same study found that eWOM plays a more significant role than ads for purchase intentions. So, the survey findings suggest that businesses are recommended to encourage their customers to share their reviews about the product, particularly for non-transactional communities in a virtual world (Aaker, 1991). These online communities provide customers with a platform to share their views, experiences, and information related to the product and help other community members develop an understanding of the product and the brand itself (Yusuf and Busalim, 2018). They provide limitless opportunities to retailers and businesses, especially to online sellers. Retailers should engage online communities on social media platforms and websites to build a positive brand image.

Customers' immediate recommendations and feedback must be checked more closely (Aaker, 1991). It is also crucial to understand the role of online participation, which would help marketers with online campaigns to design effectively so a large audience can be captured (Husnain and Toor, 2017). Recommendations

and feedback given by customers while using online platforms allow organisations/marketers to measure the effectiveness of the current marketing strategy, identify loopholes or areas requiring consideration to satisfy customers and develop an effective response strategy (Yusuf & Busalim, 2018). Researchers have directly attempted to assess the relevance of online marketing tools concerning their role in provoking customers to develop a positive attitude towards the brand and engage in buying. The studies provided in Table 2.2 below have shown that researchers have had evidence of the relevance of online marketing to give organisations, regardless of their size, the ability to increase sales and revenue, which is the ultimate objective of businesses.

*Table 1.2  
Studies related to purchase intent and online marketing*

*Source: Developed for this research*

<b>Author of study</b>	<b>Focus of study</b>	<b>Industry</b>	<b>Research methodology</b>	<b>Research findings</b>
Laksamana (2018)	Analyse the relationship between purchase intent and digital marketing	Retail banking	(Quantitative) Questionnaires	The positive relationship between purchase intent and online marketing tools
Müller et al. (2018)	An analysis of social media marketing's impact on consumers' purchasing intentions	Apparel industry	(Quantitative) Questionnaires	Social media marketing influences consumer purchase intent
Dastane (2020)	Analyse how digital marketing channels affect consumers' purchasing decisions.	Generic	(Quantitative) Questionnaires	Digital marketing was found influential on the purchase intent of the customers.
Samsudeen & Kaldeen (2020)	Assess the impact of online marketing tools on purchase intent and engagement of customers.	ICT industry	(Quantitative) Questionnaires	A positive relationship between purchase intent and online marketing tools
Sebby & Brewer (2021)	Evaluation of online product information on purchase intent	Food retailing	(Quantitative) Questionnaires	Visual appeal and information provided to customers impact the customers' purchase intent in online purchases.

From the theories mentioned above, it is evident that media channels bring the customers' needs and wants from their subconscious. Their active realisation of the conscious mind of consumers urges them to fulfil their desire through an available source of fulfilment (Yusuf & Busalim, 2018). When the need realisation is activated, the probability of an individual developing a preference for an inevitable alternative increase, compared to when the need is suppressed. In modern times, when the media channels have been transformed, their ultimate purpose has also been changed.

#### **2.4. Concept of branding with customer purchase intention**

By using a branding strategy, marketing professionals may achieve their highest possible level of success in a competitive market. Customers will understand and identify individual brands within the same industry in various ways. Distillers of whisky in the 17th century burned their names onto the tops of wood barrels before shipping them worldwide (Müller et al., 2018) and this practice established a brand and the notion of branding (Ahmed and Zahid, 2014). Current research suggests a brand's function is to identify and differentiate an offering from its competitors. It might be text, a logo, a graphic design, or a mix of these elements. A brand is something that marketers create specifically for the end users of their products. For the customer, it is what they have shown an interest in purchasing (Müller et al., 2018). Researchers are led to consider the components of a brand from two primary perspectives, namely brand identity and brand image, as a result of these two distinct facets of knowledge. A brand's identity, as conveyed through a product, company, individual, and representation, is what is referred to as the brand's identity (Al Khasawneh et al., 2021).

Physique, personality, tradition, relationship, reflection, and consciousness are just a few of a brand's identity facets. Accordingly, a company's offerings to its target market are its brand identity and the dream it wishes to sell to its customers (Alalwan, 2018). It might include the characteristics, advantages, values, and differences between the brand and its personality. One way to look at the brand is as a product, and has a character, deals, and goals to be associated with. Thus, the brand identity encompasses the whole range of desired connotations for the company's name. The way a customer thinks about a product and the emotions it inspires when the consumer thinks about it are both components of the customer's

mental representation of the brand, known as the brand image (Al-Gasawneh & Al-Adamat, 2020). These are the core features on which the firm may build a competitive edge for its brand, and they are the ones that are being discussed here. For this reason, having a solid grasp of the brand's image should be a primary focus for any long-term brand management strategy. It is also essential to understand the role that consumers play in shaping the perception of a product and the emotional attachment formed with the brand – the unification of brand recognition with the corporate image (Balakrishnan et al., 2014).

A marketer has to aggressively address the most pressing issues related to brand recognition and image if they want their product to succeed in the marketplace. To create a strong connection with customers, it is crucial to pinpoint where they differ, and then expertly merge brand identity and image (Bernritter et al., 2021). An enormous market drop, and permanent loss might result from poor integration. Failure is less likely to occur if a verbal model is used as the basis for integration. Using the "integration model" studies such as Al-Gasawneh & Al-Adamat, (2020) looked out for a common ground between the "identity pentagon" (consisting of the brand's features, advantages, differentiators, and personality) and the "image pentagon" (composed of the brand's target audience's lifestyle, expectations, experiences, and perspectives). The distance between the pentagons' sides might be reduced with the proper arrangement of the meeting point (Brynjolfsson et al., 2013). To lessen the impact of the intended identity and the developing image, the side of emphasis should be the focused side of the related components (Balakrishnan et al., 2014). The offer's purported benefits package is the most crucial aspect of the sender's identity pentagon. These benefits may be both physical and mental and show how the apparent advantages are being provided to customers to convince them that they are real. An obvious strategy is to back up the assertion with evidence from the product (Bernritter et al., 2021). Product attributes and the associated health advantages may be readily connected. The demand from the features aspect of the identifying pentagon is driven by the advantages associated with that side. Customers are more likely to buy into the benefits of a product or service when they have confidence in the company's track record and the related and unaffiliated parental product image (Beukeboom et al. 2015).

While at the same time, achieving brand equity (also known as BE) is a challenging endeavour that takes time and effort. Five elements of Aaker's BE (Blázquez, 2014) include additional unique brand values, brand loyalty, brand recognition, and value perception. Rather than focusing on brand awareness alone, Essamri et al. (2019). emphasised the importance of brand connotations. Furthermore, he proposed four complicated components: brand personality, which comprises a brand name and brand and brand recognition; brand significance, which contains brand performance and brand image; and brand reactions, which include consumer attitudes and evaluations. These two concepts of BE served as the foundation for additional research and practical inquiry in various product and service fields (Brewer and Sebbby, 2021). Brand awareness and brand loyalty were among the most crucial aspects of the study (Brynjolfsson et al., 2013).

## **2.5. Branding and its dimensions**

The value of a brand is a measure of how well it is regarded in the minds of its potential buyers (Essamri et al., 2019). According to Tong et al. (2020), brand equity is a consumer's positive and negative associations with a brand, influencing their future purchase. However, from its usual definition, a brand's equity is the value that is fundamental to the product and has been obtained by the consumer and expressed in their activity, such as purchasing. According to Jayasuriya et al. (2017), a company's brand equity allows it to stand out from its competitors. The term "brand equity" describes how people feel and think about a particular brand (Essamri et al., 2019). According to Tong et al. (2020), "brand equity" consists of "a set of attitudes and behaviours associated with the brand that influence consumers' intent to purchase in the future". From its usual definition, however, brand equity is the value the consumer has obtained from the product and shown via their behaviour, such as purchasing. According to Jayasuriya et al. (2017), brand equity distinguishes one seller from another, giving it an advantageous market position.

The Online Retail Service (ORS) paradigm is built around five fundamental elements in this regard. They include fulfilment, emotional resonance, responsiveness to service, online experience, and trust. According to this approach, brand equity is an immaterial resource that is relational and jointly developed by consumers and online retailing firms. Also, the model is the first effort to conceptualise brand ownership inside the relationship model (Rios and Riquelme,



2010). Yet, because of brand comparisons with competing products, brand equity is defined differently from the standpoint of a traditional product (Keller, 1993). Brand awareness and recognition have become the most reliable and relevant sources regarding brand equity. Retailers should look for a more personalised connection with online consumers because it is considered a critical opportunity to build brand value using the internet as a source in online communities (Simmons et al., 2010). The four main components of brand equity are: loyalty to a particular brand, brand recognition, customer loyalty, and value perception, as stated by Jayasuriya et al. (2017). The interaction with all the key elements that can boost purchases and help retailers build their platform is vital to survive in an online business. Each of the four pillars must be considered in developing strategies of e-branding, specifically how the interaction is related to brand equity that creates opportunities. Hence, businesses need to understand how their efforts in online selling can support their offline and online branding activities (Simmons et al., 2010).

“Purchase intent”, as the term is often known, is thought to be a predictor of actual purchases. The possibility is that a buyer would purchase because of their wants, attitude, and perceptions of that product or brand in conjunction with their purchasing intention (Ming-Shen et al., 2007). "The possibility that a person will buy a certain product" is "purchase intention," according to this definition. Buying intent is a term that refers to the customer's desire to buy a particular good (Micu et al., 2017). For the sake of simplicity, a buyer's willingness to accept is directly inversely related to their desire to buy. Since customer behaviour may frequently be predicted based on purpose, knowing the buyer's buying intention is critical. Purchase intention is the following observable action due to brand equity factors.

To put it another way, purchase intention refers to the possibility that an individual will go out and buy a product (Barreda et al., 2015). Brand equity is impacted by online reviews, which in turn influence the consumer's willingness to purchase the product. Robust brand equity features result from the psychological component of purchase intention. The reason is that buying intent is a factor that influences customer behaviour. A well-known brand is more likely to be purchased by consumers, and a large amount of brand equity indicates a desire to buy. It's possible to infer the actual behaviour of a customer by looking at how eager they are to make a purchase. When customers intend to purchase something, they do so (Bucko et al., 2018).

The online tools that facilitate interactivity are vital because they assist in exhibiting products and experiences across online platforms. And if this takes place on a business's website and around its products, the opportunities for creating brand equity can be significant. From the perspective of credence, machine interactivity utilisation, for instance, relevant hyperlinks of content on other online portals, would allow customers to analyse product characteristics for average customers to evaluate the product in-depth (Simmons et al., 2010). In addition, several researchers have found the significant role of social media marketing in building brand equity, and the findings of these studies state that there is an influence of social media on brand image, and it is more effective in creating brand awareness than traditional media as highlighted by Jayasuriya et al. (2017). Table 2.3 below shows studies related to branding concerning consumers' purchase intent.

*Table 2.3*

*Studies related to branding concerning purchasing intent of the consumers*

*Source: Developed for this research*

<b>Author</b>	<b>Study focus</b>	<b>Methodology</b>	<b>Results</b>
Pouromid & Iranzadeh (2012)	Brand perception, brand loyalty and purchase intention	Quantitative (survey questionnaire)	Brand perception-related factors positively influence the purchase intent of consumers.
Beukeboom et al. (2015)	Social media platforms, brand evaluations and purchase intent	Experimentation	Current customers are positively influenced (positive purchase intent) in case of an increase in the number of followers on the social media platform of a brand.
Castellano & Dutot (2017)	The suggestion of a brand-strength model	Quantitative (web-based survey)	Brand pieces of evidence directly shape brand perception and attitude towards the brand, which is linked with prospects of engaging in actual buying and its frequency.
Bucko et al. (2018)	Identification of drivers of online participation of customers	Quantitative (online survey)	Brand equity plays a vital role in the quality of customer experience and purchases intent for prospective and current customers.
Cambra-Fierro et al. (2019)	Brand loyalty and post-purchase behaviour	Quantitative (survey questionnaire)	Social and behavioural experiences of customers with a brand are related to brand equity that provokes customers to include the brand in their evaluation criteria. Customer delightedness with the brand is related to positive post-purchase behaviour that increases the probability of future buying.

## **2.6. Online marketing activities**

Business entities only have one department, marketing, whose primary responsibility is to generate sales (Ceyhan, 2019). Organisations of all shapes and sizes engage in marketing operations to advertise and sell their goods or services, which is the primary reason for their existence (Chandon, 2003). Online marketing operations result from marketing's gradual digitalisation over time (Schivinski &

Dabrowski, 2016). The internet has been the driving force behind the transition from traditional to online marketing. The actions that make up online marketing are inherently individualised and interactive. Included in this set of activities is the use of cutting-edge digital technology for precise assessment of the efficacy of advertising campaigns (Nandan, 2005; Essamri et al., 2019). The goal of online marketing, as defined by Chiu et al. (2007), is to influence and change the preferences of a specific audience by developing and delivering organisational messaging to consumers through online forums. As a result of their findings, online marketing efforts effectively communicate the corporate message to the audience compared to traditional marketing tools (Schivinski & Dabrowski, 2016).

The process through which online marketing tools and techniques attempt to impact the purchase behaviours and attitudes of the customers has been explained differently in the studies. For instance, in a recent survey, Sebby and Brewer (2021) have been of the view that online marketing tools aid in developing visual appeal for customers, which improves their perception of the product or service, similar to that of a physical store in which brand assortment is used to provide visual appeal. On the other hand, Dastane (2020) has viewed online platforms as a source of developing brand trust, which improves the probability that the customer will buy the brand in future or recommend it to others in their social group through joyous word of mouth.

Other research has noted that consumer purchase intention is an appropriate measure to assess consumer behaviour in online purchase activities, i.e., in terms of website use (English, 2020). Evaluation of the website use of the activities of consumers provides information like purchase action, information sharing and resultant purchase intention, which is further based on other factors such as their experience with the product, feedback provided by their peer group, demographic characteristics of prospective customers and tendency/willingness of customers to spend their resources for a specific category of products (Rabbanee et al., 2020).

If online retailers want to enhance the sale of their products, then they must focus on certain factors that boost trust in online consumers and trigger an online purchase. Past experiences are also relevant to consumer purchase decisions in the future, the feedback they provide on online platforms, and their brand loyalty; hence, marketers are deemed to deliver quality services and products to their customers to improve their experience with the brand (Ahmed & Zahid, 2014). However, the

activities monitored through website use are creating risks for consumers, such as a collection of personal information about customers, their shopping history, social media activity etc., without permission, as a result of which many consumers are reluctant to buy online (Müller et al., 2018). In Dastane's (2020) study, the brand trust element has been discussed regarding purchase intent. The study has concluded that the trust factor needs to be considered while developing the firm's online strategy. The researchers believed that online platforms had been exposed to information theft, risk of poor experience with a new retailer and possible loss of finances, which is one of the significant challenges for new or growing businesses.

As per the hierarchy of effects model (see Section 2.3.4), online purchasing is becoming more popular, especially among those with better means. According to recent research, the rapid growth of well-known e-commerce companies shows enormous untapped market potential in online commerce (Tong et al., 2020). A rising number of customers, particularly members of Generation Y, are drawn to internet purchasing because of its ease. To keep up with the ever-growing demand for this buying, traditional brick-and-mortar retailers are moving their focus to the online shopping industry (Beukeboom et al., 2015). Thus, this study was designed to examine the relationship between subjective norms, perceived utility, and the behaviour of consumers who make online purchases as a moderator between these three components of consumer behaviour.

Writing, sending, and receiving emails has overtaken web surfing as the second most popular online activity due to the explosion of online commerce. Customers' eagerness to buy is the root of online purchasing intent. "Online buy intention", means the desire of a customer to purchase from the internet or some other kind of digital media. The willingness of a customer to get a product or service through an online merchant is denoted as "online purchase intention" (Barreda et al., 2015). This may be either a digital item or a service. A recent study shows customers' main goal is to buy goods and services through shopping carts. Alternatively, to put it another way, internet use is referred to as "online buy intentions," and a statistic known as "online buy intents" is used to quantify how likely a consumer is to make an actual purchase or to compare the prices of other products (Cambra-Fierro et al., 2019). A customer's willingness to purchase is a crucial component to consider when developing predictions regarding consumer behaviour influenced by various variables, which might make it difficult to assess this

element. As a result, research on online transaction intent found that including acceptable privacy and security statements didn't enhance the likelihood of completing an online purchase. Findings like these are significant.

According to research findings, customers' confidence in a company to meet their requirements and accomplish their goals transcends the reputation of the company in its entirety (Rios and Riquelme, 2010). Estimating their purchasing behaviours is based on consumers' self-reported interest in purchasing. According to studies, consumers' willingness to make an online purchase is affected by whether they perceive the transaction as high-risk. Evidence shows that both men and women are affected by this issue (Micu et al., 2017).

When a consumer purchases anything online, they will not have the option to examine the item in person before committing to the transaction. When doing business with an online vendor, customers may only rely on the information supplied by the vendor (Mardiana, 2019). This indicates that a possible loss is built into the risk profile of the product if it cannot live up to the requirements of the market for which it is meant to be sold (Lee and Park, 2019). A product may need to meet the performance expectations established when it was initially manufactured. These expectations were likely based on previous similar products. The things delivered may not have the same colour, shape, or overall appearance as those depicted online. Customers cannot assess and test the quality of the product since it is outside their possession. As a consequence of this, prospective customers would see the goods as a gamble.

Suppose there are potential dangers associated with the items being sold. In that case, consumers' faith in the convenience of online shopping may be easily dented, and they may need more motivation to purchase via this channel. If a customer receives the goods after making an order for it, they are more likely to believe that the thing is not worth the money that they paid for it if it does not live up to the expectations that they had for it (Ebrahim, 2020).

According to research findings, customers' confidence in a company to meet their requirements and accomplish their goals transcends the reputation of the company in its entirety (Rios and Riquelme, 2010). Estimating their purchasing behaviours is based on consumers' self-reported interest in purchasing. According to studies, consumers' willingness to make an online purchase is affected by whether

they perceive the transaction as high-risk. Evidence shows that both men and women are affected by this issue (Micu et al., 2017).

In the shopping environment of an online selling platform, prior customers' shared experience leads to a reduction in the uncertainty of a new buyer, which will eventually encourage and develop purchase intention (Thamizhvanan and Xavier, 2013). In such cases, the reviews and feedback provided by current customers become highly relevant, which implies developing an interactive experience for existing customers post-purchase so that they can aid in making a bridge of trust between retailer and their prospective customers (Beukeboom et al., 2015) The positive experience of the customer shared online shall depend on the value that they gain as a result of positive experience with the product as well as with retailer. It requires developing and streamlining the customer touchpoints, such as interactive and easy navigation throughout the website, prompt responses to customer queries and continuous communication throughout the delivery process, which is associated with taking feedback from customers post-purchase (Li et al., 2021). These value-addition activities/initiatives are related to the quality of experience that customers gain from the product's quality and functionality, which improves brand equity, which is the value endowed in a product and derived by customers' post-purchase (Kumar and Mittal, 2020).

Ceyhan's (2019) research is focused on the European market and exclusively looks at internet marketing as a collection of actions with the promotion goal in mind. Further, it narrowly identifies various online marketing platforms, such as social media and mobile phones. According to Essamri et al. (2019), the reach and scale of internet marketing efforts are immense, with audiences actively participating via the creation of interactive information and more regular evaluation of organisational performance. More importantly, the company prefers to be contacted through this digital medium. Therefore, it increases the need for research on various marketing techniques that could be followed over online platforms/forums by considering different marker perspectives (Mardiana, 2019).

Researchers have attempted to pinpoint factors which have assisted in the robust integration of online methods and tools in mainstream marketing strategies of institutions, despite their nature and the size of business owners, as their internet use as a medium for marketing products and services has increased over time (Chandon, 2003). The table below (Table 2.4) displays various factors that have

been key towards prioritising online marketing tools, compared to traditional practices of organisations. Adopting the internet as a mode towards online purchase started in the last two decades when consumers began using the internet to buy and sell in a few developed parts of the world. At that time, the underlying rationale for wider acceptance was related to greater convenience and robust change in the overall lifestyle of consumers. In their study, Citrin et al. (2000) predicted that an increase in internet use is one of the primary reasons behind the acceptance of the e-commerce business model. The prediction made is evident in current circumstances as the online growth of businesses is related to the global penetration of the internet across the globe (Guercini & Runfola, 2015; Citrin et al. (2000).

Most importantly, advertising on social networking sites may be done on a budget. Free access to establishing accounts and information exchanges is standard on most social networking platforms (Da Silveira et al., 2013). Online marketing is a brilliant concept, and the audience's clients who freely desire information and monitor activities have noted that what manufacturing organisations need to do to "sustain their competitive advantages", "to deal with the new industrial problems" (Chandon, 2003).

In addition, Facebook users may utilise their preferences to narrow their search to precisely find the audience they're looking for. Technology improvements enable organisations to better understand the needs of their customers (Cruz et al., 2021). Another significant advantage of social media is its ability to spread information quickly and efficiently. It can reach a large audience quickly because of the ease with which they may upload articles that present new products. Any time, day or night, customers may get the information they need and make transactions online, regardless of their time zone (Da Silveira et al., 2013).

While this may be true, given the time and work it takes to maintain social media accounts to be up-to-date and manageable, certain advantages cannot be avoided. To manage and carry out these responsibilities, businesses and companies sometimes have to spend money on hiring one or more people with relevant expertise and experience. In other words, social media advertising is not accessible for advertisers, as would seem to be the case (Dick & Basu, 1994).

This is an ongoing effort to ensure that a company's or service's information is seen before a more recent item replaces it (Dominici et al., 2021). However, it is clear that replicating advertisements from other businesses or products is not



permitted in the social media realm; as a result, marketers must offer content that is both distinctive and attractive to consumers to retain their current clientele (Da Silveira et al., 2013). Given that many Asian cultures see "personal relationships" as a "prominent value", there is some fear that internet marketing will fall short of providing adequate "personal contact, security, and privacy for the region (Cruz et al., 2021).

Advertisement placement on social media networks carries a wide range of risks. If a company's social media accounts aren't being checked by a social media checker numerous times a day, it may be tough to erase negative comments from dissatisfied consumers. For example, the business cannot influence what other users say or do when they post anything on Facebook. When negative information about a company is extensively published and distributed, consumer trust and the company's image may be seriously harmed (Dominici et al., 2021).

Ekhveh & Darvishi (2015) have been of the view that people generally perceive online platforms as more useful in terms of greater convenience to make a purchase as well as time duration that is relatively less required for making an online purchase, which is one of the significant needs of people in current circumstance, as it was also discussed in the study of Fernandes et al. (2021) where ease of ordering and fast delivery was found to be one of the few crucial factors that contribute towards adoption of online channels of purchase necessary to their prioritisation. Guercini & Runfola (2015) considered education and the consumers' overall economic well-being as significant factors in adopting online communication channels. However, a study conducted recently by Ekhveh & Darvishi (2015) emphasised the role of global outrage over COVID-19 as one of the significant factors that have affected the buying behaviour of consumers, which implies that regardless of the change in the economic wellbeing of the consumers, i.e. negative growth prospects, online shopping has been significantly increasing across the globe and that suggests there are certain factors that consumers are unable to control and hence are deemed to adopt online channels of purchase (Cruz et al., 2021). The same goes for brands operating offline/physical stores before the pandemic. Survival was supposed to be underneath this digital business model.

## 2.7. Online marketing and purchase intention

The importance of customer loyalty to a particular brand cannot be overstated. There are only consistent sales and profits with repeat consumers. Customers devoted to a specific brand are usually the simplest to persuade to switch. There is a direct correlation between brand loyalty and the likelihood of a customer purchasing (Hussain et al., 2018). As a result of favourable eWOM on social media, customers are more likely to acquire a product they believe in. Loyalty benefits the likelihood of purchasing (Cruz et al., 2021). The more people know about a company, the more likely they will purchase. There is no correlation between the perceived value of a brand and the likelihood of making a purchase. Purchasing intent is positively influenced by consumer attitudes about the brand (Schivinski and Dabrowski, 2016).

*Intention to buy customer* intent and eWOM may be strongly influenced by the success of word-of-mouth marketing. Advertisements and sales personnel may not be the most credible sources of information when making purchasing decisions (Jacoby, 1971). In the earliest days of marketing, word-of-mouth was the most common method. People increasingly discuss companies, goods, and services online thanks to the internet (Keller, 1993). Thousands of individuals may view a remark on social media, or many people interested in learning more about a product or brand may read comments on that product or brand that have already been posted. These may significantly impact consumer behaviour and buying intention (Goraya et al., 2021). Purchase intent is positively influenced by electronic word-of-mouth. Purchase intent is positively influenced by social media eWOM, which is a good thing. Positive eWOM on Facebook for example, affects brand perception and purchase intention. Using social media had little effect on eWOM's desire to purchase. The more people know about a company, the more likely they will buy. EWOM on social media did not benefit consumer intent (Graham & Wilder, 2020). The social media recommendations of well-known friends influenced the purchase. On social media, peer-to-peer interaction may increase the likelihood of a customer making a purchase. Social media eWOM has a favourable impact on the fashion industry's desire to purchase premium products. When consumers feel good about a brand, they are more likely to buy from it, influencing their purchasing behaviour

(Guercini et al., 2018). Table 2.4 highlights the importance of significant studies related to online purchasing.

*Table 2.4  
Studies related to the adoption of online purchase*

*Source: Developed for this research*

<b>Author of study</b>	<b>Focus of study</b>	<b>Research methodology</b>	<b>Research findings</b>
Stem et al. (2000)	Assess the adoption of the internet as a purchase platform	Quantitative (questionnaire)	Increased internet usage has resulted in its use as a platform to facilitate purchases. The study concluded that the higher the internet usage, the higher the tendency to buy online.
Abdullah et al. (2016)	Assessing the factors related to online purchase	Quantitative (questionnaire)	Consumer perception regarding the usefulness of online purchase channels urges them to prefer it over traditional modes of purchase.
Maduku et al. (2016)	Identification of situational and socio-demographic determinants of online grocery shopping	Quantitative (questionnaire)	The overall economic well-being of consumers and high education are the main factors that impact online purchase channel adoption. Conversely, situational adoption factors include long working time, health issues, and busy personal lives, essential in adopting online purchase channels.
Park & Ha (2016)	Identification of factors that impact purchases using online channels	Quantitative (survey)	Customers were most concerned about pricing, free shipping and discounts in online purchase decisions. Other factors that impacted their decision were online or social media activity of sellers and product reviews enhancing the experience of customers.
Manzoor et al. (2020)	Identification of factors that shape online purchase decision-making of customers	Mixed method (extant literature, focus group, survey questionnaire)	The study results have indicated that online evidential influence, conformational online influence, and experiential online influence are three key factors shaping the tendency to select online purchase channels.

<b>Author of study</b>	<b>Focus of study</b>	<b>Research methodology</b>	<b>Research findings</b>
Goraya et al. (2021)	Assessing the factors responsible for online purchase	Quantitative (questionnaire)	Ease of ordering The facility of prompt delivery at doorsteps Factors such as poor return policy and the inability of customers to feel/touch the product inhibit the adoption of online purchase channels.
Sun et al. 2021	eWOM & consumer brand equity	Quantitative (online survey)	eWOM is relevant to brand equity irrespective of the brand's country of origin

There are several opportunities for businesses in the online environment, but at the same time, there are some challenges for marketers in the communication process through online means (Graham & Wilder, 2020). Especially for those businesses that are new in the industry, or their businesses are exposed to extensive rivalry. For example, Maduku et al. (2016) discussed that companies, due to the adoption of the online landscape as one of the fundamental aspects of business and marketing strategy, had been exposed to extensive competition, which was irrelevant in the traditional arena when the match was only present within the geographical boundaries of the entities (Guercini et al., 2018). Furthermore, integrating internet and communication development and fast-paced transportation facilities has increased the companies' geographical reach to prospective customers and exposed them to new competitors, developing proactive business strategies. As a result, active resource allocation has become necessary for business survival, irrespective of its nature.

The challenge for retailers includes the transparency of the web that enables all audiences to avail themselves of online information, emphasising the necessity for steadiness in planning, regulating, and executing online advertising announcements (Gurău, 2008). The global presence and availability of the internet have imposed another problem for communication specialists. Communication problems emphasise the abrupt and immediate implementation of complicated and complex communication tactics and strategies (Jacoby, 1971). If a company wants to reach an overseas audience, its message should be moulded on the same cultural and geo-political references; this issue points towards global online marketing

communication because there is a great deal of diversity globally, and it becomes challenging to communicate with a large audience.

Segmentation and positioning strategies are the need of the time and should be applied to meet the customers' needs of different cultures and ethnicities (Gurău 2008). The necessary use and global presence of the internet make it extremely difficult to communicate with people around the globe due to diversity – related to cultural and ethnic differences leading to differences in product preferences and needs. Still, at the same time, it is an efficient communication system (Hussain et al., 2018). Therefore, organisations must simultaneously adopt proactive and reactive techniques to cope with this issue. Continuity and consistency are also required, along with flexible customisation, i.e., adaptation of marketing information systems to demand forecasts, to develop channels of communication with key supply chain partners, and to create interactive communication platforms to gain customer insight directly.

Some academics have focused on how businesses utilise online platforms to reach specific demographics to increase the likelihood of purchasing their products. As a result, the possibility of meeting the news message's goals is diminished, and the message's efficacy could be improved (Graham and Wilder, 2020). Similarly, Zhou et al. (2021) argue that online platforms are becoming very cost-effective for small e-retailers with limited marketing expenditures when considering online commerce.

According to Schivinski & Dabrowski (2016), a company should avoid assuming that online marketing is appropriate for start-ups. Every company should combine traditional and online marketing techniques as there are implications for large and small-medium-scale retailing entities (Manzoor et al., 2020). These studies did not evaluate the critical aspect of branding in their conceptual model, as in the online marketing area; branding factors could behave differently as there are various opportunities for small retail stores to develop their products and services into brands and, therefore, to improve the likelihood of increasing their sales (Essamri et al., 2019). The industries that have adopted online marketing extensively include fashion (Loureiro et al., 2018).

It has been common among fashion companies to depend upon their physical stores to develop their brand value, sale, and shopping experiences (Barreda et al., 2015). Physical stores are essential when buying products, but researchers have

seen progress and development in electronic stores in the fashion industry in recent years (Cambra-Fierro et al., 2019). The most recent growth in the e-commerce sector results from these stores' failure. The primary reason for this crisis might be the increasing competition among classical ways of shopping and business and the new online retailing system (Bucko et al., 2018). The fashion-related products have a separate category within the e-commerce business because of their magnitude. They have become a separate entity in online marketing.

Furthermore, globalisation has allowed brands to grow internationally and develop their businesses based on new unknown dimensions. Companies can grow through online platforms as the target audience, potential customers can be easily found on the internet; connections are simple, and the product has to be delivered (Lee and Park, 2019). However, the challenge for companies is to tackle consumer understanding of technological facilities. There is a connection between local and international channels, and we should focus on the role of IT and crossover effects (Guercini & Runfola, 2015). The introduction of new technologies has changed business capabilities as well as consumer behaviour. This change is associated with the general public's increased use of cell phones. The availability of the internet and new facilities also play their role in the process (Micu et al., 2017).

Scholars have tried to present several theoretical stances on online marketing operations. The idea has been condensed to social media marketing. While social media marketing is merely one online marketing activity, according to Helms et al. (2012), internet marketing activities constitute a more general term. The theoretical model suggested for this study offers a thorough explanation of online marketing influencing online purchasing choices (Hofacker et al., 2016).

## **2.8. Research framework and hypothesis development**

According to the literature analysis, it is clear that more research should be done on classifying online marketing activities. As a result, there is no reliable model for businesses that may lead to buy intention (Chan & Astari, 2017). For instance, much research focuses on social media sites and social media-related advertising strategies. However, most of the research has yet to study digital space content. At the same time, other areas are missed, such as Google advertising, connect ads, electronic word-of-mouth, blogging, and mobile advertisements. However, studies addressing different forms of online marketing in the context of online consumer

behaviour do exist (Castellano & Dutot, 2017; Barreda, 2015; English, 2020; Ceyhan, 2019.) The work conducted by Ceyhan (2019) and Helms et al. (2012) discusses various categories of online marketing activities and their capability to enhance consumer intentions relating to purchasing. Their discussion indicates that evidence of the influence of online marketing activities on purchase decisions does exist (Jansen et al., 2009), with significant gaps intended to be fulfilled by this research. Online marketing takes various forms. In the section provided below, three necessary conditions are discussed concerning the literature available and its application in the context of more outstanding applications in the current business world (Castellano and Dutot, 2017). In Table 2.5, various recent studies have been detailed regarding essential/most widely useful online marketing tools in this study.

*Table 2.5  
Studies related to online marketing tools*

*Source: Developed for this research*

<b>Online marketing tool</b>	<b>Discussion in studies</b>
Mobile marketing	Sachar, Decking & Murphy (2005), Shankar, V., & Balasubramanian (2009), Leppäniemi, Sinisalo & Karjaluoto (2006), Scholz & Duffy (2018), Tong, Luo & Xu (2020), Bernritter, Ketelaar & Sotgiu (2021) Cruz, Rosário & Rio(2021)
Social media marketing	(Blázquez, (2014), Müller et al. (2017) Li, Larimo & Leonidou, (2021). Micu et al. (2017), Alalwan, (2018), Yao et al. (2019), Cruz, Rosário & Rio (2021)
E-word of mouth	Castellano & Dutot (2017), Loureiro, Cavallero & Miranda (2018), Scholz & Duffy (2018), Al-Gasawneh & Al-Adamat (2020), Goraya et al. (2021), Al Khasawneh et al. (2021)

### **2.8.1. Mobile marketing**

Mobile advertising is one of the more-established forms of internet marketing. It first appeared shortly after introducing cordless devices like smartphones (Basheer and Ibrahim, 2010). Mobile marketing is "the strategic use of mobile devices and related technology to reach the customer with advertising and other communications about the products and services supplied by an organisation," according to the "Mobile Marketing Association" (Bues et al., 2017). In the past, the primary goal of

mobile marketing campaigns was to raise consumer awareness of goods and services (such as new offers, bundles, or discounts) in the hope that more people would purchase them. However, things have changed in the mobile marketing world since smartphones existed. It is currently included in social media marketing, with examples being mobile phone apps that alert customers (awareness) of new offers and encourages them to take advantage of these deals on an impulse basis (Basheer and Ibrahim, 2010).

Mobile advertising is an essential component for online marketing. However, it has been found that many papers have concentrated only on the attitude construct (Blázquez, 2014), which is an essential aspect in determining whether or not a firm will embrace mobile marketing. Due to this, it was determined that certain things should have their category. Examples of this situation include but are not limited to attitudes regarding mobile advertising which were mainly influenced by entertainment and information value rather than prior knowledge or general attitudes about advertising (Maduku et al., 2016).

Information technology companies turned mobile phones into global marketing tools that enable organisations to communicate and interact with their customers anywhere and everywhere. However, results show that small to medium enterprises (SMEs) cannot achieve competitiveness, cannot compete and make a profit without adopting any particular technology during marketing (Kim & Ko, 2010). Kim and Kim (2004) argue that marketing managers should adopt new marketing strategies to reach a broader range of potential buyers, such as mobile marketing, which can be beneficial for SMEs.

Martins et al. (2019) examined the effects of apparel merchants' mobile marketing campaigns on consumers' desire to make purchases across five aspects of smartphone promotion: visual, sound, source of information, ease, and simplicity of payment. The study's findings suggest that mobile marketing's effectiveness is conditional on the amount of information made available to consumers (brand awareness) and that the noisy factor embedded in most companies' mobile marketing campaigns has a detrimental effect on consumers' judgments of the quality of the products being advertised and, by extension, their intentions to buy them, as indicated by Lee and Park, (2019) implying that mobile marketing efforts must be used in an integrated manner with other various techniques to gain any required benefits.



Mobile marketing can build brand relationships because it is a powerful marketing tool that leads to brand awareness, associations, customer loyalty and brand attitude (Maduku et al., 2016). The affordability and targets reached that often define the mobile marketing medium suit SMEs well; however, factors such as financial foundations, lack of marketing expertise and high cost of capital are also faced by SMEs. Credibility can be improved by conducting market research and making a mobile website offering better graphics and enhanced responses to customer questions regarding products and services (Oliver, 1999).

The study's primary focus is to analyse customers' purchasing intents and how mobile SMS and MMS can help promote the brand image, leading to increased customer purchasing intention (Li & Stoller, 2007). Sending SMS and MMS through mobile phones to other mobiles and their effect on customers have made it a marketing tool (Basheer and Ibrahim, 2010). Different mobile marketing techniques are also being used parallel for the growth and expansion of the mobile marketing industry (Terlutter & Capella 2013). Hofacker et al. (2007) investigated the potential of mobile gaming to boost the efficiency of advertising campaigns. App-centric research tools that analyse users' first impressions of augmented reality apps or mobile phone apps should only consider this immediate setting: It demonstrates why it is crucial to display sunglasses on the face of the consumer and chairs in their actual rooms rather than only on the websites and how this leads to enhanced purchase intention among consumers (Scholz & Duffy, 2018)

"Mobile marketing" refers to promoting goods and services by employing client communication through mobile devices (Scharl et al., 2005). Mobile devices can be anything from a text message to a video call. Push and pull models are the most often used to classify mobile advertising. In a campaign using the pull model, the marketer responds to a consumer's request for information by sending that information to the consumer. In comparison, in a campaign employing the pushing method, the marketers take action to convey messaging to the customer (Scholz & Duffy, 2018). The latter approach makes extensive use of SMS advertising. It raises the question of whether or not customers have given their consent, given that the marketer is the one who first begins contact and communication. The term "permission marketing" refers to soliciting the customers' agreement to receive promotional communications while simultaneously providing the person with the option to opt out of receiving such communications at any time. This strategy can

significantly alleviate people's anxieties over privacy and build trust substitutes for additional efficient data control (Shankar & Balasubramanian, 2009).

SMS marketing may be used in various capacities, including but not limited to brand development, special offers, timely media "teasers" contests, polling and voting, product and service inquiries, and information requests. Research has shown that customers' propensity to buy increases by 36% after receiving a text message advertisement; this finding helps to explain, at least in part, the rising popularity of this form of advertising among businesses (Shankar & Balasubramanian, 2009). Customers' general response to advertisements, the perceived value of mobile advertising in terms of data, amusement, and social features; the inherent risk of mobile marketing in terms of data confidentiality, privacy and security of consumers' awareness of the technology; and societal norms that affect customers' behaviour are shown to be the most significant variables affecting mindset regarding mobile marketing (Maduku et al., 2016). The elements that led to the expansion of mobile commerce were studied in light of the theory of planned behaviour. They considered compatibility, cost, perceived risk (from privacy and security worries), and simplicity of use. On the other hand, the model does not consider the social influences that might affect a person's choice to purchase mobile devices (Siqueira Jr et al., 2019).

As per the research from Maduku et al. (2016) those factors that affect a consumer's responsiveness to receiving advertisements include message importance (factors including message compatibility and the attraction of the advertised product), monetary gain (such as the reward); the cost of entering or modifying personal information; the cost of message processing (such as mental burden in understanding emails or messages); and the cost of privacy (e.g. improbability of the misuse of information) . It has been hypothesised that mobile marketing is the most effective for spreading awareness of straightforward, low-cost goods and services. Because smartphones are very personal gadgets, mobile marketing is often seen as invasive. Nevertheless, relevancy and additional value (such as discounts or special offers) may boost consumer acceptability of mobile advertising (Siqueira Jr et al., 2019). According to the study (Thamizhvanan & Xavier, 2013), the two main factors that make people willing to interact with mobile ads are their amusement value and the information they provide (2013). It was suggested that consumers would only have a positive mindset toward online advertising, contributing to the behavioural intent to utilise mobile services if online

advertisements are effectively created and engaging or provide a high information value. Consumers only have a favourable opinion of mobile advertising when it results in a behavioural adoption of mobile services. Also, it was demonstrated that customers often have negative attitudes towards mobile advertising if they specifically opt-in to receive promotional communications (Tong et al., 2020).

According to some, the consumer's adoption of the mobile medium, the content's relevancy, and the marketing message's context all impact how well received a mobile marketing message is (Ming-Shen et al., 2007). These factors all play a role in determining whether or not a mobile marketing message is accepted. Letters that are brief and to the point, humorous, engaging, entertaining, and relevant to the audience often have greater degrees of success. It is widely held that user consent, control by the cellular service provider, and confidence in the advertiser's brand are the three most critical factors that might impact customers' willingness to tolerate mobile advertising (Beukeboom et al., 2015). Permission from the user was considered the most crucial factor, given that customers were regarded as being wary of mobile publicity through SMS and of the high levels of spam associated with email advertising (Varnali and Toker, 2010). Permission marketing is the antithesis of more conventional forms of disruption marketing. Seth Godin is credited with coining and popularising the term. Obtaining a customer's permission to receive information from a firm is the cornerstone of the permission marketing strategy, which aims to cultivate a long-term connection of ever-increasing intimacy with the clientele (Beukeboom et al., 2015). Permitted messages may be altered according to time, place, and personal traits, bringing the sender closer to the recipient (Tong et al., 2020). Trust in mobile messaging is an additional component that should be considered as an antecedent to an attitude in addition to these other characteristics. When customers have faith in the information's utility, they will likely cultivate a positive attitude. Here are several findings that contribute to the relevance of trust in enhancing behavioural aim to accept mobile promotion (Ming-Shen et al., 2007). In addition, it has been shown that a person's level of trust influences their attitude toward digital channels, emerging technologies, mobile commerce, and mobile advertising.

Therefore, the hypothesis proposed is:

*H1: Mobile marketing is positively associated with consumer purchase intention.*

### **2.8.2. Social media marketing**

According to current research, the dimension of social media marketing relates to online marketing to receive significant attention (Sharma, 2021). Moreover, the social networking sites are worked by the social media marketing group, which estimates the influence of marketing messaging targeting current and existing clients (Alalwan, 2018).

New channels of branding work via virtual social networks (for example, Facebook) are spreading more widely. Online social networking remains fruitful, and is most significant in selecting a target audience and presenting brand services to that specific audience (Ahmed & Zahid, 2014). Social media was never as strong as it is today. Social media's power runs a considerable part of the industries despite the nature of business (Li et al., 2021). Companies like Amazon and Apple invest in social media marketing. Social customer relationship management relates to the requirements and queries of the customers and believes in building positive customer relationships (Kumar & Mittal, 2020). Social media marketing, in recent years, has become an influencer for potential customers. Through social media, it is accessible to mould customers' attitudes and behaviour, and organisations can also reach buyers. One study shows that the practicality of blogs and the ease of their use leads to increased marketing and enhanced purchases (Jacobson et al., 2020). Social media grows the relationships involved via communities by maintaining connections through social media channels for the promotion of the involvement of clients. Therefore, the rise of employer branding needs social media support to catch many customers. It makes the manager's job more challenging because then they have to deal with a large audience (Ebrahim, 2020). A rise in the use of social media can influence the customers' minds, which requires marketing objectives. Therefore, knowing how and where social media affects consumers' needs and takes care of their interests is necessary.

It is a need for a social media platform to have customers from small-sized and large-sized companies get in touch with the business's communities, which is employer branding. Today, people use social media platforms to operate personal and professional ways of living. Moreover, a social media network replaces classical communication mediums, including TV (Jacoby et al., 1978). The studies presented by Lee and Part (2019) demonstrate that people employ social media structures to

collect data and information about employer branding. There is a clear correlation between the increase in social media use and sales. Another Ebrahim (2020) study revealed that brilliant software architecture is linked to social media success. It asks employers to target customers by effectively using social media platforms. Another report by Lee and Park (2019) shows the relationships between consumer intention and employer branding. Furthermore, it assigns integrity to rule through the e-commerce world by grabbing the attention of more customers. It is the coordination with trendy social media sites to offer consumers' personal data and information.

The positive experience coordinates with the emotional integrity to step ahead with a positive vision to involve the customers. Moreover, the customer experience made them repeatedly purchase the items, as seen from social media support (Ebrahim, 2020). Today's online world enhances social media marketing to work through valuable sources. Hence, it is a source of two modes of communication to grow leveraged connections with employees with clients to grow the branding for their prepared minds. Customers apply decision-making criteria to the brands they intend to buy. Kim & Ko (2010) argued that social media marketing enhances customers' experience and purchase intention. If we include other variables, such as entertainment, then it adds to the results even more. Thus, social media has become the centre of all market services and intelligence. It helps to understand consumers' purchasing behaviour and explains why consumers feel the way they do about the brand (Manzoor et al., 2020). These things allow the brands to communicate with their customers, and with fine-tuning, they can ensure the availability of their brand online (Jacobson et al., 2020).

Social-media marketing (SMM) activities have drawbacks, such as negative word of mouth and misinformation. These stimulate the distractions put forward by Raji et al. (2019) to judge the toughness of measurement attached with the addition of the values of all those efforts, which relates to the marketing toughness connected to suspicious executive activities. Moreover, it remains challenging for the brands to operate marketing channels that negate the risks arising before putting the employer's investment in the e-commerce marketing network (Mardiana, 2019). Social media exposes people to products and services. In this way, this platform helps to promote brand awareness. Brand awareness is associated with its commitment to its online page because customers need more engagement and good online services. This study highlights the benefits of social media and the internet's

interactions, consistent with consumer attitudes on expanding the use of social media for employer branding. EWOM buying intentions and activities evolve through the evidence presented through the evolution of social media for the growth of the business.

There is a severe need to monitor the influence of social media on customers' purchasing through the expansion of social media platforms. Social media also motivates people to buy specific items. This dimension of society also needs to be studied to understand how these things work. Research by Lee and Park (2019) exposed that more than 8% of brands access their target customers through social media marketing. In the US, a 60 billion USD investment was used to promote employer branding through social media advertisements. The statement proposed by Tumer & Dehghani (2015) narrates that it is Facebook that boosts the ad for the promotion of employer branding, which needs to increase equity through the brand.

Moreover, social media is a source of interaction between the brand's stability and customer arousal. The study proposed by Pjero & Kercni (2015) shows that social media empowerment assigns growth to the intention of the consumer to buy products or leave their choices as it focuses on the behaviour of consumers and their influence on the behaviour of consumers. They also noted that if correctly done, social media marketing positively affects the brand image. It can also boost the purchasing intention of customers. In addition, the consumer receives influence by eWOM from other users (Ebrahim, 2020).

Therefore, the proposed hypothesis is as follows:

*H2: Social media marketing is positively associated with consumer purchase intention.*

### **2.8.3. Electronic word of mouth (eWOM)**

Electronic word of mouth (eWOM) has become the online transformation format for the growth of online formats by appropriating word of mouth (Brunner et al., 2019). Hence, the marketing strategy generates a positive culture for the development of the business and for the perception to grow the market through the origination of third-party sourcing (Augusto & Torres, 2018). The revolution attached to the online format remains sophisticated to go ahead with intentions to attract customers' preferences. Comparing the eWOM to conventional formatting prevails,

improving attractiveness and credibility. Hence, it promotes the trustworthiness related to the sources applicable through word of mouth, which links to growing the retention of customers (Brunner et al., 2019). The statements proposed by Raji et al. (2019) let their customers positively evaluate the suggestions that promote the employer branding along with the moderate response submitted by the business outcomes. For instance, social media campaigns highlight the products' and items' strengths and drawbacks, which grabs the customer's attention. Despite the updated evaluation, the work presented by Eisingerich et al. (2015) differentiates from the conventional working mode. It boosts the eWOM to ensure weak social ties. Moreover, it comprises the use of information technology by integrating the social media platforms needed to ensure the access of more customers who use social media platforms. Brand awareness refills employers' business quality to connect with current and prospective modes of knowledge to catch more customers.

The expansion of online platforms and updated technologies always has a far-reaching influence (Brewer & Sebby, 2021). Moreover, the online format drives customers through social media platforms to know more about business organisations' provision of services and products. It includes the digital version of the venues, which consists of Twitter, Facebook, and other media that can attain instant responses from various clicks, comments, and likes (Varnali & Toker, 2010). The acquisition through e-commerce sites, weblogs, and peer-to-peer social media network allows users to express their thoughts and comment about the purchased products available at the locations. Moreover, word of mouth consists of the consumer response and the provision of their ideas about the items put forward by eWOM (Brewer & Sebby, 2021). EWOM, including comments, ratings, reviews, video testimonies, tweets, photographs, and blog posts, may be found online. Internet consumers have a far higher confidence level in eWOM than in traditional media. Most consumers examine online customer reviews before making a final purchase decision (Varnali & Toker, 2010).

The advertisement technique known as the eWOM raises the awareness of the customers to know about the brand and come towards them. People on social media read comments and experiences posted by other people about the merits and demerits of the products. As a result, it enhanced the online experience, affected customers' buying behaviour, and helped them select products (Bajpai et al., 2012). eWOM communication studies tell that purchase intention is the outcome variable

used by marketers to design for different characteristics such as quality, volume, and valence (Ebrahim, 2020).

Positive or negative feedback from current, past, and future consumers about a company, product, or service is known as eWOM. The internet makes it available to many individuals and businesses (Ebrahim, 2020). EWOM is well-understood, thanks to social media. Facebook and other social networking programs favour the consumer-brand connection and interaction between customers and consumers (Kumar & Mittal, 2020). Regarding customer relationships, brand communities on social media positively impact the relationships between customers and their favourite products, their favourite brands, their favourite companies, and their own and other customers. These beneficial impacts lead to brand trust and brand loyalty. It needs more time to spend on social media, which can grab the attention of other customers and boost sales (Jacobson et al., 2020).

The evaluation proposed by Babric Rosario et al. (2016) put forward their concerns about offering positive feedback. Therefore, it enables the brands to ensure their availability to reach the bulk of the customers through a future scenario. The assertion proposed by Varnali & Toker (2016) suggested that these online reviews work as confirmation techniques. Similarly, it presents the trustworthiness and credibility of all business people to secure their business to negate the buying issues and their threats related to security (Sharma, 2021). In conclusion, it maintains that eWOM, as the transformed face of traditional word of mouth, makes potential customers aware of brands. It turns them to throw positive reviews, and they tend to create a perception even before use, likely to aid in their purchase intent due to familiarity (Hofacker et al., 2016).

In their study, Shankar & Balasubramanian (2009) explained that the e-word of mouth plays a crucial role in customers' purchase intentions and behaviour. It notices that eWOM has a particular influence on purchasing. The positive eWOM promotes and encourages purchase even more than ads do (Scholz & Duffy, 2018). Results show that organisations should encourage people to share their experiences on online platforms rather than just posting ads. It is vital in non-transactional virtual communities. Low-involvement ads produce low engagement, which is a problem for the system and harms virtual communities (Hofacker et al., 2007). The firms should develop high-involvement ads such as blog-post, rich media, and props to gain customers' attention.



eWOM and online marketing communication that involves online communities help promote positive brand value, and advertisements through a company's websites helps enhance sales (Maduku et al., 2016). Moreover, previous research findings related to the dependency of friends, family members, and customers to trust the product's authenticity and any future scenario. Correspondingly, the e-word is important in establishing a positive role by offering growth to employer branding and its trustworthiness (Schivinski & Dabrowski, 2016).

Park & Lee (2009) argue that it has been seen in the study that negative eWOM has more influence than positive eWOM, and it influences more people. Therefore, marketing departments must develop websites with attractive interfaces that will improve and introduce positive eWOM. Social relations are also important to women in many contexts. Organisations should invest in opinion leaders because they are more exposed to the general public and their products' potential customers. Friendly relationships among people are essential for information sharing (Hussain et al., 2018).

An application called microblogging was created to improve the services offered to business owners through social media platforms like Facebook and Twitter. Hence the term *attention economy* serves as the paradigm of continuous connectivity, which in turn serves as the hub for social media networking to address the needs of the commercial layout of the businesses (Ekhveh & Darvishi, 2015). Employer branding connects to the attraction of the attention of their consumers through implementing micro-blogging. It is operable through exchanging comments to promote the business network (Cruz et al., 2021). Thus, it offers micro-advertising through micro-sharing by using web communication services. Microblogging directly affects eWOM communication by sharing ideas and thoughts among people and particular sentiments. For instance, many people connect with others through the internet, and it is possible to communicate through android mobiles while driving or having a cup of tea. Email marketing and website services allow employers to reach a maximum number of their customers instantly (Bucko et al., 2018).

Moreover, eWOM helps analyse target customers' perceptions of different companies that are considered substitutes for them and whose attributes they use to contrast and compare the products of two firms (Lee and Bradlow, 2011). However, alongside the benefits offered by eWOM, a few things could be improved, as the language difference between the two parties requires a high literacy level to

successfully comprehend the message a product user conveys (Dominici et al., 2021). So, the text reliance of a reader can create confusion and misinterpretations of the text, making it harder to understand abstract concepts like humour (Fernandes et al., 2021). Nevertheless, social cognition theory (SCT) argues that there can be higher comprehension degrees of eWOM communication. Hence, it requires customers or prospective customers to pay more attention to content written by another product user, which is less likely to convey a message than to go ahead through a face-to-face conversation (Goraya et al., 2021).

On the contrary, researchers have argued that there are more chances that eWOM would influence a customer than the possibility of traditional eWOM. Influence is because of the broader reach, speed, and live human pressure absence in eWOM (Müller et al., 2018). The researchers further argued that social media-based eWOM has become more relevant than traditional eWOM in the context of consumer behaviour influences (Hennig-Thurau et al., 2010).

Further, in retail, Hofacker et al. (2007) have found that peer-to-peer interaction is much more critical for customers' positive experience. Still, it is more influential for traditional retailing than online retailing. Peer-to-peer communication can make a difference. It can be a breakthrough for organisations as it influences customers. Hence, the social chain works this way: once the reaction button is triggered, it stops, and advertising initiates within that culture and that specific context (Terlutter & Capella, 2013). These peer-to-peer communications also provide a ground for the assessment of the leadership. It has been clear from much research that the customer's experience is a driving force in economic and traditional eWOM. In addition, cross-channel researchers have contributed to understanding eWOM for omnichannel consumers as direct reviews from customers influence more of these customers. They intend to share their thoughts about the product (Scharl et al., 2005). The study has shown that the customer experience can be impacted by a practical and positive experience in the channel because it affects their ability to share information through different media. Marketing experts hope it will bring positive value to the business and the community. It will also contribute to the knowledge of certain new factors that impact the purchase decisions from cross-channel.

Hence, the proposed hypothesis is:

*H3: Electronic word of mouth is positively associated with consumer purchase intention.*

## **2.9. Factors affecting online marketing**

This thesis aims to determine the factors influencing consumers' consent to buy products from e-commerce stores, primarily related to Australian markets. It aims to highlight various internal and external factors affecting online buying behaviour and, more specifically, customer purchase intention. Reviewing the literature based on the theory of planned behaviour (TPB) and the honeycomb model relates to online marketing campaigns supporting online, internet, and web-based marketing, which results in the growth of success against online marketing (English, 2020). Indeed, online marketing improves the collaboration of non-internet networks and internet-oriented channels that support the development of internet marketing. The field of online marketing connects to online shopping trends, its online shopping, social media trends, mobile marketing, and others for its purposeful growth (Rabbanee et al., 2020). Moreover, it classifies into various categories, including the firm-origination and customer dependency components.

### **2.9.1. Customer-dependent factors**

The scholars concentrated on research through the last decade, highlighted the consumers' behaviour. It consists of the use of a website, planned purchases, and unconscious activities of the customers to take a step to purchase the products via an e-commerce store or from any other source (Wibowo et al., 2020). Moreover, it supports the variability of the relationships to determine the planned or unexpected behaviour of the consumers by utilising electronic channels. The virtual channels address the current issues many business organisations operating online optimisations face. The critical drivers on behalf of the online customer attitude assign the authorities to step ahead to attain the requirements. Therefore, the acquisition and evaluation of the potent factors remain influential in affecting consumer behaviour as per the direction proposed by online marketing (Kawaf & Istanbuluoglu, 2019).

There is a need to understand the determinants of the factors attached to consumer behaviour. However, it prefers to determine the consumers' buying intentions, adaptative modes, and continuity to the stages to cope with the challenges of the digital world (Wibowo et al., 2020). However, the consumers' buying intention is conducted by monitoring multiple stages and prefers to evaluate the customers' preferences to acquire the targets. The foundation of the intensive literature review depends upon the factors related to customer behaviour.

### **2.9.2. Brand association**

The first step of business success lies within the stipulations related to brand equity, the association and development phases. However, many business organisations are concerned with applying promotional techniques that spread people's attention against their products' availability (Jayasuriya et al., 2017). The entrepreneurs of small-scale businesses reveal the significance of online media techniques, which boost the integrity of the customers to decide on another buying purpose. It approves the proper entities to coordinate with the right selection of customers at the right place to boost their self-integrity.

The research exhibits the habits of the customers who prefer to buy those products through which they could evaluate the integrity of the sellers. Customers like to support online platforms, including Facebook, Twitter, LinkedIn, and others, to form their decision-making structure. The study proposed by Sharma (2021) analyses the promotional advertisements of new business organisations. There is a need to evaluate promotional advertisements through social media techniques and the online web to understand all those positive steps business people take to promote their products.

It is the reshaping mode of the social media platforms which interact with the business companies and other reputed brands to coordinate with their potent customers and raise sales. Hence, the empirical model evaluates the structural equation methodologies to correspond with the investigation related to the promotional content of social media to attract customers and make them start purchasing (Kakalejčik et al., 2020). This research is looking at how social media quality and brand engagement interact in light of this expanding trend. Hedonic motivation, consumer involvement, and brand association are possible moderators between online media stimuli and offline purchase intentions elicited by those stimuli.

An important consideration for this generation is how successful organisations communicate with their customers and employees on various social media platforms, particularly Facebook and Twitter (Cambra-Fierro et al., 2019). There is a rise in brand exposure and an increase in the hedonic incentive these users get from social media due to increased online interaction. There has been increased offline customer interest in the brand due to more significant online consumer interaction and improved online consumer understanding of the brand. Business owners should thus prioritise creating high-quality content for their social media accounts and utilise every tactic possible to get their customers more involved with their brands. For this reason, online entertainment and engagement, as well as raising brand recognition and encouraging offline purchases, play an important role (Castellano & Dutot, 2017).

According to Keller (2003), in line with users and gratification theory (UGT), there are two primary sources of promotion: brand image and brand awareness. The model states that the association is built by consumers in their minds about a brand due to the company's marketing efforts. For this purpose, several observable measures by Keller to track brand-building performance are: imagery, salience, judgment, resonance, performance, and feelings (Helms et al., 2012). Lepkowska-White et al. (2019) projected one of the first branding models based on web equity which creates in the same manner as brand equity. It establishes offline products that influence two key sources; brand awareness and brand image, and the outcome of web equity is brand loyalty. Further, the two authors suggested several marketing communication activities developed by non-marketers (customers, i.e., eWOM.) and marketers to create web-based brand equity or web equity. In this context, content creation is one way to build brand and company awareness among their target audiences through web-based advertising tools like banners, interstitials, and eWOM.

Hence these hypotheses are:

*H4: Brand association moderates the relationship between electronic word of mouth and consumer purchase intention.*

*H5: Brand association moderates the relationship between social media marketing and consumer purchase intention.*

The moderation of brand association has been observed with EWOM and social media marketing, not with mobile media marketing. The main justification for this is based on the fact that online marketing activities for brand association have more relevance and usability for EWOM and social media marketing as compared to mobile media marketing (Helms et al., 2012). It does not seem relevant to discuss the moderation of brand association with mobile marketing as most of online promotional activities for brand association are done via EWOM and social media marketing.

### **2.9.3. Distrust**

It is a trust known as the factor for determining success and failures professionally. When purchasing goods and services through online stores, customers' intention remains curious about the payment methods, quality of products, leakage of personal information, and lack of privacy (Scheuffelen et al., 2019). The stability of e-commerce remains at stake if the factors related to trust diminish and e-commerce stores differ from conventional stores. Moreover, it remains critical for all who fall to online vendors to influence the customer's belief and trust. The term *trust* is one of the multi-dimensional scenarios which research scholars concentrate on for consensus formulation (Liu et al., 2021).

A variety of literature differentiates conventional writing from conflict-generating outcomes. The study by Zhao et al. (2020) demonstrates that consumer behaviour brings amendments to e-commerce. This argument relates to the customer preferences experienced multiple times by the same vendor. It exhibits that the customer could put complete trust in their vendors. The research aims to investigate specific components related to trustworthiness by the vendors by dealing with various consumers

The past and present studies show how e-commerce is evolving to meet the challenges of the 21st century (Fernandes et al., 2021). The last decade's experiences demonstrate that the success of multiple trends gives rise to the sources of success –the trends attached to e-commerce cause the replacement of a variety of conventional business trends. Moreover, variations indicate how people react to e-commerce business executions. It results in producing a combination of services that improve the scenario. The way of business operations by e-commerce entirely differs from the physical modes of the businesses as it is a systematic way to

establish direct connections. Moreover, it suffers the business personnel caught by the legal threats to provide opportunities against illegal and fraudulent activities (Scheuffelen et al., 2019). As a result, it generates a sound environment that challenges the process.

The structure operating e-commerce entails a couple of risks, and the most challenging relates to the quality of the product received against the placement of the order. The customer shows their concerns if they find defective products due to the transport barriers. Moreover, the attribute related to trustworthiness offers a blend of the monetary risks to the consent to buy a specific product (Rasty et al., 2021).

The trustworthiness generated against the business operations of the e-commerce come into question if distrust issues caused by mobile and social media marketing exist. In these cases, it is imperative to investigate upon those factors that distort trust levels or remain in search of institutional clues which support maintaining the basic level of trust (Scheuffelen et al., 2019).

The growth of e-commerce businesses enables people to communicate efficiently to go ahead with legislation on behalf of online business entrepreneurs (Zhao et al., 2020). It is customer behaviour that supports a business to create the trustworthiness which catches the customers' attention.

An e-commerce platform has six factors related to trustworthiness.

- Authenticity identifies the individual's capability for those who operate from social media platforms.
- The availability of competency supports the e-commerce structure to operate the business structures.
- It requires business people of e-commerce entrepreneurs who ensure the authority of confidentiality.
- It directs the stakeholders to encompass the agreement, which allows business people to avoid the threats attached to non-repudiation.
- Security and privacy proceed with the capability to maintain confidentiality to evaluate the details.
- It contains electronic recommendations, specifically eWOM, served on social and mobile media platforms.

Based on the discussion above, the following hypotheses were created:

*H6: Distrust moderates the relationship between mobile marketing and consumer purchase intention.*

*H7: Distrust moderates the relationship between social media marketing and consumer purchase intention.*

*H8: Distrust moderates the relationship between electronic word of mouth and consumer purchase intention.*

Success in the field of online marketing is frequently determined by the number of clicks and conversions. But it has also been observed many are scammers trying to take advantage of a system which intentionally exaggerates these metrics. As online advertising has been very popular, there has also been an increase in fraudulent activities that many of us might not be aware of (Scheuffelen et al., 2019). Online consumers in particular should be extremely concerned about this growth in fraudulent traffic since it frequently leads to advertising paying for phony clicks or impressions that don't actually result in any real engagement or conversions. This authenticates the importance of trust for online shopping in particular and also validates the reason for analysing the moderating effect of distrust for all study variables such as social, mobile and EWOM marketing (Zhao et al., 2020).

#### **2.9.4. Privacy issues**

Over time, customers relax, become aware of the modes of data collection, and know more about their significance. The researchers exhibit through their findings that 97% of their customers remain conscious about protecting their data and the security of their information (Wieringa et al., 2021). Marketing exposure is spreading daily, influencing the trepidation and protection of consumer data.

The consumer needs the implementation of privacy, which means the right of protection to stay safe and the obligation of autonomy to secrecy. Consideration related to personal data protection of the consumers by the e-commerce marketing activities asks to ensure privacy and secrecy. Similarly, customers remain uncomfortable with collecting their data and its disclosure before others against electronic business transactions (Krämer & Schäwel, 2020). The invasion of personal data protection is also a concern felt by the customers. On the contrary,



static private information never changes as it consists of healthcare information, historical monetary details, personal affiliations, referential data and information, personal documentation, and belief (Wieringa et al., 2021).

The confidential data consists of that information which shows variability over time. Still, the data collection needs to maintain data to propose a well-defined profile. Modern personal data and information consists of the content and history of the data and information. Still, it relates to the data-driven approach through marketing intent and other things (Wieringa et al., 2021). The mode of online working consists of collecting, parsing, and storing data and information, which involves embracing the marketing areas of an incredible range (Goldfarb & Tucker, 2019).

Moreover, the categories assigned to the products comprise a broader vision and innovation (Krämer & Schäwel, 2020). Consumer data offers the foundation through which firms establish their business methods to confront competition, including healthcare, advertisements, e-commerce, banking, transportation, and security (Jia et al., 2018). The businesses' entrepreneurs take it seriously to monitor consumer preferences and consider ideas about the availability of products and services to determine business goals (Klein et al., 2022).

The economic achievements and management of the decision-making structure concentrate on maintaining individual data and information (McAfee & Brynjolfsson, 2012). For example, the digital world collects consumer data, and their preferences for various products consist of Twitter, Facebook, Calendar, Maps, Docs, Gmail, Voice, Chrome, Google Search, and YouTube. Similarly, the profile of the customers offers advertisements to target opportunities for developing new products. Indeed, the initial start-ups taken by business entrepreneurs rely upon consumer data protection; for instance, the healthcare firm Innovacer started its work in 2014 and intended to integrate. They needed to create an evaluation of the variety of sources to let their stakeholders bring improvement to the healthcare scenario through essential data and information (Klein et al., 2022).

Privacy remains a top priority to bring innovation through marketing prospects as it brings data-driven innovation through marketing tactics. Moreover, the research focuses on maintaining privacy and its determination to argue over privacy concerns. It possesses a necessary condition as an influencer over the data-driven innovation and marketing campaigns related to the perspective of coming decades.

The study presented by Palou et al. (2007) reveals that it is the concern and obligation of any business firm to maintain privacy that could bring direct revenue and loss, which affects sales. The study presented by Son and Kim (2008) about risks to litigation and the statement by Jiang et al. (2013) on data foreclosure reveals that there exists a need to mention privacy regulations in business (Goldfarb and Tucker, 2011). Correspondingly, these influences put weight on the acquisition of smaller business firms to bring data-oriented innovation and promote marketing efforts on a large scale (Goldfarb & Tucker, 2011). It is crucial to getting equity proposed by the policymakers as it brings inherent stress to promoting innovation through consumer privacy and entrepreneurship for consumer privacy protection.

It is the policy of innovation which ensures the accomplishment of the right incentives, for instance, the patent structure which assists businesses to invest money in bringing innovation (Jaffe et al., 2001). The policies under the prospect of entrepreneurship are aware that small-sized business firms do not restrict their success compared to their more prominent competitors, even to coordinate with compliance costs or a monetary market situation. Privacy policies protect customers from unwanted interference made by government or business authorities (Goldfarb & Tucker, 2011). It is the mode of the digital world that needs to make all policies work together, including data collection, parsing, and storage cost declines. Businesses knew about their commercial interests and let their members know about data collection. Maintaining commercial interests and directing their offering as per any data collection outcomes is essential. The potential of the technologies lets the businesses acquire the customers' needs and operate the business successfully (Son and Kim, 2008).

Moreover, business activities for innovative firms who develop enterprises are to collect the data at the individual level by allowing for privacy policies. There arises a query about creating a regulatory environment as it will enable small to larger-sized firms to receive prosperity by taking the frontiers for the automation of the regulatory environment. Moreover, it brings innovation before the marketing teams by ensuring the protection of consumer policy (Loureiro et al., 2018).

According to recent research on word-of-mouth advertising, the strength of the argument and the accuracy of the information are the primary antecedents (Martinez et al., 2020).

The information standard related to social media networks needs a powerful value proposition. It is the foundation based on the literature that needs to upgrade the quality of data based on the online web, which proceeds as per the need of the trust. The influence of e-word of mouth always remains challenging to control. However, it opens the way for the growth of effective sales production to tap the customers efficiently related to eWOM. There is a need to continue the most persuasive marketing techniques, which reduce propensity to harm the business's image through digital modes (Park & Kim, 2020). It is one of the significant concerns which uses online transmission modes to bring betterment to the criteria of success digitally. It is a decision-making structure based on the credibility of the authentic source of data and information to assign priority to the values (Martínez et al., 2020).

The current study exposes the connection between marketing data-oriented innovations for protecting consumer privacy concerns and eWOM.

Therefore, the proposed hypotheses are as follows:

*H9: Privacy issues moderate the relationship between social media marketing and consumer purchase intention.*

*H10: Privacy issues moderate the relationship between electronic word of mouth and consumer purchase intention.*

Privacy issues have been moderated more with EWOM and social media marketing than with mobile media marketing, according to research as discussed above. The primary argument for this is that, in comparison to mobile media marketing, privacy issues are more relevant and apparent for EWOM and social media marketing. Since the requirement of privacy issues is more dominant for EWOM and social media marketing, it does not appear pertinent to examine the moderation privacy issues with mobile marketing.

## **2.10. Firm-originated factors**

As mentioned earlier, it is crucial to understand the role and importance of online marketing from an enterprise-level perspective to determine a business's success. Once organisations understand their role in developing customer perception, they'll better understand how to shape their input. The following factors highlight what must be catered to by firms to establish stronger customer appeal.

### **2.10.1. Brand persona**

Brand personality defines human attributes to promote employer branding (Aaker, 1991; Essamri et al., 2019). The suggestions refine brand promotion and human stability to encourage employer branding to achieve business targets (Epstein, 1979). The study proposed by the researchers differentiates between conceptualisation for the rise of personality attributes to form the modes of success (Aaker, 1991). The human traits to perceive perceptions reflect the demographic and physical characteristics by the strengths of beliefs and values (Jayasuriya et al., 2017). On the contrary, the attributes promote direct consumer behaviour attached to brand promotion (Rios & Riquelme, 2010). These product-oriented traits encourage utilitarian operations on account of brand personality and consumers, which boosts self-promotional functions (Keller, 2011). Correspondingly, the brand personalities offer growth to approve brand associations which presents symbolic demonstrations to connect emotionally with the consumer establishment to develop employer branding. The employer branding traits could develop the literature and promote varied marketing solutions, including establishing emotional advertisement strategies to grab the customers' attention and symbols and packaging sponsorship (Simmons et al., 2010). The concept of consumer identity connects with the theory of planned behaviour (TPB), which understands how consumers decide to form choices by standing over cultural and social viewpoints (Ming-Shen et al., 2007).

In addition, it supports the integration of symbolic complexities to promote theoretical perceptions, which aim to possess systematic consumptions. The setup proposed by the TBP involves different incentives that offer growth to understand the consumers' preferences and possessions (Guercini et al., 2018). The reinterpretation of the consumers grows the brands to understand the nature of the goods and identify their uniqueness (Graham & Wilder, 2020). The consumer-oriented theories proposed direct relationships which connect with the consumer's self-identities and brand personalities for the growth of consumer behaviour subjects (Barreda et al., 2015). The outcomes of the theory depict that consumption drives the efforts to reduce self-image. Self-discrepancy promotes the incompatibility between individuals, making them perceive and know about their desires to continue (Higgins, 1987). For instance, the compensatory act applies if inconsistency arises to promote self-discrepancy and makes consumers more authoritative. The brand personal

impressed by a company enables to develop stability in a revert manner as it proposes self-identity and self-esteem (Blumer, 1969). Another example relates to consumer identity putting its influence over the brand image to drive that consumer identity in a way that promulgates the empowerment of the brand image (Tong et al., 2020). It delivers a form of casual connections which form the attainment of possessions to grow the brand identity. As a result, it underlines the results for identity formation along with more controls to acquire a brand image. Causality not only assigns growth to the brand image but also influences consumer behaviour. Indeed, the ideas related to brand image influence consumer behaviour and identity. Personalities affect the people who determine the modes of interactions throughout the business environment (Jayasuriya et al., 2017).

In light of the debate above, the following are new hypotheses:

*H11: Brand persona moderates the relationship between social media marketing and consumer purchase intention.*

*H12: Brand persona moderates the relationship between electronic word of mouth and consumer purchase intention.*

The moderation of brand persona has been observed with EWOM and social media marketing but not with mobile media marketing. The main justification for this is based on the fact that online marketing activities for brand persona have more relevance and usability for EWOM and social media marketing as compared to mobile media marketing. It does not seem relevant to discuss the moderation of brand persona with mobile marketing as most online promotional activities for brand persona are done via EWOM and social media marketing.

### **2.10.2. Celebrity endorsement**

An endorsement connects with the idea of marketing technique as it identifies the essential scenario related to the contemporary modes of marketing (Biswas et al., 2009). It relates to the pragmatic strategy of marketing communication as it is the sponsorship advertisement that resonates with the variety of endorsers to understand the worth of the celebrities, these include the identified celebrities with whom people became familiar, including those in businesses (Stout & Moon, 1990). These are the outstanding work-related people who put their endorsement over a

product, which then attracts the attention of the customers (Daneshvary & Schwer, 2000). The study presented by Blumer (1969) shows "the celebrity endorsement as per the prescription of the individuals who identify the public recognition to estimate the consumer behaviour and their preferences of the products through the proper advertisement network". Indeed, the concept of celebrity endorsement proceeds by promoting practical strategies related to coordination to enhance brand image. It affects consumer purchase intentions by concentrating on brand characteristics, brand awareness, and its integrated reputation. Although, the effective communication strategy proposes endorsing celebrities to a definite cultural context by expanding the study. The study by Daneshvary & Schwer (2000) evaluates the barriers that reveal the connection between consumer behaviour and celebrity endorsement through word of mouth coordination. The celebrity endorser's personality influences the consumer's perception, which grows the acceptability trend among the customers. It then becomes the intention of the consumers whose growth relates to brand communication and celebrity endorsement. Hence, it promotes the product's value and brand endorsement (Nelson & Deborah, 2017). There is a need to know more about public recognition by paying attention to the advertisements related to the variation of the products. It pays attention to the consumers by aiding the brand recalling structure (Agrawal & Kamakura, 1995). The literature view proposes celebrity-oriented endorsements to grow the distinguishable traits for creating positive employer branding ((Petty et al., 1983). There is a need to consider the influence of celebrities over people's minds, which integrates with consumer attitudes. It supports the promotion of advertisements by turning the scenario through clear narration, which grows the intentions related to the customers' purchase to grow the brand intentions (Erdogan, 1999).

### **2.10.3. *Celebrity endorsement and eWOM***

The devising format that drives the decision's order relies upon integrating word of mouth (Mangold et al., 1999). It consists of the face-to-face interactions between receiver and sender as it narrates the impact of one person's attitude, which elaborates the perceptions, behaviour, and beliefs of others, both negatively and positively (Sweeny et al., 2008). Word of mouth evaluates the post-buying attitudes of the consumers, which reports better progress to ensure that online marketing is an authentic source. The appropriation for the sender relates to word of mouth to

highlight the business's dependency. Similarly, it exhibits how the companies' products relate to its belonging without bias (Goraya et al., 2021). People appropriately put their trust in receiving accurate information through face-to-face communication and, for instance, coordinating with consumers to offer advice while making purchase decisions instead of relying on advertisements. Correspondingly, it shows contact to provide others with meaningful information (Sweeny et al., 2008). It extends the messages from a dynamic perspective by fulfilling vividness, richness, intensity, and emotional appeal to shape the value proposition to access conceivable outcomes. It also proposes the cognitive perspective for promoting rational appeals (Mazzarol et al., 2007). Hence, word of mouth elaborates the opinions based on the data and information to know about the positive and negative potential. The positivity of word of mouth upgrades the satisfying experiences; on the contrary, it also poses a negative influence as it lowers the worth of the product (Mangold et al., 1999). Therefore, working through only positive and negative words of mouth is optional, but there is a need to know more about the blend of words of mouth to extend communication (Erdogan, 1999). However, these are the marketers who propose positive and negative word of mouth to know more about any success for the promotion of product management among customers (Son & Kim, 2008). The statements presented by Bush et al. (2004) put forward their observation to create a variety of products and services for the endorsement of the sports celebrity or athletes. The study proposed by Ohanian (1991) depicts the effectiveness of celebrity endorsements by adopting the pool of knowledge which promotes qualified and experienced people to understand consumer behaviour with deep understanding.

Therefore, the proposed hypotheses are as follows:

*H13: Celebrity endorsement moderates the relationship between mobile marketing and consumer purchase intention.*

*H14: Celebrity endorsement moderates the relationship between electronic word of mouth and consumer purchase intention.*

In modern day marketing, the majority of online marketing done via celebrity endorsement is done via EWOM and social mobile marketing. Since the effects of moderation of social media marketing are widely considered in previous studies such

as Agrawal and Kamakura (1995); Erdogan (1999); and Goraya et al., (2021), it seems more appropriate to investigate the effect of celebrity endorsement on EWOM and social media marketing. Hence to add more depth to the influence of celebrity endorsement on online marketing, its moderation on EWOM and social media marketing has been investigated.

#### **2.10.4. Ad excessiveness**

It is dependability that lowers the coordination between human bodies as it is the mode of online marketing that needs the growth of the individual contact to continue with facial expressions regularly (Grossman & Shapiro, 1984). There prevail some privacy issues which make trouble for people, as the appearance of clutter generates flaws in online marketing. Hence, there is a need to collaborate, and genuine modes of communication proper designed, can acquire goals. The availability of online facilities does not always appear in rural areas as there always exists a need to serve the people by putting excessive emphasis on online marketing (Lee & Tsai, 2006). Otherwise, there will be no purposeful meaning with a focus only on digital formats through personal contact and attractive media appearances. It is better to control the appearance and avoid irritation by generating excessive advertisements before they spoil the game of attraction. Otherwise, excessive use of online marketing will cause an inadequate response (Robertson, 2020). It happens that the competitors harm your business through adverse reactions, which demotivates the customers to decide on purchasing (Robertson, 2020). Hence, online marketing breaks the lead through a need for more communication and authentic material. Tough competition prevails to grow the cost-cutting structure, and it ensures that people know more about the fraud-based contact, which keeps their morale down (Lee & Tsai, 2006). Moreover, no one avoids the excessive use of online marketing formats as more barriers exist in the business world. Ads next to offensive material, and irrelevant ads are less likely to harm customers' perceptions of a brand than excessive commercials.

Based on the discussion above, the hypothesis is here below:

*H15: Ad excessiveness moderates the relationship between mobile marketing and consumer purchase intention.*



Recent research on ad excessiveness such as that done by Robertson (2020) indicates that the amount of advertising clutter present on various mobile marketing channels is consistently rising and is now viewed as a major issue by consumers, which may have an impact on their purchase intention. It can lead to decreased ad viewing, customers who are unable to recognise a brand, a rise in avoidance, degraded advertising memories, unfavourable emotional responses to advertising, and banner blindness (Lee & Tsai, 2006). Thus, it seems more appropriate to investigate the moderation of ad excessiveness with mobile marketing as compared to social media marketing

### **2.11. Limitations and gaps in the existing literature**

Studies on online marketing or adopting web-based communication channels have assessed the role and growth of e-commerce. Section 2.11 above presents the relevant literature on consumer purchase intent, consumer behaviour, and online tools and techniques application. However, the literature available has been mostly generic, i.e., only a few studies have presented an industry perspective (Laksamana, 2018; Sami et al., 2020; Sebby & Brewer, 2021; Samsudeen & Kaldeen, 2020). Even though organisations irrelevant to their nature of business have found the more excellent application of online communication channels and selling effective for their marketing strategy development, the retail sector globally has the broader application of online marketing tools from business growth and development. Yet, it has been shown through the examination of the literature that only a few studies offer industrial/country perspectives on online marketing strategies and their effect on enhancing business sales prospects.

Another aspect that pertains to the limitation of the currently available literature is the short-term perspective, i.e., only improving current sales or small benefits for the business, which are explained while discussing the online tools. In the contemporary business world, large multinational organisations have also realised online marketing tools' power and integrated them into their mainstream business strategy. It implies that for a business in a growth or introductory phase, online communication tools can create brand equity, i.e., raising brand awareness and positive attitude development, leading to a more productive experience, resulting in brand loyalty.

Most studies were concerned with quantitative data collection and analysis methods, i.e., survey questionnaires. However, one of the limitations of such a method is the need for the researcher to gain in-depth insight into the respondents' underlying reasons, feelings, and attitudes about the phenomena under consideration (Saunders et al., 2012).

The retail sector in Australia has been going through significant transformation. A large number of businesses shifted online, which implies a quick change/transition of marketing efforts of small and medium-sized retail companies online. Since online platforms have increased the competitive rivalry, on the other side, it has also exposed businesses to various untapped opportunities needed to grasp for survival and growth of the companies, which is one of the study's objectives. Based on the limitations of the existing studies available, the following gaps are addressed by this research.

Firstly, the study considered qualitative and quantitative research methodology to gain customers' perspectives, i.e., survey questionnaires and interviews. In previous analyses, it is evident that no study has considered the aspect of survey questionnaires in and interviews in one study concerning this specific research area.

Analysis of existing literature affirms that most previous research was conducted in the USA, as well as Europe, India, and China online markets, and numerous scholars (Dias et al., 2020; Florida, 2020; Bryant et al., 2019) have highlighted those marketing techniques that act as stimulating factors for promoting the online market in the respective countries. Australia's retail sector, especially the small and medium scaled organisations, has not featured much as a research context for research concerning consumer-based brand equity.

Secondly, the study has aimed to focus on the retail sector, which is going through a mass transition post-COVID-19 and expects to observe significant changes in its current state. No study, i.e., from 2020 to date, analyses the retail sector's evolution in consumer online purchase intents concerning challenges and necessary strategic measures (Sebby & Brewer, 2021). Since many online marketing strategies are available, a study needs to allow for classifying them according to their performance in the online market. The impact of internet marketing methods on the retail business is also not explicitly included in such studies in the older literature (Dias et al., 2020). Much research has to be done on the impact of

online marketing initiatives on consumers' repurchase intention in the Australian retail industry. The study shall suggest implications to organisations operating in the local market which are from the retail sector, including small and medium-sized businesses in the introductory or growth phase developing appropriate business and marketing strategies for survival and development of the company.

## **2.12. Conceptual framework for the study**

The literature discussed above considered numerous relationships from earlier literature and formulated hypotheses based on the analysis. The factors and their correlations were used to build the conceptual framework for this research study.

The proposed conceptual framework in Figure 2.5 of the research involves the following: online marketing tools, i.e., mobile marketing (Erkan & Evans, 2016; Essamri et al., 2019), social media marketing (Hussain et al., 2018; Helms et al., 2012; Cambra-Fierro et al. 2019) and electronic word of mouth (Jayasuriya et al. 2017; Essamri et al. 2019; Son & Kim, 2008; Wibowo et al. 2020). The relevant papers directly link with the purchase intent of the customers. It has also been proposed that various customer and firm-oriented factors such as brand association, distrust, privacy issues, brand persona, celebrity endorsement, and ad excessiveness have moderation effects on purchase intention.

The research framework has been inspired from the theory of planned behaviour as it closely resembles the behaviour of online customers such as brand association, brand persona and celebrity endorsement. The evaluation of these factors also helps to understand the attitudes of online shoppers, their behaviours for various online marketing activities and its impact on the purchase intention of consumers.

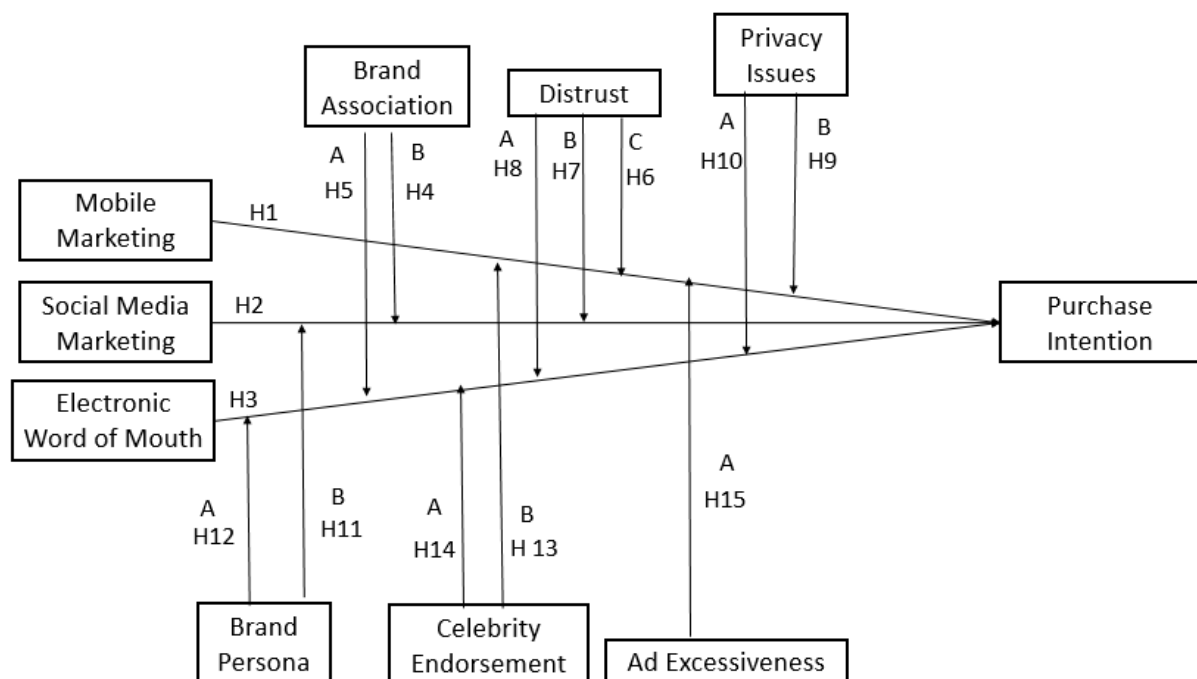
For example, preference, and conviction are substages of the emotional stage of the hierarchy of effects model, which describes the preference of a particular online marketing channel (Ur Rehman et al., 2014). Therefore, the conceptual model discusses the preference for various online marketing channels such as mobile marketing, social media marketing and electronic word of mouth and the influence of these platforms on purchase intention of consumers.

The subject of the investigation and the developed conceptual framework bears striking similarities to the uses and gratification theory. This theory holds that

consumers' perceived demands for internet content can be either cognitive, filling a knowledge gap or affective, fulfilling hedonic or emotional conditions. The conceptual framework thus also discusses the role of customer demands for trust, privacy issues and control for ad excessiveness and its impact on purchase intention of consumers.

*Figure 2.5  
Conceptual framework for study*

*Source: Developed for this research*



### 2.13. Chapter summary

Organisations' marketing strategies expose major shifts/alterations due to various traditional business ways. Online marketing tools have become essential to businesses' strategies and promotional campaigns regardless of scope and nature. Customers' purchase intent is extensively influenced by the marketing tools that companies use to communicate with current and prospective buyers. Theorists have attempted to explain how individuals select and prioritise a specific mode of communication to seek information and fill their existing knowledge gap. Uses and Gratification theory has proposed that consumers' cognitive and affective objectives connect to selecting particular communication methods over others. However, the

literature available on the theoretical underpinning of this research have been limited and require further exploration to fill in between existing gaps. It is expected that expects the further investigation is needed to consider the integration of online marketing tools, i.e., social media, mobile marketing, and electronic word of mouth, with regard to long-term organisational strategies.

## **CHAPTER 3: RESEARCH METHODOLOGY**

### **3.1. Chapter overview**

The review from the preceding chapter is built on further through the drafting of the best research methodologies for this project. According to Kothari (2004), the chapter on research methodology explains the rationale behind choices and aids readers in comprehending the steps taken during the research study. The research approach, techniques, and philosophy are presented in this chapter, along with justifications. In-depth discussions are presented regarding the methods used for data gathering, quantitative analysis, and qualitative methods.

### **3.2. Research onion**

The research model by Saunders et al. (2009), called the *research onion model* is frequently utilised as the foundation for developing research methodologies. Each step in the inquiry process is represented per each onion layer (see Figure 14 below). Saunders' research onion has inspired the research strategy or technique chosen from each step in the research (Saunders et al., 2009). A strong methodology is a crucial component to consider when writing a dissertation; therefore, the entire research was developed on the framework of the research onion to define the steps an investigator must take. It brings together numerous research frameworks and approaches under one roof, much like the layers of an onion.

The *Saunders et al. (2009)* research onion approach is used in this study to direct the research process. The research onion (see Figure 3.1), which consists of six layers that each represent a different aspect of research design and involves choices that a researcher must make regarding the framework and approach of the study, enables a researcher to construct a research methodology in a structured manner.

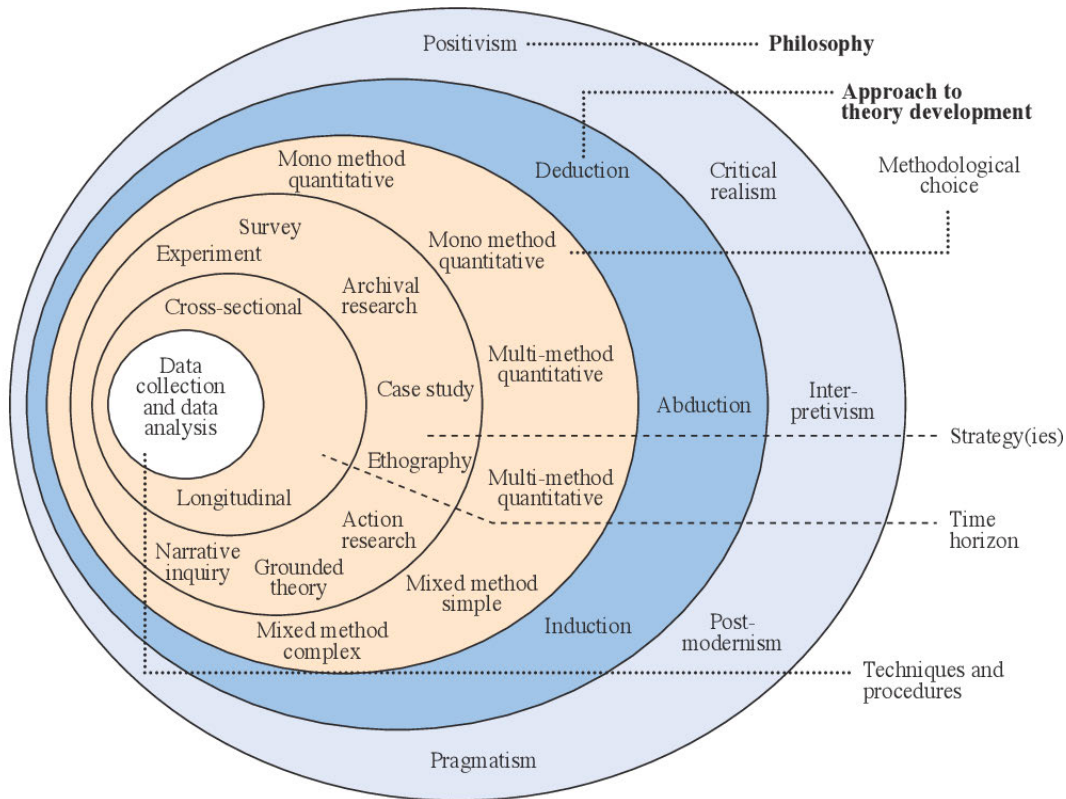
Kothari (2004) gave a brief overview of the overall research design's "onion" and each layer's function. Research philosophy, which forms the first layer of the research onion, offers the ontological and epistemological framework for the study and is crucial in deciding the methods for gathering and analysing data.

The research approach is the second layer, which is followed by the methodological decision of whether to use qualitative or quantitative methods and the strategy, or the means of data collection. The final two layers of the research onion relate to the study's time horizon, or whether it will be longitudinal (taking place over time) or cross-sectional (capturing data at a single point in time), and, finally, the techniques and procedures that will be applied in the study (Tobergte & Curtis, 2013). The main perks of the research onion rest in the fact that it not only offers a means of connecting various research structures, but also establishes the course of the investigation. Each layer of the research process creates a pathway for the following phase, directing the research flow in a top-down, highly deductive direction.

The research onion thus provides a framework that enables the research to be carried out in a structured and organised way and inherently outlines the major procedures and steps that are integral to derive results. By following the steps as outlined in the research onion the research adopts a methodological procedure.

Figure 3.1  
Research onion

Source: Saunders et al. (2009)



### 3.3. Research philosophy

Philosophy is the viewpoint used to gather, analyse, and use facts connected to study phenomena (Kothari, 2004). The Saunders et al. (2009) research onion model's initial layer is the optimal selection of research philosophy. This model defines a research philosophy as the idea and conviction that careful consideration should be given to the research methodology. As per Saunders et al., (2009) four main categories of research philosophy generally exist (Saunders et al., 2009). Table 3.1 below explains these four types.

*Table 3.1  
Categories of research philosophies*

*Source: Bell et al. (2022)*

<b>Pragmatism</b>	<b>Positivism</b>	<b>Interpretivism</b>	<b>Realism</b>
Pragmatism is based on a mixture of quantitative and qualitative methods for gathering data.	Positivism is a method based on quantitative analysis that is rooted based on scientific studies. Although it can be used for social and economic sciences, it is more useful for study areas in the physical sciences.	When using a qualitative research method, the subjective data assembled from a few participants suitable for the interviews and focus groups are called.	This specialised research is rooted in realism and uses appropriate data-gathering methods.

### **3.3.1. Pragmatism as the preferred research methodology**

Pragmatics is a research method that looks at and rates ideas and precepts in light of how effectively they function in the real world. Social research methodologies have a long history of using pragmatism. It is based on Peirce's late 19th and early 20<sup>th</sup> century work and contains Dewey's work on the growth and diffusion of pragmatic inquiry (Kothari, 2004).

Ideas are only considered relevant by the probabilistic reasoning school of thought if they make it simpler to take action. A pragmatic approach recognises that there are numerous ways to explore and understand reality, that no one component of reality could fully capture its core, and that there could be multiple realities. Investigators in pragmatic studies can be strongly associated with architects (Tobergte & Curtis, 2013). Similar to how architects utilise whatever tools and methods are necessary to build the building they envisioned on paper, pragmatics uses any combination of approaches required to find answers to research problems. Yet it's crucial to remember that realists don't always use different tactics; instead, they choose a technique or a set of approaches that most successfully advance a specific line of inquiry (Bell et al., 2022).



In the footings of epistemology, pragmatism philosophy is based on the notion that researchers should avoid becoming bogged down in discussions about the structure of reality and truth and instead concentrate on specific, real-world problems (Creswell & Clark, 2006). From a methodological standpoint, pragmatists are more suited to cope with variable, complicated social systems where even precisely planned actions can result in various outcomes.

According to pragmatism, the main factors influencing the research philosophy is the presence of solid foundations in the literature for testable theories. Pragmatics can integrate positivism and interpretative points of view, subjective, quantitative, and action research approaches in a single study, depending on the nature of the study issue.

Contrary to interpretivism and positivism philosophical assumptions, a pragmatist can integrate many exploratory methodologies and approaches within a single study, as seen in Table 7 below. Numerous research methods, such as action research, subjective, statistical, and other research approaches, can be used in studies that follow the pragmatic research philosophy.

As per the theme of the research, it adopts a pragmatism research philosophy because, as previously stated, the research is more interested in the quantitative effects of online marketing activities on purchase employee performance and then validating the statistical results as per qualitative analysis, therefore the research uses pragmatism research.

The pragmatism positivist philosophy was used for this study because the observations were taken objectively using a survey questionnaire and the predictions and explanation to the statistical results were generated using a qualitative analysis.

Due to its data-driven nature, the pragmatism philosophy also helps researchers to foresee future demands based on prior observations and experiments (Creswell & Clark, 2006). As a result, the pragmatism philosophy enables us to quantitatively detect the impact of online marketing activities on purchase intention of consumers and the qualitative results helps to validate the results.

*Table 3.2*  
*Description of various research philosophies*

*Source: Bell et al. (2022)*

<b>Research philosophy</b>	<b>Research approach</b>	<b>Ontology</b>	<b>Axiology</b>	<b>Research strategy</b>
Positivism	Deductive	Objective	Value-free	Quantitative
Interpretivism	Inductive	Subjective	Biased	Qualitative
Pragmatism	Deductive/Inductive	Objective or subjective	Value-free/biased	Qualitative and quantitative

Since the foundation and theory about the topic of study are well known, this research project is explanatory. As a result, this research project is built on already-existing information and theory in the context of the Australian retail industry (Tobergte & Curtis, 2013). According to this theory, logic and reasoning can be used to record or observe natural phenomena. Therefore, scientific procedures must be applied to examine social phenomena as they do in natural science (Bell et al., 2022).

The research is meant to be explicative (Hurmerinta-Peltomäki & Nummela, 2006). There are two main two stages to the study's completion. A survey questionnaire was used to gather quantifiable data throughout the first phase. The second stage also uses an interview session to acquire qualitative data (Tobergte and Curtis, 2013). The qualitative phase explains the outcomes of the quantitative phase.

### **3.4. Research approach**

Broad theories and specific methods for gathering, analysing, and interpreting data are both used in research approaches. These comprise strategies and protocols for conducting research. This strategy requires several decisions (Kothari, 2004). The main decision is how to approach a subject for study. This decision should be taken in light of the study's research design, the researcher's philosophical assumptions, and the data collection, analysis, and interpretation methods employed (Hurmerinta-Peltomäki & Nummela, 2006). While selecting a research approach, factors such as the research issue or topic being handled, the researchers' unique experiences, and the study's focus on target audiences are considered. A research

strategy transforms data from a general framework to particular technique activities (Saunders et al., 2009). A research methodology describes the procedures to develop hypotheses about the studied topic (Pandey & Pandey, 2021).

As discussed above, there were two primary sections of this investigation. A survey instrument is developed and used, and the findings are analysed in the study's first phase, the qualitative (confirmatory) stage. This phase empirically evaluated the links between the elements that might affect online buying in Australia and the second phase, which consists of exploratory qualitative focused interviews, primarily describes the findings as shown in Table 3.3.

A deductive strategy will be devised to explore the impact of various online marketing strategies on the Australian market for this research study in Phase 1, while Phase 2 corresponds to an inductive approach to explain the findings of the results.

*Table 3.3  
Stages of research*

*Source: Developed for this research*

Research phases		Activity
Phase 1	Quantitative analysis	Online survey (pre-test, pilot survey, and final survey)
Phase 2	Qualitative analysis	Qualitative interviews aimed to explain and validate the findings of the quantitative analysis

### **3.4.1. Use of deductive methods**

Since the research is more concerned about how online marketing methods affect the Australian retail sector, a quantitative methodology is also required. The principles of the pragmatism paradigm are thus based on the mixed school of thought, principally using a questionnaire survey as a research tool (Couper, 2011). The deductive approach is chosen because it allows for developing a theoretical foundation for this planned study to accomplish its objectives and goals based on existing and validated theoretical underpinnings. Theory and information relating to online marketing and buying behaviour are already available. Therefore, the hypothesis is built using a top-to-bottom (deductive) method (Bleiker et al., 2019).

### ***Phase 1: Quantitative stage (survey questionnaire)***

Mason et al. (2022) affirm that the research question, hypotheses, and methods needed to be established for the preliminary stage. Peer-reviewed journal papers about the study were evaluated. In addition, articles published in books, official publications, government papers, and government websites were considered (Psomas, 2021).

Online exploration is necessary to ensure the completeness and accuracy of the obtained data to conduct systematic reviews afterwards (Jayne et al., 2022). This study uses a well-known search strategy with five primary points (Jayne et al., 2022; Golder et al., 2022). First, a list of precise key phrases covering the research issue is created. Second, precise search plans for each database are created (Golder et al., 2022). To broaden the area of the search, the researcher employed a search plan technique that included more than two electronic databases in addition to manual searches for relevant literature.

Thirdly, to guarantee that the search results were consistent, exhaustive, and thorough, the research used all of the tools and methods accessible for each database to obtain the best possible research information for the literature review (Psomas, 2021; Shea et al., 2022). Fourthly, the identified studies' titles and abstracts are reviewed. Finally, the entire texts of some articles are evaluated.

The exploratory phase is frequently the first serial mixed-method study design stage. Psomas (2021) recognises that this stage enables the researcher to have a rough comprehension of the topic under study. It provides the importance and a comprehensive understanding of the phenomenon's nature (Mason et al., 2022).

After completing a literature study, targeted survey questions are utilised to collect quantifiable information (Dawadi et al., 2021). This is accomplished because an online survey might record each person's real experience and ideas (Mishra & Alok, 2022). It also provides an opportunity to support current issues and ideas regarding the theories and body of knowledge connected to the research (Golder et al., 2022). The details of data collection, data collection process, population and selection criteria, sampling size and sampling method have been mentioned in section 3.6 and 3.7 whereas the data analysis section has been mentioned in 3.10

### **3.4.2. Use of inductive methods**

On the other hand, the quantitative technique must fully explore the study's objectives and provide a limited understanding of how online marketing campaigns affect consumers' purchase intent in an Australian retail business. The inductive method is used to develop new theories and ideas that are not yet present but were developed using information and observation (Busetto et al., 2020).

#### ***Phase 2: Qualitative stage***

The importance of interviews is stressed in the last stages of the research, where qualitative inquiries are crucial to deepen comprehension of the subject (Liamputtong, 2020). Key stakeholders are asked to respond to open-ended inquiries to ascertain whether the components they probed were vital or whether more adjustment was needed to better appreciate the significance of the elements used in the framework (Dawadi et al., 2021). Participants in this research are questioned via semi-structured qualitative targeted interviews. Hence, the partiality of the quantitative approach is decreased by conducting in-depth interviews, which allows the researchers to analyse feedback responses (Golder et al., 2022).

### **3.5. Research methodological choice**

The research methodology is determined before any study is conducted. The research approach employed in the study affects the efficacy and general standard of the research project and its documentation. Additionally, to completely understand a topic of study, one must be familiar with its research procedures (Liamputtong, 2020). It is possible to frame research using closed-ended questions (quantifiable hypotheses) and explain them with the help of open-ended questions (qualitative).

#### **3.5.1. Qualitative research**

The fundamental philosophical presumptions researchers bring to the study are the different methodologies used (such as quantitative tests or qualitative approach studies). The steps taken to complete these methodologies offer a more detailed approach to examining the subtle differences between them (such as collecting data numerically on instruments versus gathering qualitative data by observing a setting (Jayne et al., 2022)).

Both methodologies have evolved from the late 19th to the mid 20th century, with quantitative methods predominating in research based on social sciences (Kothari, 2004). Mixed-methods research inspired qualitative study methods in the second half of the century (Jayne et al., 2022).

### **3.5.2. Quantitative research**

The quantitative research approach evaluates the link between numerous variables and the purpose of the hypotheses. The use of instruments is quantified by data analysis of quantitative information (Mishra & Alok, 2022). The final written report has a predetermined structure comprising its intro, books and theory, methods, findings, and discussion. Researchers that use it make similar presumptions on the generalisability of this research and reproduce the findings, account for potential theories, incorporate bias avoidance techniques, and deductive logic to evaluate ideas (Shea et al., 2022)

### **3.5.3. Mixed methods**

In the early 1960s, qualitative and quantitative research methodologies were employed in a unified study called “combined methods.” Mishra and Alok (2022) highlighted applying three standard research techniques, including mixed, quantitative, and qualitative. A research approach known as “mixed approaches” discusses qualitative and quantitative methodologies and emerges with a variety of data and information from both sources to create distinctive specifications to evaluate philosophical presumptions and theoretical measurements. Toyon (2021) calls to gather qualitative and quantitative information and implement creative strategies from intellectual and academic contexts. Combining quantitative and qualitative methods is necessary to improve understanding of a research subject using either methodology alone (Liamputtong, 2020).

### **3.5.4. Mixed methods as the preferred research methodology**

Mixed methods research is a study design where the researcher gathers data and uses quantitative and qualitative approaches for analysis, evaluation, and conclusion drawing. The three main types of mixed research methods include exploratory sequential, explanatory sequential, and parallel mixed methods (Liamputtong, 2020). The technique for mixed methods broadens the scope of the

study. A quantitative investigation is accompanied by a qualitative study in a mixed methods approach known as the explanatory sequential design. The sequential descriptive mixed-methods design relies upon this investigation. It will entail gathering data in two parts, first gathering and analysing quantitative data, then collecting and analysing qualitative data (Leech & Onwuegbuzie, 2019). In mixed methods research, scholars can give the same priority, status, and weight to both methods (qualitative and quantitative methods) or any of the mentioned methods according to the emphasis of the research (Creswell & Clark, 2006). The study gives more weight to the quantitative phase.

### ***Exploratory sequential***

When an investigator wants to follow up subjective discoveries with quantitative analysis, they employ the exploratory-sequence strategy, which is sequential in nature. This method can be used to create research topics and hypotheses. After creating a sound hypothesis, quantitative techniques are employed to verify or test the qualitative findings (Liamputtong, 2020).

### ***Explanatory sequential***

A mixed-methods study like this starts by gathering and analysing quantitative data. The next step is to collect and analyse qualitative data. The study problem where the qualitative information is thought to explain the numerical analysis is most suited for this method (Liamputtong, 2020).

### ***Parallel mixed methods***

Researchers gather both qualitative and quantitative information concurrently using a parallel technique. Separate analyses of the findings are conducted before their distinct conclusions are compared to provide a broad conclusion (Liamputtong, 2020).

#### ***3.5.5. Justification for choosing explanatory sequential***

It is crucial to choose quantitative and qualitative approaches to analysis for any primary or secondary data inquiry. The shape of the research study is determined by the objectives and goals stated for the particular investigation (Liamputtong, 2020). The study employs quantitative methods to collect information on the effect of online marketing activities on consumer buying behaviour while

physical interview-based sessions (qualitative analysis) are used as the tool to explain the research findings of the quantitative methods. Therefore, the research that employs explanatory sequential mixed methods design is preferred for this study. Because of their high validity and reliability in literature-based research, these techniques efficiently achieve the desired results (Creswell & Clark, 2006).

### **3.6. Data collection**

Adopting a systematic strategy for data collection is the best way to collect information from various sources, analyse it properly, and draw conclusions about how transmedia branding may affect consumer attitudes and buying intentions. Accurate data collection is crucial for sustaining research integrity and providing a solid foundation for making knowledgeable business decisions (Verd, 2023). There is a need to use a systematic approach, and the research questions are addressed by gathering and synthesising all empirical data following the predetermined eligibility criteria. A meta-analysis frequently condenses the findings of data collected using a methodical technique. As a result, the capability and competence of these sources allow freedom since a thorough literature study uses qualitative data (Verd, 2023). Similarly, Hurmerinta-Peltomäki & Nummela (2006) claimed that, despite the precision and objectivity of quantitative data sources, qualitative data is used to extract thorough and comprehensive informants during the exploratory study.

Secondary and primary data sources are used to assess the viability of the company idea. By gathering certain information on the variables and measuring them consistently, data collection enables the researcher to address important research issues and evaluate results (Stommel & Rijk, 2021). The data collection aims to guarantee the gathered information's reliability, accuracy, and consistency. Information is needed to determine what is required to evaluate and accomplish the research goals. Data comes in two varieties: secondary and primary (Grassini & Laumann, 2020).

#### **3.6.1. Primary data**

The initial focus of the examination was quantitative, reflected in the bulk of the data collection and analysis in the study. Questionnaires are used to collect data on Australian retail customers. The performance of quantitative data analysis depends on the questionnaire's five-point Likert scale.



To fully comprehend the quantitative data, interviews with respondents are conducted during the research's subsequent stage. The researcher obtains primary data by conducting a survey, discussions, and other direct data collection methods. Initial data was gathered from the sources where it was first created as first-hand knowledge amassed during the investigation (Psomas, 2021). The two main procedures for data collection correspond to

### **3.6.1.1. Questionnaire adaption**

The survey data collection method is frequently linked with deductive research methodology. The survey methodology is one of the most popular ways to collect data in business and management research (Bhat & Starling, 2020). The survey method is often used in both exploratory and descriptive research types. Using a survey technique with a questionnaire is a typical tactic since it enables the collection of standardised data from a larger number of respondents and facilitates comparison. Also, according to the respondents, the survey approach is reliable and simple to explain and comprehend (Kämmerer et al., 2021).

In this study, in the early stage of the investigation, the bulk of the data collection and analysis will be quantitative. Customer data is gathered in Australia's retail sector through questionnaires (see Appendix A). The questionnaire's five-point Likert scale is employed to quantitatively examine the data performance. Respondents were interviewed in the following research phase to properly understand the quantitative results (Lakens, 2022).

A questionnaire is the main technique used in this study to gather primary data. The survey accepts in the form, as set out in Appendix A. The survey includes closed-ended questions that allow respondents to express their disagreement or agreement with a proposition. However, the data uses the abovementioned option before entering the analysis software tools. (Bhat & Starling, 2020).

Using inferential and descriptive statistics, the researcher might use the survey research approach to collect the data. Also, the data gathered through surveys helps build connection models and offers probable justifications for particular interactions between factors. By employing the survey approach, the researcher controls the study process; the primary questionnaire constructs and their modifications are shown in Table 3.4.

*Table 3.4  
Various constructs of the questionnaire*

*Source: Developed for this research*

<b>Constructs of the questionnaire</b>	<b>No of items</b>	<b>Adaptation sources</b>
Mobile marketing	5	Darden & Perreault (1976) Flynn & Goldsmith (1999) Oliver & Bearden (1985) Raju(1980)
Social media marketing	5	Mayank et al. (2017) Laksama & Patria (2018)
Electronic word of mouth	4	Laksama & Patria (2018) Mayank et al. (2017)
Purchase intention	5	Lee & Lee (2009)
Privacy issues	2	Redmiles et al. (2019)
Brand persona	4	Hou et al. (2019)
Brand association	6	Tandoh (2020)
Celebrity endorsement	5	Rachbini (2018)
Distrust	5	Sevim & Hall (2014)
Ad excessiveness	4	Awan et al. (2015)
Purchase intention	5	Lee & Lee (2009)

### **3.6.1.2 Interview data**

Data gathered using a qualitative approach focuses on arbitrary traits and opinions. Data for this study was gathered directly from experts in online retail marketing in Australia and other marketing experts in Australia. There are no additional restrictions based on gender, age, etc. The only consideration was made on the fact that interview participants need to be specific people with relevant experience in retail marketing as they house the requisite experience to explain the various trends for marketing. On the basis of their experience these professionals can provide a better perception for consumer feedback of survey data.

These interviews were conducted as the researcher aims to investigate and pinpoint the online media elements that affect consumers' intentions to buy retail products in Australia. In contrast to quantitative analysis, which uses concrete data based on figures, qualitative strategy entails collecting data through electronic interviews that are subjective and in which opinions are stated about the elements influencing customers' purchasing intentions. Since the data collection for this study was conducted using electronic interviews and there were limitations imposed by Covid-19 at the time, qualitative research methodologies were used. Through theoretical observations that cannot be quantified, qualitative research produces theoretical insights that deepen our understanding of human experiences. When human attitudes and actions in natural environments need to be understood, qualitative research is relevant.

### **3.6.2. Secondary data**

To strengthen the validity of the research, the sources of secondary data must be trustworthy and legitimate (Mishra & Alok, 2022). Secondary data is crucial to the research's ability to pinpoint its gaps and better analyse earlier work that relies on the subject and focus data. The secondary sources for this project were scholarly journal articles, course readings on the planning and execution of marketing, and readily available analytical pieces about online marketing for well-known companies in the retail sector (Psomas, 2021). The course materials and marketing strategy formats were used to collect information and organise the content of this research report (Saunders et al., 2009). The websites of well-known companies and other organisations are utilised to access competitor information. Science Direct offered literature access using a university login. The constructions of the thesis developed using prior knowledge; various online databases, including Google Students and EBESCO, which were also used to acquire the data. Additionally, data on the workforce's human resources practices and monthly sales

### **3.7. Population and selection criteria**

The group of people from which the study's sample draws is known as a population. The population claims to comprise a collection of people who share certain traits (Bhat & Starling, 2020). The information gathered aids in concluding the specific phenomenon. Primary and secondary data collection are two methods for

gathering data. Data gathering assists in assessing how a situation has turned out (Parker et al., 2019). The direct way of gathering data is raw and first-hand, and it involves gathering information from sources such as conducting interviews, collecting participant responses to surveys, surveys, observation, etc. The primary data source used in this study is individuals who are online customers of retail products in Australia.

### **3.7.1. Determining population size**

The population size is often used to calculate the sample size, and the decision regarding the sampling approach is impacted by the demographic information that is readily available (Kämmerer et al., 2021). The ideal population for the research would be Australian online consumers of retail goods. Sampling is the preferred method of data collecting because it is impossible to obtain data from the entire Australian population; nevertheless, this is contingent on the availability of population-related statistics (Parker et al., 2019). The population for this research is significant, and it is expected that the people should also be unknown; therefore, sample size calculations have been computed as per the Australian population's characteristics.

### **3.7.2. The unit of analysis**

The unit of analysis is one of the most crucial components of research methodology (Sedgwick, 2014). The "what" or "person" studies is the analytical unit. Individuals, groups, and community organisations are regarded as the traditional units of analysis in social science research (Malhotra, 2006). In this study, each individual who is an actual customer of online stores that sell retail products in Australia made up the unit of analysis.

### **3.7.3. Determining the sampling frame**

In research, a sampling frame represents the members of the sample population. It also serves as an example of the components of the sample population (Sedgwick, 2014). The sample frame for this qualitative analysis included those in the Australian retail industry with expertise in the field and a proficient understanding of customer purchase intentions of Australian consumers (Malhotra, 2006). This was due to their presumed degree of competence, or more particularly, their

acquaintance with and intake of retail items in Australian supermarkets. At the same time, the sampling frame for the quantitative research was the online shoppers of retail items in Australian markets.

#### **3.7.4. Sample size selection**

**Quantitative analysis:** The quality of the results in quantitative studies are influenced by sample choice (Coyne, 1997). The sampling technique, which is strategic and promotes a strong correlation between the study questions and the sampling, was adopted by the researcher for the quantitative stage. As discussed above, the only criteria for including participants corresponds to them being retail purchasers from Australian internet retailers. The Cochran's sample size formula below has been used to estimate and statistically support a sample size with an unknown population size (Dolma, 2010). Every confidence interval has a score called Z; if the confidence interval is 0.99, the Z score is 1.96. Since it is not possible to estimate the number of people in Australia that use online marketing activities for their purchases the population size is kept unknown. However, as per the research done by Australian Retail Outlook (2020), it can be estimated that almost 50% of Australians make purchase from online sources. In addition, for calculating sample size the following assumptions have been made. For instance, it assumes that the confidence level is 99% and margin of error is 0.05. The formula is presented as

*Equation 1 Cochran's sample size formula*

$$n = \frac{Z^2 p(1 - p)}{e^2}$$

Here;

- e is margin of error (desired safety level)
- p is proportion of population (estimated)
- q = 1 – p
- z value is to be found in z-table

So, with 99% confidence level ( $Z = 1.96$ ) (Z-score calculation below) with 5% safety margin ( $e = 0.05$ ) and assuming 50% of user online communities are related to making purchases from online sources ( $p = 0.5$  making  $q = 0.5$ ), the following is the required sample size;

$$\begin{aligned} \text{Required Sample Size} &= [(1.96)^2 \times (0.5) \times (0.5)] \div (0.05)^2 \\ &= 666 \end{aligned}$$

#### **3.7.4.1 Validation of sample size using online sources**

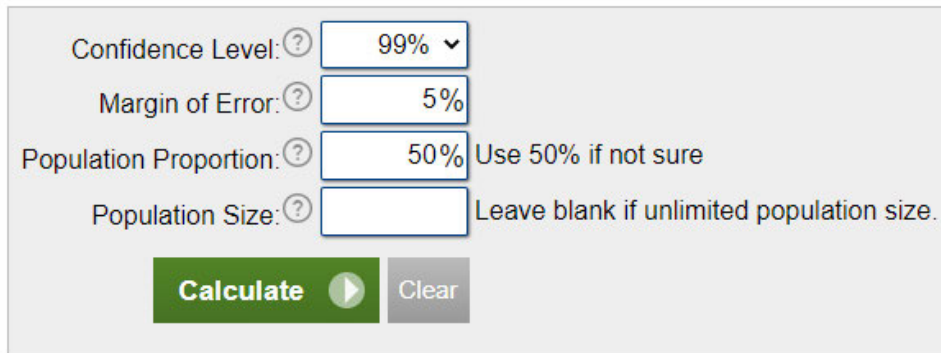
An online tool was utilised to statistically justify the sample size calculation, and the following results were achieved as shown on a web page. The study utilised a popular online sample size calculator as present on the net link <https://www.calculator.net/sample-size-calculator.html> to determine the sample size. The online calculator enabled the user to easily enter the margin of error, population size, and confidence level, and the sample size was achieved. In comparison to manual or software-based ways of determining sample size, online calculators have a number of benefits. They are practical, available, and simple to use. Numerous online calculators are available for various study kinds, designs, and results, including randomised controlled trials, cohort studies, surveys, and meta-analyses. In accordance with the research question and hypothesis, these tools have the ability to modify the calculation's parameters, such as the level of significance, the level of power, the impact size, or the margin of error.

Figure 3.2  
Web based calculation for sample size from

Source: Calculator.net

Sample size: **666**

This means 666 or more measurements/surveys are needed to have a confidence level of 99% that the real value is within  $\pm 5\%$  of the measured/surveyed value.



The image shows a web-based calculator interface for determining sample size. It features four input fields, each with a help icon (a question mark in a circle) to its left. The first field is 'Confidence Level' with a dropdown menu set to '99%'. The second field is 'Margin of Error' with a text input set to '5%'. The third field is 'Population Proportion' with a text input set to '50%' and a note 'Use 50% if not sure' to its right. The fourth field is 'Population Size' with an empty text input and a note 'Leave blank if unlimited population size.' to its right. Below the input fields are two buttons: a green 'Calculate' button with a right-pointing arrow and a grey 'Clear' button.

As per the population characteristics of the Australian population, the sample size calculation shows a value of 666.

**Qualitative analysis:** For the qualitative analysis, interviews with 52 participants were conducted, as recommended in the studies of Bertaux (1981) and Mason (2010). To determine sample size for the qualitative analysis, the Cronbach formula was not used to determine the sample size, instead a market survey was done to determine how to find interested participants that were willing to take part in the interview query.

### **3.7.5. Non-probabilistic sampling methodology as a sampling technique**

A non-random, discretionary way of selecting a population of units is non-probability selection. Non-probability sampling is a quick, simple, and affordable method of gathering data because it doesn't call for a whole survey frame. Yet, it is necessary to think that the sampling is representative of the entire population to make any conclusions about the population from it. The main justification for selecting this sampling technique is that it is not possible to select the entire population (all online shoppers of retail products in Australia). Hence the non-probabilistic technique is useful (Mason, 2010). Furthermore, because the items are

selected randomly, it is difficult to determine the probability that a certain element will be included in the sample.

There is a need to generalise the research results, and sampling is a segregation process or a pick from the population that includes details of the entire population. Selection aims to compile a small group of data to give the information needed, based on the research's purpose (Mason, 2010). Compared to qualitative analysis, the sample size employed in statistical analysis is typically much more significant. The most crucial element in determining the accuracy of research findings is the chosen sampling methodology (Suri, 2011). The results would show preliminary results if the sample needed to be correctly selected. Using the sampling procedure, the researcher can choose or contact the sample subjects from the more significant population (Mason, 2010).

**Quantitative analysis:** In the framework of the study, a non-probabilistic sampling methodology is used to pick a population based on a few relevant characteristics, giving the researcher a way to increase the size of the sample population utilising random selection techniques (Smith, 2012). Target audience data is gathered using the non-probabilistic sampling technique for quantitative data. Non-probabilistic sampling can help collect data on people with specific qualities who may be hard to discover (Suri, 2011).

**Qualitative analysis:** Similarly, a non-probabilistic sampling methodology allows the recruitment of clients who fit specific criteria, such as those that engage in online shopping with the assistance of other participants (Zikmund et al., 2013).

### **3.8. Administration of surveys and interviews**

#### **3.8.1. Distribution of questionnaire**

Participants complete a survey independently to supply the study with the necessary data. The questionnaire used in this study has 45 items pertinent to its topic and goals, plus a few extra ones to weed out ineligible participants before data processing. Five-point Likert scales were used in the survey design (Hoare & Hoe, 2013). The 5-point Likert scale form provides at least five options connected to a topic, each of which varies in strength, to examine how the real possibilities affect people's attitudes and actions (Joshi et al., 2015). A 5-point Likert scale is helpful in quantitative research since it allows respondents to provide answers based on the



intensity with which they agree or disagree rather than simply agreeing or disagreeing (Jayne et al., 2022). Although there are many alternatives, this scale is criticised for not accurately measuring the respondent's mindset. Consequently, 614 correctly filled responses from eligible responders from a sample size of 666 were successfully attained due to the convenience sampling technique (Chawla & Sodhi, 2011).

### ***3.8.1.1 Establishing and managing contact with survey respondents***

To hunt for possible responders, personal visits were undertaken to retail markets in Queensland, including Pacific Fair Shopping Centre, Harbour Town Premium Outlets, Cavill Mall, Robina Town Centre, The Oasis Shopping Centre and Marina Mirage. The interested working class in these markets was given permission to share their opinions on the online survey. Furthermore, the questionnaire was uploaded on various online social forums (Facebook, Twitter, and Instagram) forums for online platforms such as as oo.com.au, getprice.com.au, myshopping.com.au, aussieshopping.com, Kogan.com and rushk.com.au.

### ***3.8.2. Carrying Out Interview Sessions***

The research uses structured interviews as preferred research methods that allow for greater operational flexibility and more or less opportunity for prompting participants to gather and interpret data. As a result, it is sometimes referred to as a standardized interview and takes a very quantitative approach. Depending on the intended population, these interviews were structured as closed- open-ended. This interview's questions are pre-planned based on the specific information that is needed.

#### ***3.8.2.1 Recording instrument***

A paper survey or a system for computer-assisted interviews are examples of data collection tools or equipment referred to as "recording instruments". The variety of objectives relies upon the selection of data collection instruments. Data collection aims to collect high-quality content for evaluation, which will develop credible and persuasive answers to the given question. As previously mentioned, online interviews are used in the research to record data.

### **3.8.2.2 Pilot testing**

There is an opportunity to save time, costs, and the possibility of error or problem, and the research carried out a rigorous technique by conducting a pilot study. The pilot study determines whether the interviews effectively spread the research's message and further the cause (Dolma, 2010). Although pilot testing is not mandatory for qualitative testing, it has helped to rectify or enhance the research approach and increased the likelihood of obtaining accurate results (Kämmerer et al., 2021). There is a need to be sure that the participants fully understood the interview's content, there were no language barriers, the data collection for each participant was reasonable, and that the respondents appropriately received acknowledgement of the study's underlying goals that a pilot study conducts. Three members of the researcher's social network were contacted for this purpose via Zoom and introduced to the questionnaire

### **3.8.2.3 Establishing and managing contact with the interviewees**

The interview process included determining the time limit, asking an introductory question, pursuing specific issues, asking follow-up questions, and concluding the interview. The interviewer expressed gratitude to the respondents for their time and shared information. These steps are detailed below (Bell & Waters, 2018).

The first step corresponded to ensuring the interview process went as planned. The researcher made sure to reserve the meeting location and to receive participant confirmation of the agreed-upon meeting location and time (Toyon, 2021; Busetto et al., 2020). A follow-up call ensured that the chosen participants receive the email sent to the suggested participants around a week before the interview.

The second phase began with a proper announcement by the researcher, followed by a discussion. A reading of the agreement to the participant ascertained their desire to participate. At this time, demographic information was also checked (Chawla & Sodhi, 2011).

The third part involved compiling answers to descriptive questions, followed by open-ended inquiries about the consumer experience and the elements influencing different online marketing strategies (Bleiker et al., 2019). The open-ended queries were designed to elicit answers that were indicative of participants' perspectives on the subject of the study. Every interview started with screening

questions related to the study's topic. The interviewer benefited greatly from the open-ended questions (Bell et al., 2022). With these kinds of inquiries, the researcher could establish a rapport with the participants and gain a more profound knowledge of the context in which they provided their information. It was crucial to raise specific or complex topics for later, more direct inquiries (Jayne et al., 2022).

In addition, the interviewing procedure included probing inquiries (Mishra & Alok, 2022). These questions were necessary to understand the reasons behind the participants' responses or to nudge them toward sharing more specific information. As more data was gathered, there were more in-depth inquiries overall. Queries such as *which particular online marketing strategy is the most effective?* was one of the tough questions on the interview question schedule. Similarly, *do you constantly seek to raise the bar for your internet marketing?*

Additionally, the researcher used guiding questions during the interview and gave participants pointers on providing thorough answers. The interview's conclusion was the process's last phase. The interviewer promised the privacy of the respondents' data and expressed appreciation for their cooperation and input. According to the researcher, participants said they might ask for a copy of the evaluation of their data when it was available (Shea et al., 2022).

#### **3.8.2.4 Pre-test of interviewees**

The participants were chosen using a non-probability sampling technique. Before the pre-test research, the participants were given a consent form to sign confirming they had no objections to the verbal interview and a participant information page. The video recorder's audio recordings are kept in an Mp3 file (Etikan et al. 2016).

For this pre-test, three individuals received questions. One student was pursuing a postgraduate certificate, and two were at the bachelor's level, as per the subjects of three interviews. At the same time, the other three performances were at the participants' workplaces. The interviews took about 25 minutes to conduct on average. The researcher modified the interview questions to be utilised in the qualitative phase of the study once the saturation point was acquired.

The pre-test interview revealed several problems. After the initial consultation, it became clear that participants needed an idea of various online marketing techniques to move forward. This was rectified, and starting with the second

interview, the researcher explained this idea to the participants. The concerns with trust related to consumer behaviour also worried the participants.

Various problems encountered during the pre-test interviews were addressed by adding clear prompting and revealing questions in the accurate interview section. After reviewing these fundamental ideas, a thorough examination of the interview questions was completed once more which revised the poking, prodding, and prompting questions to improve their clarity and ensure a smooth progression during the main in-depth question and answer session phase of the study. It ensured that attendees would be able to respond to the questions easily.

### ***3.8.2.5 Trustworthiness in qualitative research***

Reliability in qualitative research supports the idea that the results are significant enough to warrant additional study. Because categories are created directly from the raw data rather than by utilising a theory-based matrix, it is essential for inductive content analysis. It is crucial to consider the methodologies used to determine validity and how well internal validity concerns are handled while conducting qualitative research. The study's bias, reactivity, and responder bias are the biggest threats to trustworthiness (Connelly, 2016).

According to qualitative research, believability, generalisability, conformability, and dependability are all aspects of trustworthiness. Through conversations and a variety of literature reviews, the results are made credible (Shenton, 2004). The fact that respondents do not belong to the targeted group contributes to the research's transferability, which indicates using it in different contexts. In the section on data analysis, the process's specifics give conformance or impartiality to the outcome prescription. Finally, dependability measures how easily a study may be repeated (Connelly, 2016).

## **3.9. Data analysis tools**

Data analysis, in which data are assessed based on summaries of the data collected, is a significant component of research. It entails applying statistical, logical and analytical thinking to the data that has been gathered in order to discern trends and patterns. Connelly, (2016) define research data analysis as the process through which the researcher reduces and interprets the data to generate new insights. Large amounts of data are condensed into understandable information through this

procedure. As the research can be broadly classified into two sections, the data analysis portion of the study can also be divided into two main parts i.e. quantitative data analysis and qualitative data analysis.

### **3.9.1. Quantitative data analysis tools**

A mathematical method known as quantitative analysis (QA) gathers, examines, quantifies, and analyses data. It makes use of a variety of tools, including statistical analysis, financial modelling, and other scientific approaches (Shao et al., 2016). Utilising streamlined, refined data to improve judgements and foresee patterns is the primary goal of quality assurance (Connelly, 2016).

It should come as no surprise that statistical analysis is a part of the analysis of quantitative information. The use of quantitative analysis relies on statistical analysis techniques, which range from fairly simple computations (such as average and medians) to more complex studies (such as associations and regressions).

SEM, regression analysis, confirmatory factor analysis regression tests for hypotheses are examples of several kinds of statistical tools, as explained below. These technologies give analysts access to statistical techniques for compiling and analysing data (Shao et al., 2016). When examining survey findings, historical data, or financial figures, these tools might be helpful. These tools may also be employed to anticipate the effects of major determinants of online marketing on the purchase intention of consumers.

- In the beginning, the quantitative analysis tools can be utilised to gauge group differences. This includes to mark the differences between the demographic profile of survey respondents.
- The research also uses confirmatory factor analysis (CFA) to authenticate the validity and consistency of the constructs of the questionnaire.
- A multimodal statistical analytic method called structural equation modelling is employed to examine structural relationships. This method examines the structural link between the variables being measured and latent constructs by combining component analysis with multiple regression analyses. The researcher favours this approach since it calculates numerous and connected dependencies in a single investigation.
- The research also employed regression to evaluate the connections between various study variables i.e., the effect of dependant and moderating variables

on the independent variables. This method is also employed for rigorous empirical hypothesis testing.

The quantitative analysis tools for the research are presented below:

### **3.9.1.1 Confirmatory factor analysis**

The study uses confirmatory factor analysis (CFA) to authenticate the validity and consistency of the constructs of the questionnaire (Byrne, 2013). It draws out the variable from multiple sources of variables and accounts for the most considerable variability among linked variables. For instance, observing changes in the data set can be used to measure data trend analysis (Byrne, 2013). Fan et al., (2016) applied CFA for data measurements in the applied sciences, and several researchers have done the same. Confirmatory factor analysis can decrease data variability and standardise the dimension of numerous estimators on behalf of the correlations present. It involves all those variables related to bringing the associated changes in the data frame. To hypothesise a latent variable, one should know the concerns with the justification for doing so. Disturbance explains the correlation in the abiotic stress scenario mentioned above (Streiner, 2006).

#### 3.9.1.1.1 Path analysis

Path analysis measures the correlations between numerous factors (Shao et al., 2016). It is very good at assessing and growing the systematic hypothesis with direct causal impacts. However, it has recently become commonplace to exchange the two effects.

#### 3.9.1.1.2 Model evaluation indices

The model analysis gives rise to the path coefficient, including standard error, p-value, and RMSEA. These are easy to handle for the study of SEM to suggest the model-fitting to represent the variability. The indicators of model-fitting remain helpful in the variability of the problem. The implementation of SEM determines the misspecification to ignore the rise to the fitted indices. These suggestions give rise to discussing model evaluation (Hu & Bentler 1999). The two minor indexes must be merged by cutting off the values to remain purposeful (Fan et al., 2016).

#### 3.9.1.1.3 Chi-square test ( $\chi^2$ )

The Chi-square test checks measure the inconsistency to differentiate between the original and implied covariance matrix. It results in the non-reliable

results, and the optimum measurement relies upon SEM through  $\chi^2$  test as it is good to fit to  $p > 0.05$  (Fan et al., 2016; Hu & Bentler, 1999). There is a need to consider the  $\chi^2$  examination through the variability of comparison to multiple SEM and sample size (Hu & Bentler, 1999; Curran, 2016).

#### 3.9.1.1.4 Root mean square error of approximation (RMSEA)

Two measures apply the data to check its fitness by employing mean square residuals as it consists of the (SRMR) to the approximation of (RMSEA). There is a need to diagnose the model which looks less sensitive by the sample size fitness (Hu & Bentler, 1999; Fan et al., 2016). It represents that the RMSEA remains below 0.06, which indicates the fitted model (Hu & Bentler 1999).

#### 3.9.1.1.5 Comparative fit index (CFI)

It is the indication of CFI, which puts the summation of the variability to consider the covariance matrix, which is from 0.0 to 1. It is the highest value of CFI, which proposes a best-fitted model to remain close to 0.95 with an increasing trend (Hu & Bentler 1999). Moreover, the CFI influences the sample size compared to the Chi-square test (Fan et al. 1999; Tabachnick & Fidell 2001).

#### 3.9.1.1.6 Goodness-of-fit index (GFI)

The suitable value of GFI exists between 0–1.0, as it influences by sample size (MacCallum & Hong 1997; Sharma et al. 2005).

### **3.9.1.2 SEM**

Researchers in the sciences, industry and other fields use various "structural equation modelling" (SEM) approaches for experiment-based and observational research. The behavioural and social sciences use it the most. With technical terminology, SEM is easier to define, but the acronym itself is an excellent place to start. It involves the construction of a model to reflect the multiple elements of an observable or hypothesised phenomenon that is thought to be temporally structurally comparable to another (Singh, 2009). There is a need to ascertain the causal effects' orders of magnitude and assess if the observed data are consistent with the proposed causal architecture; specific interconnections between the variables and their values to notice according to the causal structures. A structural equation model (SEM) uses statistical algorithms, typically based on linear algebra and generalised linear designs, run on exploratory or observational data to estimate the equations,

which are computational, and scientific properties inferred by the prototype and its structural properties (Singh, 2009).

Path and confirmatory factor analyses are two statistical methods combined to develop SEM. Confirmatory factors analysis, which has psychometrics roots, seeks to assess occult psychological traits like attitude (Singh, 2009). Contrarily, path analysis originated in several sciences and targets to maintain the formal connection through a path diagram (Barrett, 2007). In older econometrics versions, simultaneous equations present the route analysis. In the 1970s, SEM merged the two and gained popularity in various disciplines, including social science, business, health care science, and basic sciences.

It can be challenging to define what constitutes a structural equation model (SEM) and what is not included in SEM model. However, they frequently incorporate postulated causal connections between sets of latent variables (variables that are thought to exist but cannot be directly) and causal links between the postulated latent constructs (Barrett, 2007).

The SEM toolset includes path analysis, partial least squares route modelling, multi-group modelling, longitudinal confirmatory factor analysis, and hierarchical or multilevel modelling (Singh, 2009). SEM is frequently justified because it aids in identifying latent variables that are thought to exist but cannot be observed directly (Moore, 2012). It results from variations in the forms of latent causal linkages, variations in the observed variables used to measure the latent variables, and variations in statistical estimate techniques that help to determine causal relations between study variables.

Confirmatory factor theory and path evaluation are two statistical methodologies that produce SEM (Singh, 2009). Confirmatory factor analysis, a psychometric approach, aims to quantify latent motor attributes. On the contrary, route evaluation appears through biometrics and identifies the causal association between variables by sketching a path diagram. In older econometrics, simultaneous equations present path analysis.

It frequently uses measurement models (see path analysis, above) and path models (see confirmatory factor analysis). Furthermore, it uses statistical models and software programs to examine the relationships between latent variables, beneath the actual variables taken from observed data (Streiner, 2006). Researchers utilising SEM use software applications to determine the intensity and sign of a factor for



each modelled arrow and give diagnostic hints about whether indicators or model elements can cause a discrepancy between the models and the data. SEM method criticisms to confront challenges with maths-oriented formulation, a trend to embrace models without proving credibility, and potential prejudice in philosophy (Streiner, 2006).

Many of these measures and test performance through statistical estimation methodologies, where the issues arise through the model determination utilising all modelling techniques as per the data, and are a vital essence of SEM. As a result, the errors can be more accurate than a researcher concurrently estimates (Singh, 2009).

### **3.9.1.3 Regression analysis**

This study uses a combination of data-collection methodologies that increase the likelihood that the analysis will follow sound scientific principles. The two fundamental analyses, quantitative and qualitative, must be carried out. Techniques like correlation and regression must apply for quantitative analysis. A correlation analysis is a popular method for determining how strongly the variables under examination are related to one another (Stanley & Jarrell, 2005). Strong, moderately strong, or weak relationships between variables can be explicitly defined using the numerical values acquired through correlation analysis (Chatterjee & Hadi, 2006). Regression analysis also helps to determine the causal connection between the studied variables, i.e., the independent and dependent factors. These two tests directly aid in testing hypotheses, and assumptions will either accept or reject depending on the outcomes (Terry et al., 2017). These analyses are carried out with the use of AMOS software. Applying this widely utilised content analysis technique to qualitative data may help identify patterns between the data.

### **3.9.2. Qualitative analysis tools**

Quantitative study methodology involves gathering and analysing numerical information for statistical analysis and is the antithesis of research that is qualitative. To better comprehend ideas, opinions, or experiences, qualitative research entails gathering and analysing non-numerical data (such as text, video, or audio). It can be utilised to uncover intricate details about a situation or to spark fresh study concepts.

Qualitative study is done to comprehend how individuals see their surroundings. Although there are numerous ways to do qualitative research, most of these are adaptable and put a strong emphasis on preserving rich meaning when analysing the data.

In qualitative studies, thematic evaluation is common. It places a strong emphasis on spotting, deciphering, and understanding qualitative data patterns from qualitative interview sessions. Research of thematic analysis is employed to analyse qualitative information that entails examining a set of data and searching for patterns so the significance of the data is found in order to identify themes. Getting a sense of the information is an active reflexive process where the researcher's personal experience is crucial.

### **3.9.2.1 Thematic analysis**

Qualitative research has gained widespread acceptance in several areas of education science, such as administration, curriculum, and psychology research. This research style's advantages are primarily responsible for the broader acceptance of qualitative education research (Braun & Clarke, 2012). In contrast to the quantitative technique, qualitative inquiry is a research methodology that produces a holistic knowledge of the events within a specific context, uncovers numerous realities and explains events based on the informants' points of view (Joffe, 2012). It recognises that applying the qualitative data from face-to-face interview sessions to support the researcher's evaluation of the issue is more thorough than just doing large-scale data analysis. Another advantage of qualitative study is its use in developing nations while considering their circumstances. The benefits of personal research, in-depth interviews, and observations are most substantial in predominately oral cultures. However, there is still a propensity for policy and research making in many developing nations to focus on a systems approach that ignores the reality of schooling in a real-world setting. In many research projects, thematic analysis is a crucial phase, and NVivo software can be a very useful tool for carrying out this kind of analysis. Organising, analysing, and interpreting unstructured or qualitative data is made easier for researchers with the use of NVivo, a potent qualitative data analysis program.

Due to its robust functionality and user-friendly design, NVivo is an appropriate option for thematic analysis. It is made to assist academics in properly

and swiftly analysing significant amounts of data and identifying the underlying themes. Large volumes of data may be easily arranged, interpreted, and visualised using NVivo, making it the perfect tool for theme analysis. These analyses use NVivo software (Braun & Clarke, 2012).

The technique of conducting a theme analysis with NVivo is simple. The data, such as that from interviews, surveys, focus groups, and text documents, must first be imported into NVivo and then the analysis process once the data has been imported. A step-by-step tutorial on how to conduct a theme analysis using NVivo is presented:

Step 1: Create coding framework

Making a coding framework—a group of categories or codes—is the first step in organising and analysing the data. By collecting comparable concepts and ideas, or by utilising pre-existing theories or frameworks, you can develop coding frameworks (Joffe, 2012).

Step 2: Code the data

The next step is to software the data, which is the act of associating the codes or labels you generated with the data to enable organisation and categorisation and facilitate analysis. You can code the data manually or utilise NVivo's automated coding tools to expedite the process (Braun & Clarke, 2012).

Step 3: Data analysis

You can start analysing the data as soon as it has been coded. To assist you in finding themes and patterns in the data, NVivo offers a variety of effective tools. The query and tools for visualisation can be used to study the data and find connections between the codes.

Step 4: Analysing the outcomes

The results must then be interpreted in order to form conclusions. This entails evaluating the trends and themes shown by the data and deciding how they affect your research (Braun & Clarke, 2012).

### **3.9.2.2 Sentimental analysis**

Sentiment analysis involves examining a digital text to identify whether the message's emotional tone is good, negative, or neutral. Companies now have a lot

of text data, such as emails, chat transcripts from customer service, and comments on social media, and reviews. This text can be scanned by sentiment analysis software to discover the author's viewpoint on a subject. Businesses use the data from sentiment evaluation to boost brand recognition and customer service. Based on actual and detailed client feedback, a system for sentiment analysis aids businesses in improving their goods and services. Real-world situations or things (also known as entities) that consumers associate with unfavourable sentiment are identified by software tools (Zhang et al., 2018). Due to the text analysis software, product engineers concentrate on enhancing the processor's ability to regulate heat. Opinion mining, sometimes referred to as sentiment analysis, is a crucial business intelligence technology that aids businesses in enhancing their goods and services. Below is listed a few advantages of sentiment analysis. By adopting sentiment analysis technologies powered by software tools businesses can prevent the personal bias that comes with human reviewers. As a result, when businesses examine client feedback, they produce reliable and unbiased data.

The research uses NVivo for identifying the sentiment or emotion expressed in a piece of text, such as positive, negative, or neutral, which is known as sentiment analysis in NLP (natural language processing). The sentimental analysis helps to better explain how different moderators and demotivators affect the purchase intention of consumers. This analysis helps to determine the tone of interview sessions and interpret to determine if it is good, negative, or neutral. This procedure involves analysing and categorising subjective data using language methods and software tools. Sentiment analysis finds immense application to the research as it provides a thorough analysis on customer feedback analysis, social media tracking, and other fields where comprehension of sentiment is essential (Pudaruth et al., 2018).

### **3.10. Ethical considerations**

Research ethics are the ethical precepts that guide the researcher to adhere to the research regulations. These rules, which are pertinent to their study, must be followed by all researchers. While performing the analysis, adhering to these research ethics is crucial. Research supports social and moral principles such as the idea of doing no damage to others and seeks to advance mutual respect and justice. Along with respecting society and preventing the misuse of existing research

resources, the goal includes advancing knowledge. Honesty, impartiality, transparency, respect for property rights, and confidentiality are the research ethics upheld during qualitative research employing secondary data (Walker, 2007).

### **3.10.1. *Voluntary participation***

It is the voluntary participation of the researchers who work by negating any pressure and do not feel it is their obligation. It works beyond the justifications over the omission of the research as it is essential to make the participants aware of potential harm to avoid voluntary participation. There is a need to know about research, which assigns respect to the opportunities instead of avoiding its pursuing powers.

### **3.10.2. *Confidentiality***

While performing research, the privacy of the study's data is guaranteed, as is participants' anonymity. It is strictly notified to prohibit giving misleading or inaccurate information about the study's goals. Further, data must be retained for a specific amount of time before being removed to prevent exploitation by other researchers (Pascoe Leahy, 2021).

### **3.10.3. *Integrity***

All communication related to the research proposal are sincere and ethical. The secondary data does not misrepresent in any discriminatory way. The researcher must analyse the data appropriately and include one or more procedures to verify the reliability of the data from various sources. Additionally, it ensures that the analysis' results couldn't be used to pinpoint specific individuals and that using secondary data couldn't hurt anyone (Pandey et al., 2020). Depending on the source and type of the data, secondary data typically involves humans and needs ethical approval. The nature and origin of the data will determine an honest evaluation (Stommel & Rijk, 2021).

### **3.11. Chapter summary**

The chapter provides the methodological procedure carry out the study. The research design opted for the research has been discussed in detail. The pragmatist school of thought has been selected for study because it is necessary to understand social behaviour and emotion that effects consumers' attitudes and intentions to make purchases, both in the context of qualitative and quantitative analysis.

# CHAPTER 4: QUANTITATIVE DATA ANALYSIS

## 4.1. Chapter overview

The Australian retail sector that automates consumer purchase activities through the e-commerce store is discussed, based on data collected via an online questionnaire. The sample size of 666 participants was pooled. A link was shared with the 666 participants to access the survey questionnaire online; however, 614 questionnaires were found useful for the analysis. The study's findings of the data collected from survey participants' feedback offer insight into the online elements affecting the success of the Australian retail sector. Descriptive evaluation, regression analysis, reliability of findings discussion, and correlation analysis have all been done following the numerical form through data analysis described in the research methodology chapter. The study's data analysis component was finished, and AMOS was used to validate the results. Bar charts or correlation tables have been used to graphically portray the results of data analysis.

## 4.2. Grouping of data, segregation, and labelling

### 4.2.1. *Segregation of independent and dependent and moderating variables*

A linear connection between the learning variables is necessary for correlation evaluation to facilitate the analysis:

**Dependent variables:** Accordingly, customers' purchase intention is considered a dependent variable in the research, pertinent to the research theme. This study will explore in part, several factors that affect the purchase intention of Australian retail customers.

**Independent variables:** As a consequence of the study, the independent variables correspond to the following factors: social media marketing, mobile marketing, and eWOM. Referring to these as independent variables is appropriate since they have not been affected by any other variables discussed throughout the study but instead affect the dependent variable. It is important to note that these variables also significantly impact the purchase intention of online Australian retail customs.

**Moderating variables:** It is possible to calculate moderators in two ways: through interaction effects or path analysis. Researchers enter controls

simultaneously into a hierarchical linear regression in the first block, independent variables and moderating variables into the second block. The interface between the moderator and independent variables (i.e., the interaction) are then entered into the third block to calculate interaction effects. Moderating variables related to this study correspond to privacy issues, brand persona, brand association, celebrity endorsement, distrust, and ad excessiveness.

#### ***4.2.2. Description of study variables***

The amount of data from nearly 614 respondents was large enough to create problems in Excel, especially when it came to the analysis part of the data. It was necessary to modify the data and generate study variables to achieve this.

#### ***Data labelling***

Ten constructs were primarily represented in the survey questionnaire used for the dissertation research. Survey questionnaires fell into the categories in Table 4.1 below, as a general guide.



*Table 4.1  
Major constructs for questionnaire*

*Source: Developed for this research*

<b>Learning variables</b>	<b>Items</b>
Purchase intention	5
Mobile marketing	6
Social media marketing	5
Electronic word of mouth	4
Privacy issues	2
Brand association	6
Brand persona	4
Celebrity endorsement	5
Distrust	5
Ad excessiveness	4

Based on the survey questionnaire, the response from the target audience was initially recorded in Excel as values from 1 to 5 according to the Likert scale. Labelling all the constructs used in the survey questionnaire was necessary for this transformation. The constructs developed for various independent and moderating variables, for example, social media marketing, mobile marketing, electronic, eWOM, privacy issues, brand association, brand persona, celebrity endorsement, distrust, and ad excessiveness, were labelled (PIn, MBn, SMMn, EWOCn, PVIn, BAn, BPn, CBn, DSTn, and ADEn) as outlined in the research model (conceptual framework) and are shown by quantitative test under SEM. Purchase intention has been referred to as Pin, as the dependent variable. As part of this technique, variables are defined as a construct's constituents. Tconstructs are connected through factor analysis, multiple regression methods, and how variables are associated with other variables.

#### **4.2.3. Data grouping**

The study variables are then grouped based on the constructs developed for the variables (dependent, independent, and moderating). These are PI, MB, SMM,

EWOC, PVI, BA, BP, CB, DST and ADE. For moderating relations, the new variables are labelled as BP x SMM, BP x EWOC, BA x SMM, BA x EWOC, CE x MM, CE x EWOC, PI x SMM, PI x EWOC, DST x MM, DST x SMM, DST x EWOC and ADE x MM.

### **4.3. Data evaluation**

Data operations are presented in this section for the grouped and labelled data set. As mentioned, statistical procedures such as descriptive tests have been carried out with Excel.

#### **4.3.1. Descriptive evaluation**

A descriptive evaluation of the data specifications permits us to determine the core tendency of the data as well as compute the frequency of different variables. Our analysis reveals insights regarding the data's characteristics, patterns, and basic information about the survey respondents. This data set has been analysed descriptively according to the following.

##### **4.3.1.1 Demographic profile of respondents**

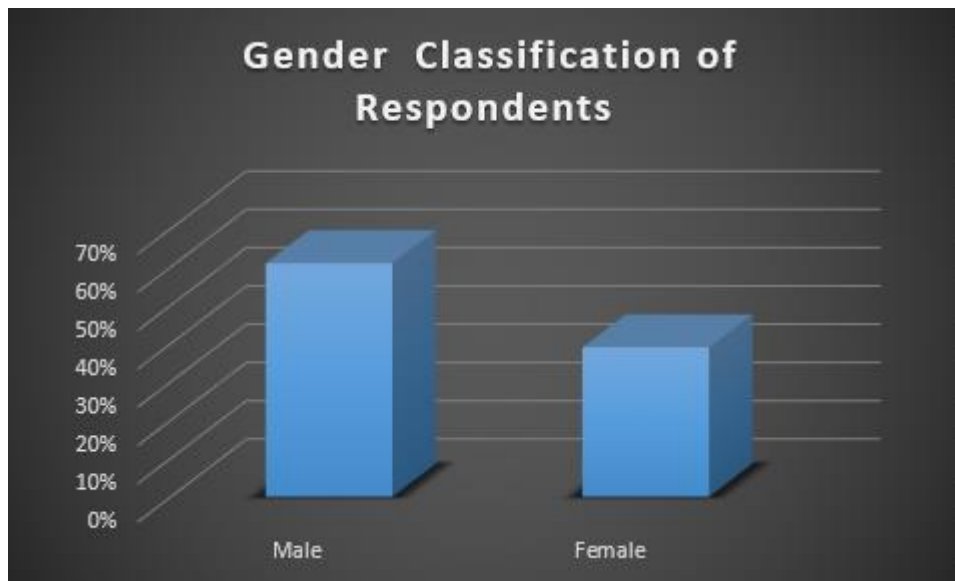
The following data trends highlight the basic demographic profile of the survey respondents. The main attributes include the following.

###### 4.3.1.1.1 Gender classification of respondents

According to the survey questionnaire, the first question aims to determine the gender of the participants in the study as an indication of its direction. Considering the computed data from the participants, nearly 61% of them are male, while the remaining 39% are females, as shown in Figure 4.1.

Figure 4.1  
Gender of survey participants

Source: Developed for this research



#### 4.3.1.1.2 Age classification of respondents

Survey respondents are asked to determine their age distribution in the second inquiry of the questionnaire. The age profile of the respondents shows that 111 participants are in the age range 20 years or above, while 124 respondents lie in the age range of 30 years or above. Then 198 participants have the age range of 40 years or above while 137 participants lie in the age range of 50 years or above, and finally, 44 participants lie in the age range of 60 years or above,

Figure 4.2  
Age of interview respondents

Source: Developed for this research

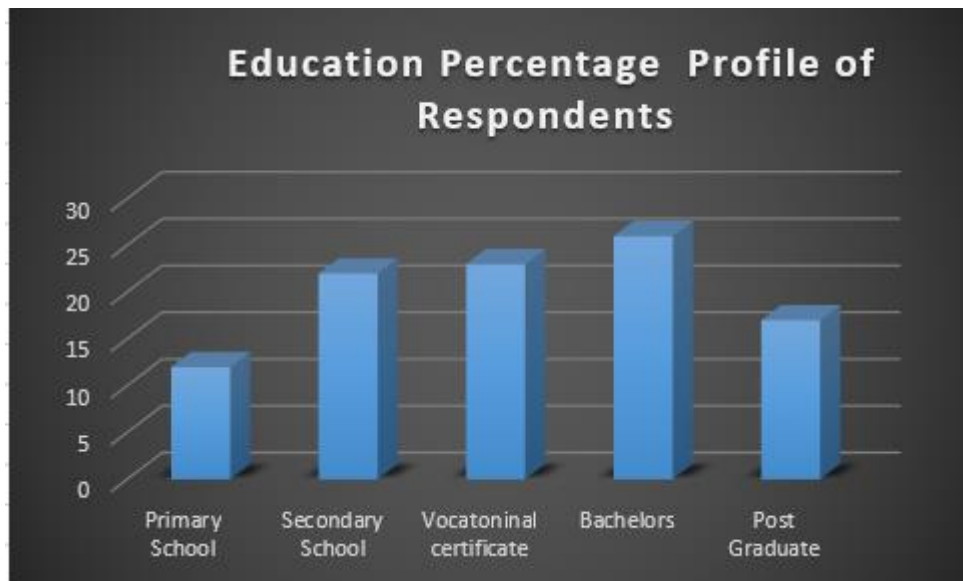


#### 4.3.1.1.3 Education profile of respondents

There is evidence that participants with good education profiles are more likely to provide better insights into their organisations. Figure 4.3 shows the work experience categorisation based on survey participants' data. It shows that 12% of respondents have primary school education, 22 % have secondary school, 23% have a vocational certificate, 26% have a bachelor's degree and 17% have a post-graduate degree.

Figure 4.3  
Education profile of respondents

Source: Developed for this research

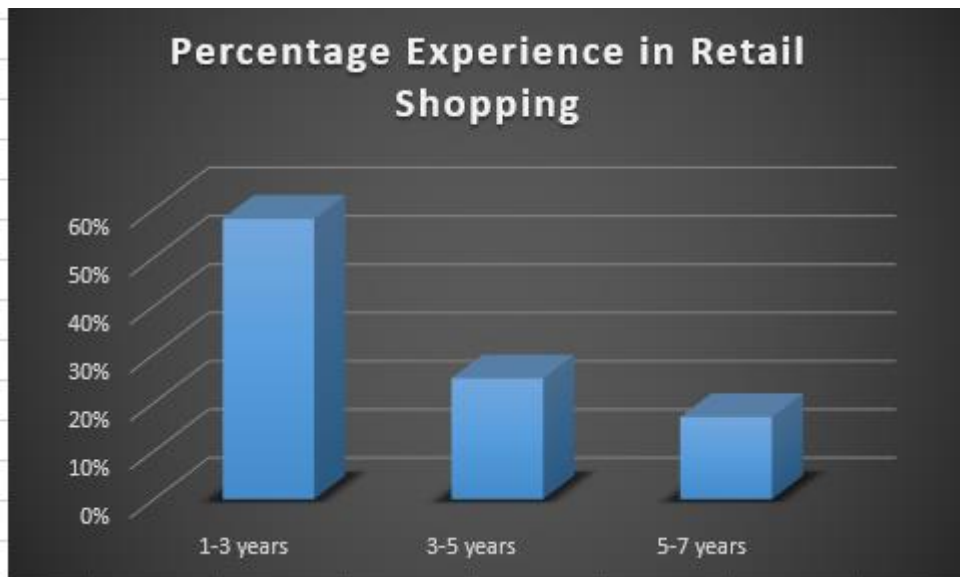


#### 4.10.1.5 Experience in retail shopping

Figure 4.4 is an essential question since it includes information about the knowledge and experience of participants with online shopping, which is vital information. Participants who have had a positive experience are likelier to provide their organisation with better insights about their work environment than those who do not. Data collected from survey participants have been used to categorise the work experience of those who voluntarily participated. The survey results indicate that almost 58% of the survey participants have one to three years in retail shopping, while 25 % have three to five years of experience.

Figure 4.4  
Experience in retail shopping

Source: Developed for this research

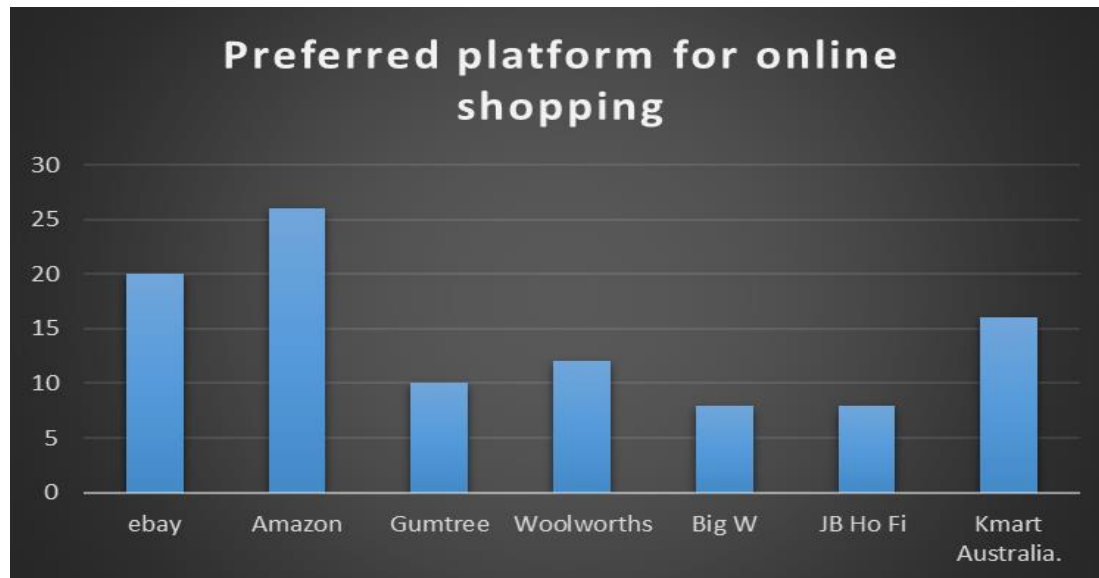


#### 4.10.1.6 Preferred platform for online shopping

As a result of data collection, the company profiles of respondents have been categorised in Figure 4.5. Most participants (approximately 46%) are shoppers of online platforms such as eBay and Amazon. In contrast, the remaining 10% belongs to Gumtree, 12% to Woolworths, 8% to Big W, 8% to JB Ho Fi and 16% to Kmart Australia.

Figure 4.5  
Preferred platform for online shopping

Source: Developed for this research



#### 4.4. Confirmatory factor analysis

The Confirmatory Factor Analysis (CFA) examines the structure's reliability using a quantitative data evaluation methodology related to the SEM family in the study presented by Goodboy and Kline (2017). The CFA applies similar ideas to evaluate the data. The primary distinction is that CFA predetermines the structure of the factors and tests hypotheses rather than allowing the data to define the factor structure. CFA can be used to evaluate the fitness among a previously numerical foundation of the theory and monitor data. Hypothesised causal links between observable and latent variables can be assessed using CFA. CFA should be utilised as a strategy for disconfirmation (Goodboy & Kline, 2017) Sample data cannot demonstrate population-level equivalency between the data and model. However, Hasman (2015) stated that CFA makes rejecting or retaining the factors responsible for the variables' associations easier. Classic exploratory factor analysis is a better choice if the goal is to dig deeper into the relationships that the data suggests (MacKenzie & Podsakoff, 2012).

#### 4.5. Structural equation modelling

The SEM technique was used to analyse the variables' structural connection. The research model (conceptual framework) hypothesised correlations between the study variables (i.e., MB, SMM, EWOC, PI, PVI, BP, BA, CB, DST, ADE). These associations are portrayed by employing a quantitative test conducted under SEM. There is a need to analyse the factor analysis and multiple regression approaches, and this method identifies how variables define the construct and how these constructs are connected. Although different researchers have proposed several advantages of the SEM method, this article focuses on the four most significant factors that ultimately led to using the SEM method in this investigation.

Firstly, standard statistical models can only simulate traditional models and cannot explain complex ideas (Goodboy & Kline, 2017). For example, the complex theoretical model cannot be presented using only bivariate correlation (Blunch, 2017), while SEM permits statistical tests to cope with complicated phenomena.

Second, SEM allows for improved awareness of measurement equipment (questionnaire in the case of current research), validity, and reliability problems. The primary issues in quantitative studies today are due to measurement inaccuracies (McArdle et al., 2014). Hence, the significance of the SEM approach has grown since it allows for correcting measurement mistakes within the statistical analysis. Before testing hypotheses, SEM's preliminary analysis deals with reliability and validity concerns before testing hypotheses, which increases the results' generalisability (Blunch, 2017).

Third, SEM has continuously refined and evolved (Hasman, 2015). For instance, SEM enables interaction terms to be incorporated into the measurement model, which aids in measuring more complex theoretical models (McArdle et al., 2014).

Finally, modern research software (like AMOS) has become more accessible. AMOS, a Windows-based program, features a pull-down menu that aids in generating internal syntax, allowing the user to drive the results in tabular and graphical form for later use in analysing the results.

Preliminary analysis, psychometric characteristics, and model indices were assessed before hypothesis examination. Confirmatory factor analysis analyses data from the initial state observation. Preliminary state tests were designed to ensure



that all potential sources of error in the collected data, including outliers, missing data, and disinterested responses, have been eliminated. The research validates the answers using discriminant and convergent reliability measures from the subcategory of psychometric qualities. We compared model indices to threshold values as a final step in the SEM pre-analysis. Direct effect measurements were used to test hypotheses in AMOS.

SEM investigates the structural connections between the research variables, and various researchers have indicated multiple advantages of the SEM approach; however, four significant factors led to the selection of this technique in this study.

Firstly, basic statistical models cannot explain complex theories since they can only run basic models (Goodboy & Kline, 2017). For example, essential bivariate correlation cannot adequately describe the complex theoretical model (Blunch, 2017). On the other hand, SEM enables the statistical analysis of complicated phenomena. Second, SEM provides greater awareness of reliability and validity concerns with relevance to measurement equipment (questionnaire in the case of current research). Since then, measurement errors have become the primary concern in quantitative studies (McArdle et al., 2014)

Thirdly, the significance of the SEM technique has increased because it considers measurement errors when statistically assessing data. The SEM preliminary analysis provides handling of reliability and validity concerns before testing hypotheses, allowing for greater population applicability of the results (Blunch, 2017). SEM has constantly developed and evolved (Hasman, 2015). SEM, for example, allows interaction factors to be included in the measurement model, facilitating the testing of increasingly complicated theoretical models (McArdle et al., 2014). Fourthly, modern research software (like AMOS) is easier to use than before. AMOS is a Windows program that features a pull-down menu that aids in generating internal syntax, allowing the user to drive the results in tabular and graphical form for later use in analysing the results.

Preliminary analysis, psychometric characteristics, and model indices were reviewed before the hypothesis testing. The observable preparatory state was quantified via confirmatory factor analysis (CFA). Preliminary state tests were conducted to eradicate all potential sources of error in the form of outliers, missing data, and disinterested responses. There is a need to ensure the reliability of the results; an evaluation of the responses' discriminant and convergent reliability was

performed as part of the psychometric properties. Following these verifications, the model indices were compared to threshold values to conclude the SEM pre-analysis. AMOS was utilised to test hypotheses through the utilisation of direct effect measurements.

#### **4.6. Initial CFA measurement model**

##### ***4.6.1. Initial analysis for regression weights and correlation***

It is better to understand even a coefficient is numerically substantial or does not extract the required specifications in a specific regression methodology. Moreover, in many policy statements, what is applied is to understand the tactics of tradeoffs. The initial standardised Regression Weights and Correlation values are presented in Table 4.2

*Table 4.2*  
*Initial standardised regression weights*

*Source: Developed for this research*

Items	Direction	Constructs	Estimate	Items	Direction	Constructs	Estimate
MB1	<---	MB	0.841	BP1	<---	BP	0.273
MB2	<---	MB	0.746	BP2	<---	BP	0.682
MB3	<---	MB	0.792	BP3	<---	BP	0.737
MB4	<---	MB	0.811	BP4	<---	BP	0.812
MB5	<---	MB	0.816	BA1	<---	BA	0.306
SMM1	<---	SMM	0.71	BA2	<---	BA	0.498
SMM2	<---	SMM	0.668	BA3	<---	BA	0.66
SMM3	<---	SMM	0.716	BA4	<---	BA	0.825
SMM4	<---	SMM	0.756	BA5	<---	BA	0.755
SMM5	<---	SMM	0.793	BA6	<---	BA	0.784
EWOC1	<---	EWOC	0.858	CB1	<---	CB	0.749
EWOC2	<---	EWOC	0.835	CB2	<---	CB	0.792
EWOC3	<---	EWOC	0.824	CB3	<---	CB	0.918
EWOC4	<---	EWOC	0.673	CB4	<---	CB	0.827
PI1	<---	PI	0.782	CB5	<---	CB	0.763
PI2	<---	PI	0.776	DST1	<---	DST	0.709
PI3	<---	PI	0.663	DST2	<---	DST	0.676
PI4	<---	PI	0.725	DST3	<---	DST	0.738
PI5	<---	PI	0.691	DST4	<---	DST	0.746
PVI1	<---	PVI	0.723	DST5	<---	DST	0.774
PVI2	<---	PVI	0.776				
ADE1	<---	ADE	0.804				

Items	Direction	Constructs	Estimate	Items	Direction	Constructs	Estimate
ADE2	<---	ADE	0.658				
ADE3	<---	ADE	0.432				
ADE4	<---	ADE	0.749				

#### **4.6.2. Intercepts**

The term intercept to the regression methodology exhibits the mean value of the response variability if all the predictor variables in the techniques remain equal to zero. It also makes sense to acknowledge the importance of the constants to a linear regression model, but only sometimes.

*Table 4.3  
Intercepts*

*Source: Developed for this research*

<b>Constructs</b>	<b>Estimate</b>	<b>SE.</b>	<b>CR.</b>	<b>P</b>	<b>Label</b>
MB1	4.166	0.043	96.948	***	par_81
MB2	4.044	0.041	98.703	***	par_82
MB3	3.927	0.042	94.367	***	par_83
MB4	4.148	0.042	99.248	***	par_84
MB5	3.954	0.044	89.502	***	par_85
SMM1	3.855	0.046	83.198	***	par_86
SMM2	3.7	0.046	79.821	***	par_87
SMM3	3.875	0.044	87.659	***	par_88
SMM4	3.806	0.04	94.55	***	par_89
SMM5	4.029	0.038	105.265	***	par_90
EWOC1	3.795	0.04	93.791	***	par_91
EOWC2	3.726	0.04	92.109	***	par_92
EWOC3	3.741	0.039	96.147	***	par_93
EWOC4	3.808	0.038	101.347	***	par_94
PI1	3.909	0.041	95.022	***	par_95
PI2	3.982	0.043	92.682	***	par_96
PI3	3.681	0.043	85.263	***	par_97
PI4	3.86	0.042	90.948	***	par_98
PI5	3.889	0.04	96.889	***	par_99
PVI1	3.717	0.043	87.012	***	par_100
PVI2	3.927	0.043	90.301	***	par_101
BP1	3.754	0.052	72.618	***	par_102
BP2	3.446	0.049	69.64	***	par_103

<b>Constructs</b>	<b>Estimate</b>	<b>SE.</b>	<b>CR.</b>	<b>P</b>	<b>Label</b>
BP3	3.607	0.047	76.71	***	par_104
BP4	3.407	0.046	73.709	***	par_105
BA1	3.58	0.049	72.502	***	par_106
BA2	3.761	0.04	93.275	***	par_107
BA3	4.085	0.039	104.451	***	par_108
BA4	3.72	0.042	88.179	***	par_109
BA5	3.889	0.039	99.035	***	par_110
BA6	3.777	0.048	78.358	***	par_111
CB1	3.406	0.057	59.476	***	par_112
CB2	3.064	0.052	58.776	***	par_113
CB3	2.94	0.058	50.633	***	par_114
CB4	3.011	0.056	54.13	***	par_115
CB5	2.98	0.051	58.838	***	par_116
DST1	3.894	0.038	102.797	***	par_117
DST2	3.95	0.037	107.777	***	par_118
DST3	3.982	0.036	110.499	***	par_119
DST4	3.922	0.036	107.79	***	par_120
DST5	3.984	0.036	109.317	***	par_121
ADE1	3.997	0.037	107.944	***	par_122
ADE2	3.92	0.033	117.481	***	par_123
ADE3	3.604	0.046	78.53	***	par_124
ADE4	4.034	0.036	110.875	***	par_125

### **4.6.3. Covariance and correlation**

Correlation and covariance are those terms applied in regression evaluation and statistics. The covariance differentiates the variability of two variables to relate, and the current tutorial exposes the correlation and covariance to distinguish at a broader level. The range of the covariance lies between  $-\infty$  to  $+\infty$  with a negative and positive value proposition. Its more significant number shows positivity, while its negative covariance denotes a negative relationship between two variables. The interpretation of the magnitude depicts the indication of covariance, and through statistics, it is the measurement of correlation that determines random variables within a sequence. The variables reciprocate the variables' movements to show a correlation between the two variables, displayed in Tables 4.4 and 4.5

*Table 4.4*  
*Covariances: (Group 1 - Default methodology)*

*Source: Developed for this research*

<b>Constructs</b>	<b>Estimates</b>	<b>SE.</b>	<b>CR.</b>	<b>P</b>	<b>Labels</b>
MB	0.389	0.041	9.438	***	par_36
MB	0.411	0.041	10.094	***	par_37
MB	0.361	0.039	9.376	***	par_38
MB	0.367	0.041	9.008	***	par_39
MB	0.085	0.02	4.178	***	par_40
MB	0.098	0.021	4.748	***	par_41
MB	0.114	0.043	2.677	0.007	par_42
MB	0.106	0.028	3.754	***	par_43
ADE	0.15	0.032	4.632	***	par_44
SMM	0.481	0.044	11.026	***	par_45
SMM	0.456	0.042	10.738	***	par_46
SMM	0.428	0.043	9.887	***	par_47
SMM	0.069	0.018	3.816	***	par_48
SMM	0.025	0.015	1.719	0.086	par_49
SMM	0.006	0.039	0.149	0.881	par_50
SMM	0.153	0.028	5.527	***	par_51
ADE	0.188	0.032	5.953	***	par_52
EWOC	0.483	0.041	11.677	***	par_53
EWOC	0.467	0.043	10.814	***	par_54
EWOC	0.101	0.022	4.615	***	par_55
EWOC	0.091	0.02	4.64	***	par_56
EWOC	0.09	0.041	2.182	0.029	par_57
EWOC	0.112	0.027	4.099	***	par_58



<b>Constructs</b>	<b>Estimates</b>	<b>SE.</b>	<b>CR.</b>	<b>P</b>	<b>Labels</b>
ADE	0.169	0.032	5.359	***	par_59
PI	0.421	0.041	10.245	***	par_60
PI	0.087	0.02	4.414	***	par_61
PI	0.034	0.015	2.314	0.021	par_62
PI	0.011	0.038	0.296	0.767	par_63
PI	0.132	0.026	4.991	***	par_64
ADE	0.173	0.03	5.714	***	par_65
PVI	0.076	0.019	3.998	***	par_66
PVI	0.063	0.017	3.647	***	par_67
PVI	0.091	0.041	2.239	0.025	par_68
PVI	0.147	0.028	5.256	***	par_69
ADE	0.2	0.032	6.192	***	par_70
BP	0.054	0.013	4.146	***	par_71
BP	0.128	0.027	4.66	***	par_72
BP	0.012	0.012	1.066	0.286	par_73
ADE	0.051	0.015	3.285	0.001	par_74
BA	0.196	0.033	5.842	***	par_75
BA	0.033	0.013	2.599	0.009	par_76
ADE	0.038	0.014	2.641	0.008	par_77
CB	-0.002	0.032	-0.052	0.958	par_78
ADE	0.066	0.037	1.793	0.073	par_79
ADE	0.319	0.031	10.171	***	par_80

Table 4.5  
Correlations: (Group 1 - Default methodology)

Source: Developed for this research

Constructs	Estimate	Constructs	Estimate
MB	0.534	PI	0.691
MB	0.534	PI	0.313
MB	0.507	PI	0.115
MB	0.537	PI	0.013
MB	0.272	PI	0.25
MB	0.294	ADE	0.295
MB	0.12	PVI	0.284
MB	0.178	PVI	0.22
ADE	0.227	PVI	0.112
SMM	0.687	PVI	0.29
SMM	0.702	ADE	0.355
SMM	0.688	BP	0.41
SMM	0.241	BP	0.344
SMM	0.084	BP	0.053
SMM	0.007	ADE	0.196
SMM	0.283	BA	0.493
ADE	0.313	BA	0.132
EWOC	0.706	ADE	0.138
EWOC	0.711	CB	-0.002
EWOC	0.335	ADE	0.085
EWOC	0.284	ADE	0.652
EWOC	0.098		

<b>Constructs</b>	<b>Estimate</b>	<b>Constructs</b>	<b>Estimate</b>
EWOC	0.196		
ADE	0.267		

#### **4.6.4. Variances**

The variance shows the computation of dispersions to consider the data distribution to compute the dispersions through SD. Correspondingly, the term variance is the squared mean variation between data input and the core of the distribution evaluated through the mean, as illustrated in Table 4.6

*Table 4.6*  
*Variances: (Group 1 - Default methodology)*

*Source: Developed for this research*

<b>Constructs</b>	<b>Direction</b>	<b>SE.</b>	<b>CR.</b>	<b>P</b>	<b>Labels</b>	<b>P</b>	<b>Labels</b>
MB	<-->	SMM	0.389	0.041	9.438	***	par_36
MB	<-->	EWOC	0.411	0.041	10.094	***	par_37
MB	<-->	PI	0.361	0.039	9.376	***	par_38
MB	<-->	PVI	0.367	0.041	9.008	***	par_39
MB	<-->	BP	0.085	0.02	4.178	***	par_40
MB	<-->	BA	0.098	0.021	4.748	***	par_41
MB	<-->	CB	0.114	0.043	2.677	0.007	par_42
MB	<-->	DST	0.106	0.028	3.754	***	par_43
ADE	<-->	MB	0.15	0.032	4.632	***	par_44
SMM	<-->	EWOC	0.481	0.044	11.026	***	par_45
SMM	<-->	PI	0.456	0.042	10.738	***	par_46
SMM	<-->	PVI	0.428	0.043	9.887	***	par_47
SMM	<-->	BP	0.069	0.018	3.816	***	par_48
SMM	<-->	BA	0.025	0.015	1.719	0.086	par_49
SMM	<-->	CB	0.006	0.039	0.149	0.881	par_50
SMM	<-->	DST	0.153	0.028	5.527	***	par_51
ADE	<-->	SMM	0.188	0.032	5.953	***	par_52
EWOC	<-->	PI	0.483	0.041	11.677	***	par_53
EWOC	<-->	PVI	0.467	0.043	10.814	***	par_54
EWOC	<-->	BP	0.101	0.022	4.615	***	par_55
EWOC	<-->	BA	0.091	0.02	4.64	***	par_56
EWOC	<-->	CB	0.09	0.041	2.182	0.029	par_57
EWOC	<-->	DST	0.112	0.027	4.099	***	par_58

<b>Constructs</b>	<b>Direction</b>	<b>SE.</b>	<b>CR.</b>	<b>P</b>	<b>Labels</b>	<b>P</b>	<b>Labels</b>
ADE	<-->	EWOC	0.169	0.032	5.359	***	par_59
PI	<-->	PVI	0.421	0.041	10.245	***	par_60
PI	<-->	BP	0.087	0.02	4.414	***	par_61
PI	<-->	BA	0.034	0.015	2.314	0.021	par_62
PI	<-->	CB	0.011	0.038	0.296	0.767	par_63
PI	<-->	DST	0.132	0.026	4.991	***	par_64
ADE	<-->	PI	0.173	0.03	5.714	***	par_65
PVI	<-->	BP	0.076	0.019	3.998	***	par_66
PVI	<-->	BA	0.063	0.017	3.647	***	par_67
PVI	<-->	CB	0.091	0.041	2.239	0.025	par_68
PVI	<-->	DST	0.147	0.028	5.256	***	par_69
ADE	<-->	PVI	0.2	0.032	6.192	***	par_70
BP	<-->	BA	0.054	0.013	4.146	***	par_71
BP	<-->	CB	0.128	0.027	4.66	***	par_72
BP	<-->	DST	0.012	0.012	1.066	0.286	par_73
ADE	<-->	BP	0.051	0.015	3.285	0.001	par_74
BA	<-->	CB	0.196	0.033	5.842	***	par_75
BA	<-->	DST	0.033	0.013	2.599	0.009	par_76
ADE	<-->	BA	0.038	0.014	2.641	0.008	par_77
CB	<-->	DST	-0.002	0.032	-0.052	0.958	par_78
ADE	<-->	CB	0.066	0.037	1.793	0.073	par_79
ADE	<-->	DST	0.319	0.031	10.171	***	par_80

#### 4.6.5. Convergent validity

Internal consistency is measured by convergent validity using three criteria: factor fill-up, composite reliability, and average variance extract. The study by Gefen et al., (2000) shows that the standard elements stack represents the power of the connection between a factor and a latent item. Anderson and Gerbing (1988) presented that the value of features fills up beyond 0.50. In the initial step, only those value propositions that matter more than the gateways value proposition were retained, while those with low degrees were eliminated. The values above 0.5 are presented below.

Internal consistency is measured by convergent validity utilising three criteria: (i) factor stack, (ii) composite reliability, and (iii) average variance extract. MacKenzie and Podsakoff (2012) argued that the standard factor loading of an item donates the power of the connection between that product and a latent variable. Anderson and Gerbing (1988) said that the factor stack value propositions must be more than 0.50.

#### 4.6.6. Construct reliability for initial CFA measurement model

According to MacKenzie and Podsakoff (2012), "construct reliability" (CR) refers to a computation of the reliability of various but similar constructs. To calculate the construct reliability, the formula below was presented by Fornell and Larcker (1981). Livote and Wyka (2009) asserted that the construct reliability value must be beyond 0.7; hence, a value less than the threshold value will invalidate the measured construct's CR (Jöreskog & Sörbom, 1993). The CR values of the initial questionnaire have been presented in Figure 4.6

Equation 2: Construct reliability for initial CFA measurement model

$$CR = \frac{\left( \sum_{j=1}^i \lambda_j \right)^2}{\left( \sum_{j=1}^i \lambda_j \right)^2 + \left( \sum_{j=1}^i 1 - \lambda_j^2 \right)}$$

#### **4.5.5.1 Average variance extracted measure for initial CFA measurement model**

Carpenter and Bithell (2000) describe the AVE measure as the ratio of the variation in a construct to the variation in measurement error. Below stated is the formula to calculate AVE:

*Equation 3: Average variance extracted measure for initial CFA measurement model*

$$\text{AVE} = \frac{\sum_{i=1}^n L_i^2}{n}$$

Jöreskog and Sörbom (1993) argued the threshold value of AVE is set at 0.5, and any value above is deemed acceptable, suggesting that values below this level do not establish validity.

#### **4.5.5.2 Discriminant validity for initial CFA measurement model**

According to Hulland (1999), discriminant validity implies that it should share less variance with its measurements than other constructs. Campbell and Fiske (1959) discussed discriminant validity concepts for the first time. Further, Jöreskog and Sörbom (1993) asserted the significance of assessing convergent and discriminant validity. Numerous scholars concur that it is essential to test discriminant and convergent validity to obtain more accurate and trustworthy results. Moreover, both validity tests increase the applicability and generalisability of the research results since they enable the researcher to do additional parametric testing (Anderson & Gerbing, 1998). Maximum shared variance (MSV) was employed to determine discriminant validity. The MSV of a variable is the degree to which one variability explains other variables (Farrell et al., 2009). Hu and Bentler (1999) proposed that AVE must be more significant than MSV to provide evidence of discriminant validity. The discriminant validity for the initial questionnaire is shown in Figure 4.6

Figure 4.6  
 AVE, MSV, and CR values for initial questionnaire

Source: Developed for this research

Validity Analysis

	CR	AVE	MSV	MaxR(H)	MB	SMM	EWOC	PI	PVI	BP	BA	CB	DST	ADE
MB	0.900	0.643	0.289	0.903	<b>0.802</b>									
SMM	0.850	0.533	0.493	0.855	0.534***	<b>0.730</b>								
EWOC	0.876	0.641	0.506	0.889	0.534***	0.687***	<b>0.801</b>							
PI	0.849	0.531	0.499	0.855	0.507***	0.702***	0.706***	<b>0.729</b>						
PVI	0.720	0.563	0.506	0.723	0.537***	0.688***	0.711***	0.691***	<b>0.750</b>					
BP	0.735	0.436	0.168	0.803	0.272***	0.241***	0.335***	0.313***	0.284***	<b>0.660</b>				
BA	0.814	0.440	0.243	0.862	0.294***	0.084†	0.284***	0.115*	0.220***	0.410***	<b>0.664</b>			
CB	0.906	0.659	0.243	0.922	0.120**	0.007	0.098*	0.013	0.112*	0.344***	0.493***	<b>0.812</b>		
DST	0.850	0.532	0.425	0.853	0.178***	0.283***	0.196***	0.250***	0.290***	0.053	0.132**	-0.002	<b>0.729</b>	
ADE	0.763	0.457	0.425	0.804	0.227***	0.313***	0.267***	0.295***	0.355***	0.196**	0.138**	0.085†	0.652***	<b>0.676</b>

Validity Concerns

- <sup>1</sup> Convergent Validity: the AVE for BP is less than 0.50. Try removing BP1 to improve AVE.
- <sup>1</sup> Convergent Validity: the AVE for BA is less than 0.50. Try removing BA1 to improve AVE.
- <sup>1</sup> Convergent Validity: the AVE for ADE is less than 0.50. Try removing ADE3 to improve AVE.

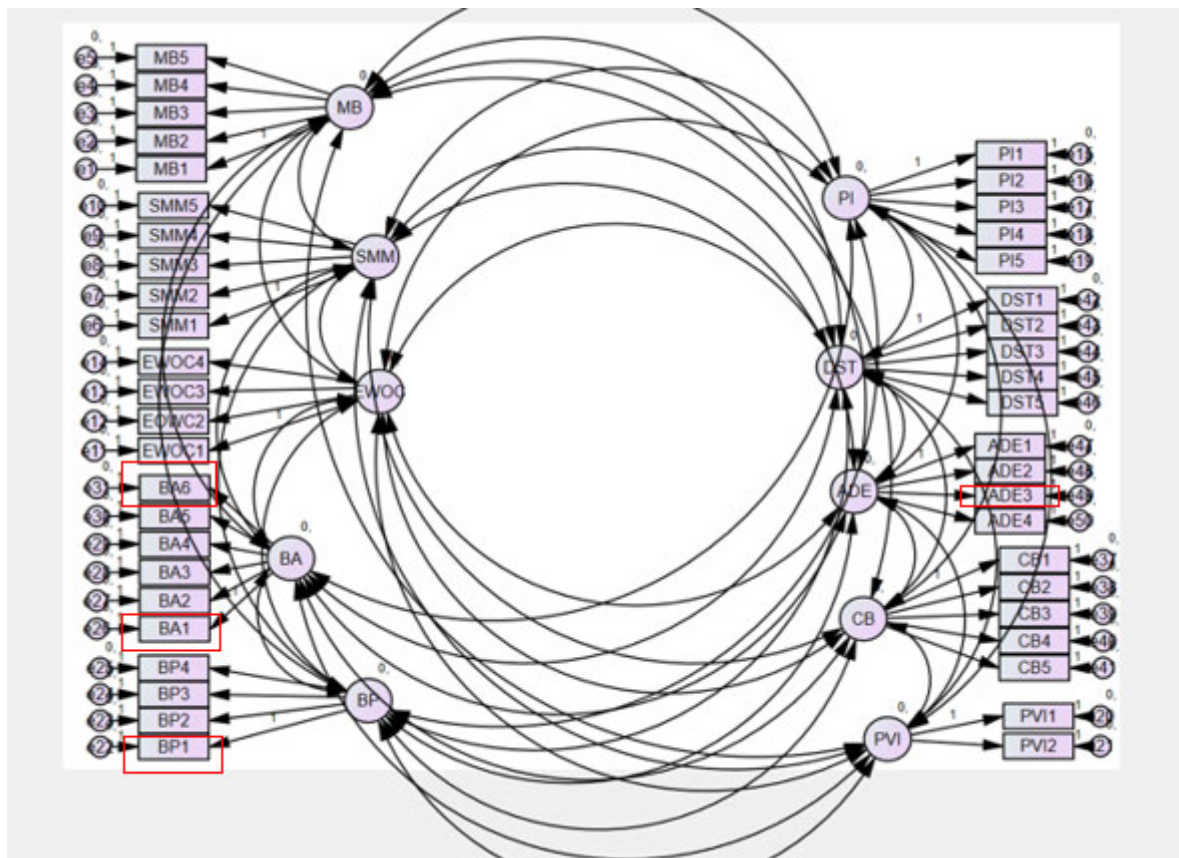
4.5.5.3 Initial CFA Measurement Model diagram

The Initial CFA Measurement Model is presented in Figure 4.7



Figure 4.7  
Initial measurement model diagram

Source: Developed for this research



## 4.7. Final CFA measurement model

### 4.7.1. Deleted items

As per the correlation analysis, regression weights AVE, MSV, and CR values, some of the items in the initial questionnaire have been deleted. The regression of some things in the initial questionnaire for BP1, BA1, ADE3, and BA6 correspond to deviations from the standard set of values. These values are much less than the threshold values of 0.5 and, therefore, are not included in the questionnaire. The primary concerns for the initial CFA measurement model have been highlighted in Figure 4.8. Accordingly, the questionnaire was adapted so that all requisite conditions for CFA tests can be verified.

#### 4.7.2. Final analysis for regression weights and correlation

The final standardised regression and correlation weights are presented in

*Table 4.7*

*Final analysis for regression weights and correlation*

*Source: Developed for this research*

<b>Items</b>	<b>Direction</b>	<b>Constructs</b>	<b>Estimate</b>
MB1	<---	MB	0.841
MB2	<---	MB	0.747
MB3	<---	MB	0.791
MB4	<---	MB	0.811
MB5	<---	MB	0.817
SMM1	<---	SMM	0.687
SMM2	<---	SMM	0.652
SMM3	<---	SMM	0.757
SMM4	<---	SMM	0.713
SMM5	<---	SMM	0.799
EWOC1	<---	EWOC	0.856
EOWC2	<---	EWOC	0.836
EWOC3	<---	EWOC	0.824
EWOC4	<---	EWOC	0.673
PI1	<---	PI	0.78
PI2	<---	PI	0.775
PI3	<---	PI	0.664
PI4	<---	PI	0.727
PI5	<---	PI	0.692
PVI1	<---	PVI	0.726
PVI2	<---	PVI	0.773

Items	Direction	Constructs	Estimate
BP2	<---	BP	0.689
BP3	<---	BP	0.737
BP4	<---	BP	0.807
BA2	<---	BA	0.475
BA3	<---	BA	0.731
BA5	<---	BA	0.777
CB1	<---	CB	0.746
CB2	<---	CB	0.794
CB3	<---	CB	0.92
CB4	<---	CB	0.826
CB5	<---	CB	0.761
DST1	<---	DST	0.693
DST2	<---	DST	0.656
DST3	<---	DST	0.756
DST4	<---	DST	0.724
DST5	<---	DST	0.752
ADE1	<---	ADE	0.809
ADE2	<---	ADE	0.663
ADE4	<---	ADE	0.737
BA4	<---	BA	0.82

#### 4.8. Convergent validity for final CFA measurement model

As per the discussion above, only those values are included in the initial questionnaire with a threshold value of more than 0.5.

#### **4.8.1. Construct reliability for final CFA measurement model**

The latent variable's CR value is higher than the level of threshold value such that MB (0.900), SMM (0.850), EWOC (0.876), PI (0.849), PVI (0.720), BP (0.735), BA (0.814), CB (0.906), DST (0.850), and ADE (0.763). Carpenter and Bithell (2000) state that the proportion of measurement error accounted for by the construct is known as the AVE measure. To calculate AVE, the following formula is used.

#### **4.8.2. Average variance extracted measure for final CFA measurement model**

According to Fornell and Larcker (1981), the AVE threshold is set at 0.5, and any higher value is acceptable even if it doesn't show convergent validity. The variables AVE value is more excellent from the level of threshold value such that MB (0.643), SMM (0.533), EWOC (0.641), PI (0.531), PVI (0.563), BP (0.436), BA (0.440), CB (0.659), DST (0.532), and ADE (0.457) which means that in this research validity of convergent is supported (see Table 17).

#### **4.8.3. Discriminant validity for final CFA measurement model**

Campbell and Fiske (1959) discussed discriminant validity concepts for the first time. Hulland (1999) stated that for a construct to be considered discriminately valid, it must share a more significant amount of variance with its measurements than with measures of other constructs. Moreover, Sahoo (2019) proposed that measurement validity (convergent and discriminant) is crucial.

Various researchers for the best and most trustworthy outcomes will attest that it is essential to assess both convergent and discriminant validity. In addition, the researcher can do additional parametric tests, which expand the scope and significance of the study's findings (Campbell & Fiske, 1959). The Maximum Shared Variance value was used to establish discriminant validity. MSV measures how much variation in one variable can be accounted for by variation in another (Farrell et al., 2009). Bentler (1999) stated that validity exists only when AVE exceeds HSV. The values of AVE are more significant than the values of MSV such that MB (AVE: 0.643 > MSV: 0.289), SMM (AVE: 0.533 > MSV: 0.493), EWOC (AVE: 0.641 > MSV: 0.506), PI (AVE: 0.531 > MSV: 0.499), PVI (AVE: 0.563 > MSV: 0.506), BP (AVE: 0.436 > MSV: 0.168), BA (AVE: 0.440 > MSV: 0.243), CB (AVE: 0.659 > MSV: 0.243), DST (AVE: 0.532 > MSV: 0.425), and ADE (AVE: 0.457 > MSV: 0.425). Additionally, AVE's square root should be more significant than the correlation

between different data types, therefore, establishing discriminant validity (see Figure 4.8)

Figure 4.8  
AVE, MSV, and CR values for the final questionnaire

Source: Developed for this research

### Model Validity Measures

#### Validity Analysis

	CR	AVE	MSV	MaxR(H)	MB	SMM	EWOC	PI	PVI	BP	BA	CB	DST	ADE
<b>MB</b>	0.900	0.643	0.300	0.903	<b>0.802</b>									
<b>SMM</b>	0.845	0.523	0.484	0.852	0.548***	<b>0.723</b>								
<b>EWOC</b>	0.876	0.641	0.506	0.889	0.534***	0.684***	<b>0.801</b>							
<b>PI</b>	0.850	0.531	0.499	0.855	0.507***	0.696***	0.706***	<b>0.729</b>						
<b>PVI</b>	0.720	0.562	0.506	0.722	0.537***	0.696***	0.711***	0.692***	<b>0.750</b>					
<b>BP</b>	0.790	0.557	0.136	0.799	0.264***	0.224***	0.319***	0.294***	0.255***	<b>0.746</b>				
<b>BA</b>	0.800	0.509	0.152	0.834	0.260***	0.084†	0.264***	0.090†	0.168**	0.368***	<b>0.713</b>			
<b>CB</b>	0.906	0.659	0.152	0.923	0.120**	0.018	0.098*	0.014	0.114*	0.357***	0.389***	<b>0.812</b>		
<b>DST</b>	0.841	0.514	0.445	0.844	0.181***	0.296***	0.197***	0.253***	0.294***	0.026	0.147**	-0.013	<b>0.717</b>	
<b>ADE</b>	0.782	0.546	0.445	0.795	0.217***	0.323***	0.258***	0.299***	0.356***	0.168**	0.096†	0.071	0.667***	<b>0.739</b>

## 4.9. Reliability

The reliability supports consistency to negate errors within a unified factor, as it sounds more reliable to stack the elements consistently. The reliability examination through EFA is to measure Cronbach's alpha against each aspect. It needs more than 0.7 alpha to grow the factors with more variability by lowering them with fewer variables, as shown in Figure 4.9 Each element aims to possess three variables, and two variables are often permissible.

### 4.9.1. Cronbach's alpha

It measures the internal consistency and reliability to examine the multiple queries to make the surveys more reliable. These queries remain hidden and latent variables such as conscientiousness and openness to compute the variables in practical life.

### **Principles of thumb for results**

The nominal values for alpha for diverging queries or Likert scale queries.

*Figure 4.9  
Cronbach's alpha*

*Source: Developed for this research*

<b>Cronbach's alpha</b>	<b>Internal consistency</b>
$\alpha \geq 0.9$	Excellent
$0.9 > \alpha \geq 0.8$	Good
$0.8 > \alpha \geq 0.7$	Acceptable
$0.7 > \alpha \geq 0.6$	Questionable
$0.6 > \alpha \geq 0.5$	Poor
$0.5 > \alpha$	Unacceptable

#### **4.8.1.1 Scale: Mobile advertisements**

The scale developed for mobile advertisements has been presented below. A summary of case processing, statistics and reliability, statistics scale and item-total statistics have been shown in Tables 4.8, 4.9, 4.10 and 4.11.

*Table 4.8  
Summary of case processing for mobile advertisements*

*Source: Developed for this research*

Summary of case processing		N	%
Cases	Valid	614	100.0
	Excluded	0	.0
	Total	614	100.0

*Table 4.9  
Statistics and reliability for mobile advertisements*

*Source: Developed for this research*

Cronbach's alpha	No. of items
.900	5

*Table 4.10  
Statistics scale for mobile advertisements*

*Source: Developed for this research*

Mean	Variance	Std. Deviation	No. of items
20.24	19.641	4.432	5

*Table 4.11  
Item-total statistics for mobile advertisements*

*Source: Developed for this research*

	Scale mean if item deleted	Scale variance if item deleted	Corrected item-total correlation	Cronbach's alpha if item deleted
MB1	16.07	12.593	.782	.871
MB2	16.20	13.326	.713	.886
MB3	16.31	13.044	.743	.880
MB4	16.09	12.918	.759	.876
MB5	16.29	12.540	.761	.876

#### **4.8.1.2 Scale: Social media marketing**

The scale developed for social media marketing has been presented below. A summary of case processing, statistics and reliability, statistics scale and item-total statistics have been shown in Tables 4.12,4.13, 4.14 and 4.15

*Table 4.12  
Summary of case processing for social media marketing*

*Source: Developed for this research*

Summary of case processing	N	%
Cases Valid	614	100.0
Excluded	0	.0
Total	614	100.0

*Table 4.13  
Statistics and reliability for social media marketing*

*Source: Developed for this research*

Cronbach's alpha	N of Items
.851	5

*Table 4.14  
Statistics scale for social media marketing*

*Source: Developed for this research*

Mean	Variance	Std. Deviation	N of Items
19.27	17.941	4.236	5



*Table 4.15  
Item-total statistics for social media marketing*

*Source: Developed for this research*

	Scale mean if item deleted	Scale variance if item deleted	Corrected item-total correlation	Cronbach's alpha if item deleted
SMM1	15.41	11.394	.675	.817
SMM2	15.57	11.519	.654	.823
SMM3	15.39	11.668	.678	.815
SMM4	15.46	12.425	.643	.825
SMM5	15.24	12.549	.668	.820

#### **4.8.1.3 Scale: EWOC**

The scale developed for EWOC has been presented below. A summary of case processing, statistics and reliability, statistics scale and item-total statistics have been shown in Tables 4.16, 4.17, 4.18 and 4.19

*Table 4.16  
Summary of case processing for EWOC*

*Source: Developed for this research*

Summary of case processing	N	%
Cases Valid	614	100.0
Excluded	0	.0
Total	614	100.0

*Table 4.17  
Statistics and reliability for EWOC*

*Source: Developed for this research*

Cronbach's alpha	N of Items
.872	4

*Table 4.18  
Statistics scale for EWOC*

*Source: Developed for this research*

Mean	Variance	SD	No. of items
15.07	11.011	3.318	4

*Table 4.19  
Item-total statistics for EWOC*

*Source: Developed for this research*

	Scale mean if item deleted	Scale variance if item deleted	Corrected item-total correlation	Cronbach's alpha if item deleted
EWOC1	11.28	6.125	.782	.814
EOWC2	11.34	6.164	.772	.818
EWOC3	11.33	6.427	.748	.829
EWOC4	11.26	7.114	.610	.880

#### **4.8.1.4 Scale: PI**

The scale developed for PI has been presented below. A summary of case processing, statistics and reliability, statistics scale and item-total statistics have been shown in Tables 4.20, 4.21, 4.22 and 4.23.

*Table 4.20*  
*Summary of case processing for PI*

*Source: Developed for this research*

Summary of case processing	N	%
Cases Valid	614	100.0
Excluded	0	.0
Total	614	100.0

*Table 4.21*  
*Statistics and reliability for PI*

*Source: Developed for this research*

Cronbach's alpha	N of Items
.849	5

*Table 4.22*  
*Statistics scale for PI*

*Source: Developed for this research*

Mean	Variance	Std. Deviation	N of Items
19.32	16.871	4.107	5

*Table 4.23  
Item-Total statistics for PI*

*Source: Developed for this research*

	Scale mean if item deleted	Scale variance if item deleted	Corrected item-total correlation	Cronbach's alpha if item deleted
PI1	15.41	11.117	.694	.809
PI2	15.34	10.893	.689	.810
PI3	15.64	11.324	.612	.831
PI4	15.46	11.032	.677	.813
PI5	15.43	11.658	.622	.828

#### **4.8.1.5 Scale: PVI**

The scale developed for PVI has been presented below. A summary of case processing, statistics and reliability, statistics scale and item-total statistics have been shown in Tables 4.24, 4.25, 4.26 and 4.27

*Table 4.24  
Summary of case processing for PVI*

*Source: Developed for this research*

Summary of case processing		N	%
Cases	Valid	614	100.0
	Excluded	0	.0
	Total	614	100.0

*Table 4.25  
Statistics and reliability for PVI*

*Source: Developed for this research*

Cronbach's alpha	N of items
.719	2

*Table 4.26  
Statistics scale for PVI*

*Source: Developed for this research*

Mean	Variance	Std. deviation	N of items
7.64	3.561	1.887	2

*Table 4.27  
Item-total statistics for PVI*

*Source: Developed for this research*

	Scale mean if item deleted	Scale variance if item deleted	Corrected item-total correlation	Cronbach's alpha if item deleted
PVI1	3.93	1.161	.561	.a
PVI2	3.72	1.120	.561	.a

#### **4.8.1.6 Scale: Brand performance**

The scale developed for brand performance has been presented below. A summary of case processing, statistics and reliability, statistics scale and item-total statistics have been shown in Tables 4.28, 4.29, 4.30 and 4.31

*Table 4.28*  
*Summary of case processing for brand performance*

*Source: Developed for this research*

Summary of case processing		N	%
Cases	Valid	614	100.0
	Excluded	0	.0
	Total	614	100.0

*Table 4.29*  
*Statistics and reliability for brand performance*

*Source: Developed for this research*

Cronbach's alpha	N of items
.697	4

*Table 4.30*  
*Statistics scale for brand performance*

*Source: Developed for this research*

Mean	Variance	Std. Deviation	N of Items
14.21	12.176	3.489	4

*Table 4.31  
Item-total statistics for brand performance*

*Source: Developed for this research*

	Scale mean if item deleted	Scale variance if item deleted	Corrected item-total correlation	Cronbach's alpha if item deleted
BP1	10.46	8.777	.232	.787
BP2	10.77	7.229	.522	.605
BP3	10.61	7.087	.601	.557
BP4	10.81	7.072	.622	.545

#### **4.8.1.7 Scale: BP after removing BP1 (due to low factor loadings)**

The scale developed for brand performance after removing BP1 (due to low factor loadings) has been presented below. A summary of case processing, statistics and reliability, statistics scale and item-total statistics have been shown in Tables 4.32, 4.33, 4.34 and 4.35

*Table 4.32  
Summary of case processing for BP after removing BP1*

*Source: Developed for this research*

Summary of case processing	N	%
Cases Valid	614	100.0
Excluded	0	.0
Total	614	100.0

*Table 4.33  
Statistics and reliability for BP after removing BP1*

Source: Developed for this research

Cronbach's alpha	N of items
.787	3

*Table 4.34  
Statistics scale for BP after removing BP1*

Source: Developed for this research

Mean	Variance	Std. Deviation	N of Items
10.46	8.777	2.963	3

*Table 4.35  
Item-total statistics for BP after removing BP1*

Source: Developed for this research

	Scale mean if item deleted	Scale variance if item deleted	Corrected item-total correlation	Cronbach's alpha if item deleted
BP1	10.46	8.777	.232	.787
BP2	10.77	7.229	.522	.605
BP3	10.61	7.087	.601	.557
BP4	10.81	7.072	.622	.545

#### **4.8.1.8 Scale: BA**

The scale developed for BA has been presented below. A summary of case processing, statistics and reliability, statistics scale and item-total statistics have been shown in Tables 4.36, 4.37, 4.38 and 4.39



*Table 4.36*  
*Summary of case processing for BA*

*Source: Developed for this research*

Summary of case processing		N	%
Cases	Valid	614	100.0
	Excluded	0	.0
	Total	614	100.0

*Table 4.37*  
*Statistics and reliability for BA*

*Source: Developed for this research*

Cronbach's alpha	N of items
.787	3

*Table 4.38*  
*Statistics scale for BA*

*Source: Developed for this research*

Mean	Variance	Std. Deviation	N of Items
22.74	21.524	4.639	6

*Table 4.38  
Item-total statistics for BA*

*Source: Developed for this research*

	Scale mean if item deleted	Scale variance if item deleted	Corrected item-total correlation	Cronbach's alpha if item deleted
BA1	19.17	16.476	.354	.833
BA2	18.99	15.987	.563	.781
BA3	18.67	15.981	.581	.777
BA4	19.03	14.940	.670	.756
BA5	18.86	15.421	.667	.760
BA6	18.98	14.304	.635	.764

#### **4.8.1.9 Scale: BA after deleting BA1 and BA6**

The scale developed for BA after deleting BA1 and BA6 has been presented below. A summary of case processing, statistics and reliability, statistics scale and item-total statistics have been shown in Tables 4.39, 4.40, 4.41 and 4.42

*Table 4.39  
Summary of case processing BA after deleting BA1 and BA6*

*Source: Developed for this research*

Summary of case processing		N	%
Cases	Valid	614	100.0
	Excluded	0	.0
	Total	614	100.0

*Table 4.40  
Statistics and reliability: BA after deleting BA1 and BA6*

*Source: Developed for this research*

Cronbach's alpha	N of items
.789	4

*Table 4.41  
Statistics scale: BA after deleting BA1 and BA6*

*Source: Developed for this research*

Mean	Variance	Std. Deviation	N of Items
15.41	9.939	3.153	4

*Table 4.42  
Item-total statistics: BA after deleting BA1 and BA6*

*Source: Developed for this research*

	Scale mean if item deleted	Scale variance if item deleted	Corrected item-total correlation	Cronbach's alpha if item deleted
BA1	19.17	16.476	.354	.833
BA2	18.99	15.987	.563	.781
BA3	18.67	15.981	.581	.777
BA4	19.03	14.940	.670	.756
BA5	18.86	15.421	.667	.760
BA6	18.98	14.304	.635	.764

#### 4.8.1.10 Scale: CB

The scale developed for CB has been presented below. A summary of case processing, statistics and reliability, statistics scale and item-total statistics have been shown in Tables 4.43, 4.44, 4.45 and 4.46

*Table 4.43  
Summary of case processing for CB*

*Source: Developed for this research*

Summary of case processing		N	%
Cases	Valid	614	100.0
	Excluded	0	.0
	Total	614	100.0

*Table 4.44  
Statistics and Reliability for CB*

*Source: Developed for this research*

Cronbach's alpha	N of items
.904	5

*Table 4.45  
Statistics scale for CB*

*Source: Developed for this research*

Mean	Variance	Std. Deviation	N of Items
15.41	9.939	3.153	4

*Table 4.46  
Item-total statistics for CB*

*Source: Developed for this research*

	Scale mean if item deleted	Scale variance if item deleted	Corrected item-total correlation	Cronbach's alpha if item deleted
CB1	12.00	21.868	.713	.893
CB2	12.34	22.579	.741	.887
CB3	12.46	20.220	.854	.861
CB4	12.39	21.648	.764	.882
CB5	12.42	22.942	.734	.889

#### **4.8.1.11 Scale: DSDT**

The scale developed for DSDT has been presented below. A summary of case processing, statistics and reliability, statistics scale and item-total statistics have been shown in Tables 4.47, 4.48, 4.49 and 4.50

*Table 4.47  
Summary of case processing for DSDT*

*Source: Developed for this research*

Summary of case processing		N	%
Cases	Valid	614	100.0
	Excluded	0	.0
	Total	614	100.0

**Table 4.48**  
*Statistics and reliability for DSDT*

*Source: Developed for this research*

Cronbach's alpha	N of items
.850	5

**Table 4.49**  
*Statistics scale for DSDT*

*Source: Developed for this research*

Mean	Variance	Std. Deviation	N of Items
19.73	12.895	3.591	5

**Table 4.50**  
*Item-total statistics for DSDT*

*Source: Developed for this research*

	Scale mean if item deleted	Scale variance if item deleted	Corrected item-total correlation	Cronbach's alpha if item deleted
DST1	15.84	8.433	.657	.819
DST2	15.78	8.752	.618	.830
DST3	15.75	8.609	.666	.817
DST4	15.81	8.559	.668	.816
DST5	15.75	8.463	.688	.811

**4.8.1.12 Scale: ADE**

The scale developed for Brand Performance has been presented below. A summary of case processing, statistics and reliability, statistics scale and item-total statistics have been shown in Tables 4.51, 4.52, 4.53 and 4.54

*Table 4.51  
Summary of case processing for ADE*

*Source: Developed for this research*

Summary of case processing		N	%
Cases	Valid	614	100.0
	Excluded	0	.0
	Total	614	100.0

*Table 4.52  
Statistics and reliability for ADE*

*Source: Developed for this research*

Cronbach's alpha	N of items
.736	4

*Table 4.53  
Statistics scale for ADE*

*Source: Developed for this research*

Mean	Variance	Std. deviation	N of items
15.56	8.101	2.846	4

*Table 4.54*  
*Item-total statistics for ADE*

*Source: Developed for this research*

	Scale mean if item deleted	Scale variance if item deleted	Corrected item-total correlation	Cronbach's alpha if item deleted
ADE1	11.56	4.733	.633	.616
ADE2	11.64	5.400	.525	.681
ADE3	11.95	4.859	.389	.778
ADE4	11.52	4.840	.617	.627

#### **4.8.1.13 Scale: ADE AFTER DELETING ADE3**

The scale developed for ADE after deleting ADE 3 has been presented below. A summary of case processing, statistics and reliability, statistics scale and item-total statistics have been shown in Tables 4.55, 4.56, 4.57 and 4.58

*Table 4.55*  
*Summary of case processing ADE AFTER DELETING ADE3*

*Source: Developed for this research*

Summary of case processing	N	%
Cases Valid	614	100.0
Excluded	0	.0
Total	614	100.0



*Table 4.56  
Statistics and reliability ADE AFTER DELETING ADE3*

*Source: Developed for this research*

Cronbach's alpha	N of items
.778	3

*Table 4.57  
Statistics scale ADE AFTER DELETING ADE3*

*Source: Developed for this research*

Mean	Variance	Std. deviation	N of items
11.95	4.859	2.204	3

#### **4.10. Bartlett's test and KMO**

The test of KMO conducts the strengths by examining the partial correlation between variables as its range lies at 1.0, which is considerable, and 0.5 is unacceptable (Arsham & Lovric, 2011). The researchers argue that the KMO exists at 0.80, which is a good enough element to understand the factors as the tabular form lies below, as in Figure 4.58

*Table 4.58  
KMO and Bartlett's test*

*Source: Developed for this research*

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.909
Bartlett's Test of Sphericity	Approx. Chi-Square	14120.670
	df	820
	Sig.	.000

## **4.11. Psychometric properties**

### **4.11.1. Common method biases**

A *common method of bias* (CMB) is also used in CFA. Rather than being the result of respondent bias, CMB occurs when there are variances in the information due to the exact nature of the data collection tool (a questionnaire, in this case) (Joreskog, 1971). Fornell and Larcker (1981) propose that this CMB threat to construct validity must be avoided. The experts agree that CMB is the most common cause of measurement discrepancies.

Campbell and Fiske (1959) proposed this problem firstly, where correlation flaws resulted from a single-method design. Six decades after its inception, CMB is still a prominent topic for research in fields as diverse as management, psychology, and marketing (MacKenzie & Podsakoff, 2012). Conway and Lance (2010) said that survey instruments are frequently employed for hypothesis testing in behavioural science. Rather than measuring the variables directly, we typically use items that better capture the essence of the idea being studied. Given this, it's clear that there will always be some degree of error in any given measurement (Joreskog, 1971). As Hulland (1999) observed, as the name implies, measurement error is the amount by which the values observed in a measurement fail to correspond to the actual values of the underlying concept. There are two main categories of measurement errors: random errors and systematic errors (Conway & Lance, 2010). An unexpected error is not measuring something because of a threat, and it can be reduced through many parts for a unified scheme. Systematic biases bother the reliability of the computation because it is general and always make the computed connection bigger or smaller (Fornell & Larcker, 1981).

Single-factor analysis with four-factor representation evaluated CMB risk (dormant construct of MB, SMM, EWOC, PI, PVI, BP, BA, CB, DST, ADE). To conclude that CMB is not a threat, it is compared to a multidimensional model and find that the single-component model performs substantially worse. The indices of model fit are presented and discussed below.

### **4.11.2. Goodness of fit**

Kline (1998) proposed that the model measures the *goodness of fit*. Preacher and Hayes (2010) stated that a statistical model evaluates how well the model

accounts for a given data set. It represents the residual between the estimated values and the values predicted by the model being observed. Model fit indices are computed to determine if the sample data clearly describes the theoretical methodology (McDonald & Ho, 2002). As indicated in the study of Jöreskog and Sörbom (1993), the model fit indices contrast the model application to no one.

#### **4.11.3. Model chi-square**

As per Hu and Bentler (1999), by comparing the fitted covariance matrix to the sample, the chi-square value measures the overall model fit. It is also called "poorness of fit" because a non-significant outcome indicates that the methodology is the best fit (Kline, 2005). As per Barrett (2007), the chi-square threshold value of 0.05 shows that anything above this number is acceptable. Even though it is essential and often used as a model fit statistic, different researchers have also pointed out some problems. The research analysis is initially sensitive to sample size change because it is fundamentally a statistical test (Bentler, 1980), suggesting that chi-square statistics will mostly reject the model when using large samples (Jöreskog & Sörbom, 1993). And if the sample size is small, chi-square statistics do not explore the deviation between a poor fit and a good fit (Kenny & McCoach, 2003).

Second, the chi-square is predicated on the assumption of variation from multivariate normality and normality, which would result from its rejection. Researchers have agreed and recommended alternatives to the chi-square test because of its limitations; one such alternative is the relative/normed chi-square proposed by Wheaton et al. (1977), typically denoted by the notation " $\chi^2/df$ ".

The range between 5.0 to 2.0 is recommended by Wheaton et al. (1977), although there is disagreement among researchers about what constitutes a good value for the normed chi-square test statistic. As per Byrne and Russon (1998), Chi-square ( $\chi^2$ ) compares observed and expected values, whereas ( $\chi^2/df$ ) reduces the effect of sampled size.

Barrett (2007) recommended that a threshold proportion of 0.05 is applied to compute the excellent fit of a model, with any value above indicating inconsequential findings. This study used  $\chi^2 = 2039.27$  and  $df = 729$  (see Figure 25). In addition to that chi-square, several other model fit indices have been proposed by different researchers because of their drawbacks. The norm-relative chi-square ( $\chi^2/pdf$ ) is one of the measures used to lessen the risk of small sample size, as stated by

Wheaton et al. (1977). Most researchers have not yet agreed on what constitutes an acceptable threshold. Furthermore, according to Wheaton et al. (1977), and Tabachnick and Fidell (2007), the reasonable range is between 2.0 to 5.0, and the value  $\chi^2/df = 2.797$  in our study is exceptional.

#### **4.11.4. Root mean square error of approximation**

Steiger and Lind developed the *root mean square error of approximation* (RMSEA) for linear structural relations (Byrne & Russon, 1998). This model fit index assesses the variation amid the hypothetical model and the population covariance matrix, and it is extensively utilised for avoiding problems associated with smaller sample sizes (Byrne, 1998). The RMSEA value should be between 0 to 0.1 to indicate the best model fit. However, the optimal cutoff for this model fit index has been a topic of heated observation. MacCallum et al. (1996) proposed that a proper model fit is found for values between 0.05 and 0.10; values above 0.10 must provide more evidence for a good model fit. Furthermore, Hu and Bentler (1999) narrowed the acceptable range for RMSEA and established that values fewer than 0.08 denote an excellent fit, while values between 0.08 and 0.10 indicate a fair one.

Steiger's (2007) comments regarding the RMSEA cutoff value are more recent, as he claimed that values close to 0.06 or up to 0.07 could be considered acceptable. The research shows up to 0.08 is generally fair and a good fit. Another metric where RMSEA = 0.05 is used for a one-sided test of null hypotheses is PClose. Since the substitute value on the other side of the RMSEA is more significant than 0.05, we can infer that the model is well-fitting if the PClose value is more than 0.05 (McQuitty, 2004). In our study, RMSEA is 0.054, and PClose is 0.007, which means values and good (Campbell and Fiske, 1959).

#### **4.11.5. Comparative fit index**

In addition to the technique fit indices established by Kline (2005), a *comparative fit index* (CFI) is employed here for this study. Even with a limited data set, CFI maintains its high performance. (Bentler, 1990). Bentler (1990) was the first researcher to include the CFI index in his EQS program. CFI examines the covariance of a sample under the assumption that its latent variables are uncorrelated and compares the results to null models. The potential of CFI to be unaffected by sample size has made it a popular model fit index (Hu & Bentler,

1999). Its values range between 0.0 and 1.0, with the highest values indications (Hu & Bentler, 1999). In this situation, CFI = 0.904, which is less than 1 and is therefore acceptable. (see Table 4.58).

#### 4.11.6. *Model fit*

*Model fit* provides accurate statistics computed through all models by offering a precise parameter summary. The tabular in Table 4.59 provides the mean and standard deviation by containing percentile values along with the distribution of statistics, as each percentile possesses a matter of best fit.

Table 4.59  
*Model fit*

Source: Developed for this research

Measure	Estimate	Threshold	Interpretation
CMIN	2039.27	--	--
DF	729	--	--
CMIN/DF	2.797	Between 1 and 3	Excellent
CFI	0.904	>0.95	Acceptable
SRMR	0.063	<0.08	Excellent
RMSEA	0.054	<0.06	Excellent
PClose	0.007	>0.05	Terrible

## 4.12. Regression

### 4.12.1. *Direct effects*

The SEM method is used to authenticate the future hypothesis in this research. The following assumptions with direct effects were identified in section 2.

*H1: Mobile marketing (MM) is positively associated with consumer purchase intention.*

*H2: Social media marketing (SMM) is positively associated with consumer purchase intention.*

*H3: Electronic word of mouth (eWOM) is positively associated with consumer purchase intention.*

SEM technique is used to validate the proposed hypothesis in this research. MM directly influences PI ( $\beta = .052$ ,  $p = 0.001$ ) as per the direct effect outcomes and supports the hypothesis (H1). SMM positively impacts PI ( $\beta = .424$ ,  $p = 0.001$ ) and strengthens the hypothesis (H2). eWOM has direct impact on PI ( $\beta = .389$ ,  $p = 0.001$ ), and strengthens hypothesis (H3) as shown in Table 4.60.

*Table 4.60  
Direct effects*

*Source: Developed for this research*

	<b>Estimate</b>	<b>SE.</b>	<b>CR.</b>	<b>P</b>	<b>Label</b>
PI<---MM	.052	.025	2.027	.043	
PI<---SMM	.424	.036	11.638	***	
PI<---eWOM	.389	.032	12.050	***	

### **4.13. Moderation**

To read this output, the "Estimate" column, which lists the direction of significance, is either positively or negatively moderated with the dependent variable, and p-values represent the significant quotient. The term's p-value surpasses 0.05, does not approach significance, and less than 0.05 defines importance (Marsh et al., 2013).

#### **4.13.1. Brand association**

*H4: Brand association moderates the relationship between social media marketing and consumer purchase intention.*

*H5: Brand association moderates the relationship between eWOM and consumer purchase intention.*

It determines the moderation of brand association for eWOM and social media marketing buying intention. The variables were centred and multiplied to represent the moderation interaction to yield moderated variables BA x SMM and BA x EWOC. The value of the estimate for the moderation of the brand association between consumer purchase intention and social media marketing is -4.746, and the importance of p is much less than 0.05, establishing a strong association. Similarly, the estimated value for moderating the brand association between the eWOM and client buying intention is 3.746, and the value of p is much less than 0.05 to establish a strong association, as shown in Figure 4.9 The moderation table is shown in Figure 4.10, with different moderation results in Figures 4.11 and 4.12.

*Figure 4.9  
Brand association as a moderation*

*Source: Developed for this research*

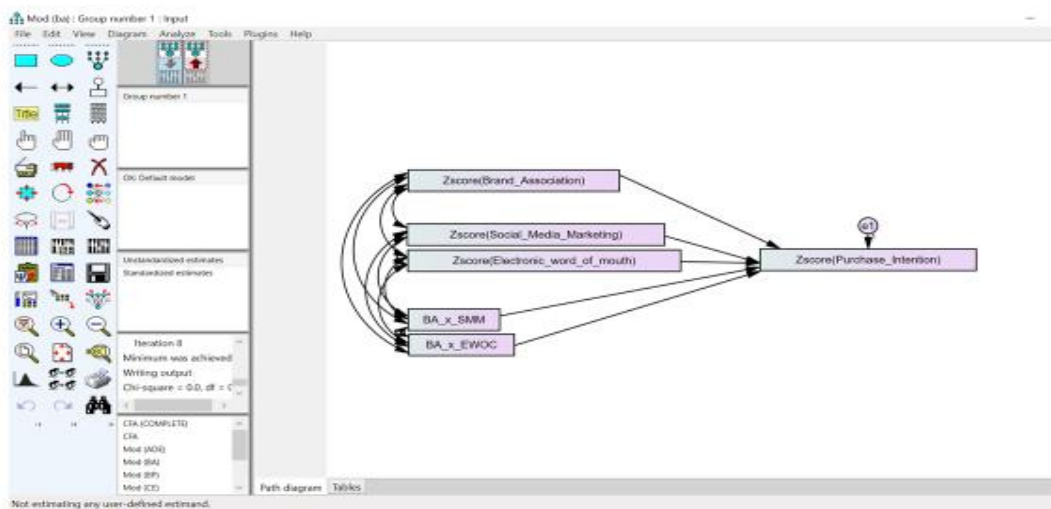


Figure 4.10  
Moderation results for brand association

Source: Developed for this research

Estimates (Group number 1 - Default model)

Scalar Estimates (Group number 1 - Default model)

Maximum Likelihood Estimates

Regression Weights: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
ZPurchase_Intention <--- ZBrand_Association	-.076	.024	-3.194	.001	par_11
ZPurchase_Intention <--- ZSocial_Media_Marketing	.387	.035	11.057	***	par_12
ZPurchase_Intention <--- ZElectronic_word_of_mouth	.504	.036	13.995	***	par_13
ZPurchase_Intention <--- BA_x_SMM	-.147	.031	-4.746	***	par_14
ZPurchase_Intention <--- BA_x_EWOC	.121	.032	3.776	***	par_15

Figure 4.11  
Brand association moderation between consumer purchase intention and social

Source: Developed for this research

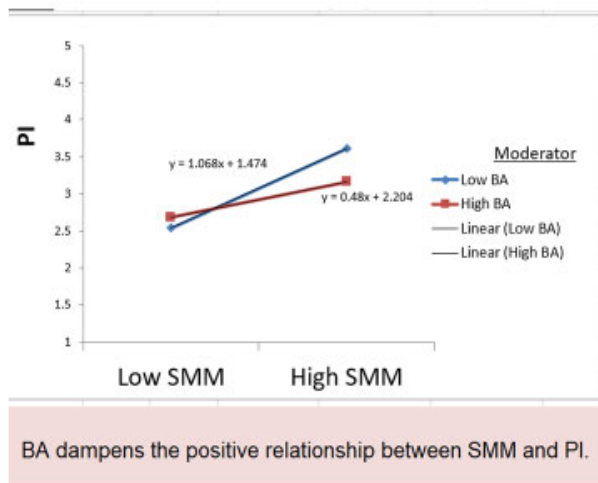
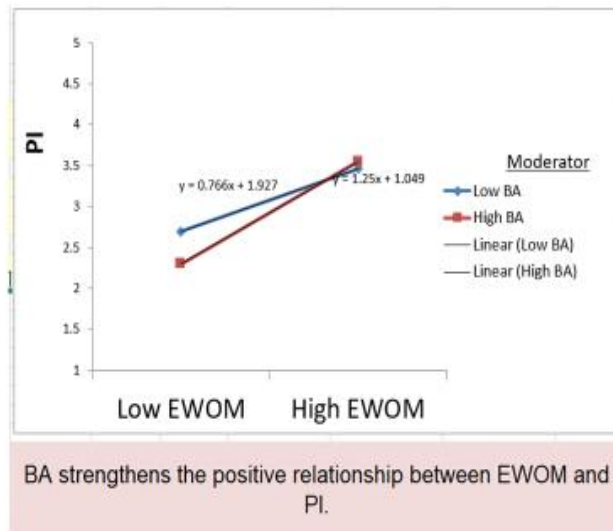




Figure 4.12

Brand association moderation of the relationship between eWOM and client buying intention.

Source: Developed for this research



#### 4.13.2. Distrust

H6: Distrust moderates the relationship between mobile marketing and consumer purchase intention.

H7: Distrust moderates the relationship between social media marketing and consumer purchase intention.

H8: Distrust moderates the relationship between eWOM and consumer purchase intention.

Distrust determines the moderation of distrust of mobile marketing, eWOM, and social media between buying intentions. The variables were centred and multiplied to represent the moderation interaction to yield moderated variables DST x MM, DST x SMM, and DST x EWOC. The value of the estimate for the moderation of a distrust association between mobile marketing and consumer purchase intention (DST x MM) is 0.028, and the value of p is .376 t which establishes a weak association. The value of the estimate for the moderation of the distrust association

between social media marketing and consumer purchase (DST x SMM) is 0.002, and the value of p is .958, which establishes a weak association. Similarly, the estimated value for the moderation of distrust association with consumer purchase intention and electronic word of mouth, as shown by DST x EWOC, is -0.006, and the value of is .884, which again shows a weak association, as shown in Figure 4.13 and 4.14

Figure 4.13  
Distrust as moderation

Source: Developed for this research

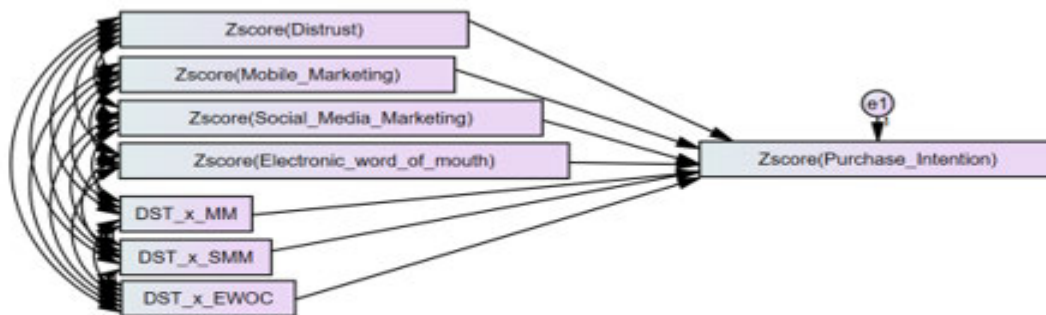


Figure 4.14  
Moderation results for distrust

Source: Developed for this research

Estimates (Group number 1 - Default model)

Scalar Estimates (Group number 1 - Default model)

Maximum Likelihood Estimates

Regression Weights: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
ZPurchase_Intention <--- ZDistrust	.056	.025	2.234	.026	par_22
ZPurchase_Intention <--- ZMobile_Marketing	.065	.030	2.194	.028	par_23
ZPurchase_Intention <--- ZSocial_Media_Marketing	.406	.038	10.737	***	par_24
ZPurchase_Intention <--- ZElectronic_word_of_mouth	.434	.036	11.928	***	par_25
ZPurchase_Intention <--- DST_x_MM	.028	.031	.886	.376	par_26
ZPurchase_Intention <--- DST_x_SMM	.002	.042	.052	.958	par_27
ZPurchase_Intention <--- DST_x_EWOC	-.006	.042	-.146	.884	par_28

### 4.13.3. Privacy issues

*H9: Privacy Issues moderate the relationship between social media marketing and consumer purchase intention.*

*H10: Privacy Issues moderate the relationship between electronic word of mouth and consumer purchase intention.*

Privacy issues determine the moderation of eWOM and social media marketing between buying intention. The variables were centred and multiplied to represent the moderation interaction to yield moderated variables PI x SMM and PI x EWOC. The value of the estimate for the moderation of privacy issues association between social media and consumer purchase intention (PI x SMM) is  $-0.107$ , and the value of  $p$  is less than  $0.05$ , which establishes a strong association. The estimated value for the moderation of privacy issues association between electronic word of mouth and consumer purchase PI x EWOC is  $0.87$ . The value of  $p$  is  $0.009$ , which establishes a weak association, as shown in Figures 4.15 and 4.16.

*Figure 4.15  
Privacy issues as a moderation*

*Source: Developed for this research*

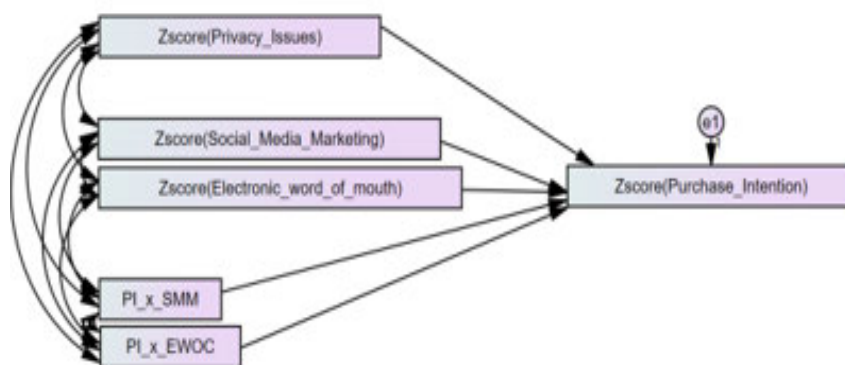


Figure 4.16  
Moderation results for privacy issues

Source: Developed for this research

Estimates (Group number 1 - Default model)						
Scalar Estimates (Group number 1 - Default model)						
Maximum Likelihood Estimates						
Regression Weights: (Group number 1 - Default model)						
		Estimate	S.E.	C.R.	P	Label
ZPurchase_Intention	<--- ZPrivacy_Issues	.333	.044	7.598	***	par_11
ZPurchase_Intention	<--- ZSocial_Media_Marketing	.252	.040	6.365	***	par_12
ZPurchase_Intention	<--- ZElectronic_word_of_mouth	.293	.038	7.612	***	par_13
ZPurchase_Intention	<--- PI_x_SMM	-.107	.031	-3.454	***	par_14
ZPurchase_Intention	<--- PI_x_EWOC	.087	.033	2.615	.009	par_15

#### 4.13.4. Branding persona

*H11: Brand persona moderates the relationship between social media marketing and consumer purchase intention.*

*H12: Brand persona moderates the relationship between electronic word of mouth and consumer purchase intention.*

Branding persona determines the moderation of eWOM and social media marketing with buying intention. Variables were centred and multiplied to represent the moderation interaction to yield moderated variables BP x SMM and BP x EWOC. The value of the estimate for the moderation of branding persona association between social media marketing and consumer purchase intention (BP x SMM) is -0.78, and the importance of p is less than 0.05, establishing a strong association. The estimated value for the moderation of branding persona association between the electronic word of mouth and consumer purchase BP x EWOC is 0.47, and the value of p is .177, which establishes a weak association, as shown in Figures 4.17 and 4.18.

Figure 4.17  
Branding persona

Source: Developed for this research

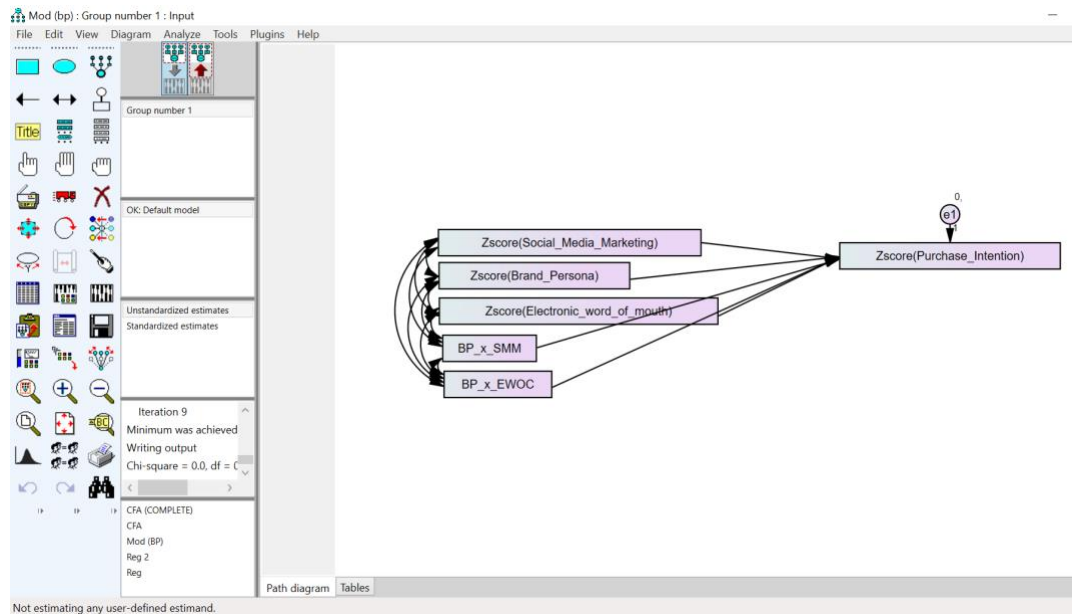


Figure 4.18  
Moderation results for branding persona

Source: Developed for this research

**Estimates (Group number 1 - Default model)**

**Scalar Estimates (Group number 1 - Default model)**

**Maximum Likelihood Estimates**

**Regression Weights: (Group number 1 - Default model)**

		Estimate	S.E.	C.R.	P	Label
ZPurchase_Intention <---	ZSocial_Media_Marketing	.424	.036	11.929	***	par_11
ZPurchase_Intention <---	ZBrand_Persona	.068	.024	2.824	.005	par_12
ZPurchase_Intention <---	ZElectronic_word_of_mouth	.410	.036	11.554	***	par_13
ZPurchase_Intention <---	BP_x_SMM	-.078	.033	-2.392	.017	par_14
ZPurchase_Intention <---	BP_x_EWOC	.047	.034	1.349	.177	par_15

**4.13.5. Celebrity endorsement**

H13: Celebrity endorsement moderates the relationship between mobile marketing and consumer purchase intention.

*H14: Celebrity endorsement moderates the connections between eWOM and consumer purchase intention.*

It determines the moderation of *celebrity endorsement* for eWOM and mobile marketing between buying intention. Variables were centred and multiplied to represent the moderation interaction to yield moderated variables CE x MM and CE x EWOC. The value of the estimate for the moderation of celebrity endorsement association between mobile marketing and consumer purchase intention (CE x MM) is -.121. The value of p is less than 0.05, establishing a strong association. The estimated value for the moderation of branding persona association between the electronic word of mouth and consumer purchase CE x EWOC. It is .107 and the value of p is less than 0.05, which establishes a strong association, shown in Figure 36, whereas the moderation table is shown in Figures 4.19 and 4.20

*Figure 4.19  
Celebrity endorsement*

*Source: Developed for this research*

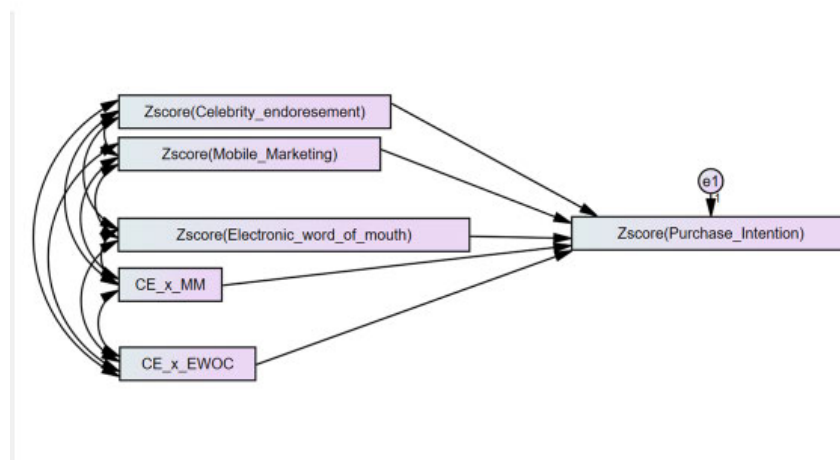


Figure 4.20  
Moderation results in celebrity endorsement

Source: Developed for this research

Estimates (Group number 1 - Default model)						
Scalar Estimates (Group number 1 - Default model)						
Maximum Likelihood Estimates						
Regression Weights: (Group number 1 - Default model)						
		Estimate	S.E.	C.R.	P	Label
ZPurchase_Intention	<--- ZCelebrity_endorsement	-.081	.024	-3.334	***	par_11
ZPurchase_Intention	<--- ZMobile_Marketing	.183	.031	5.996	***	par_12
ZPurchase_Intention	<--- ZElectronic_word_of_mouth	.667	.030	22.022	***	par_13
ZPurchase_Intention	<--- CE_x_MM	-.121	.029	-4.130	***	par_14
ZPurchase_Intention	<--- CE_x_EWOC	.107	.028	3.775	***	par_15

#### 4.13.6. Ad excessiveness

H15: Ad excessiveness moderates the relationship between mobile marketing and consumer purchase intention.

Ad excessiveness determines the moderation for mobile marketing and purchase intention. Variables were centred and multiplied to represent the moderation interaction to yield moderated variables ADE x MM. The estimated value for the moderation of celebrity endorsement association between mobile marketing and consumer purchase intention ADE x MM. - 0.049, and the value of p is less than 0.05, establishing a strong association, as shown in Figures 4.21 and 4.22

Figure 4.21  
Ad excessiveness

Source: Developed for this research

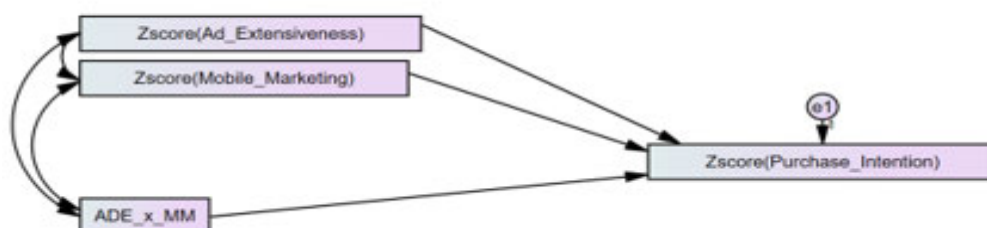


Figure 4.22  
Moderation results ad excessiveness

Source: Developed for this research

Estimates (Group number 1 - Default model)						
Scalar Estimates (Group number 1 - Default model)						
Maximum Likelihood Estimates						
Regression Weights: (Group number 1 - Default model)						
		Estimate	S.E.	C.R.	P	Label
ZPurchase_Intention <---	ZAd_Extensiveness	.198	.035	5.733	***	par_4
ZPurchase_Intention <---	ZMobile_Marketing	.480	.035	13.653	***	par_5
ZPurchase_Intention <---	ADE_x_MM	-.049	.020	-2.405	.016	par_6

#### 4.14. Chapter summary

The primary information grouping and labelling for several study constructs are covered in this chapter. The respondents' organisational and demographic profiles have been looked at. The validity tests employing CFA for the preliminary and definitive measurement models have also been discussed. Regression testing on hypotheses statements according to SEM is also provided in this section.



# CHAPTER 5: QUALITATIVE DATA ANALYSIS

## 5.1. Chapter overview

The qualitative approach evaluates a subject's intangible qualities to gauge its characteristics, position, and efficacy. Subjective assessments are the most reliable method for determining non-quantifiable aspects (Ezzy, 2013). This approach offers a non-scientific way to understand issues that are challenging to measure. Instead of a scientific approach, it assumes the kind of art of assessment patterns and corporation characteristics. As discussed previously, these techniques offer experience, insight, and intuition combined to produce the inclination to appraise anything qualitatively (Grodal et al., 2021).

This research was divided into two main components, as was already mentioned. In the first stage of the study, the quantitative (confirmatory) setting, a survey instrument was created and used, and the results received examination (Grodal et al., 2021). The objective of this phase was to empirically assess the relationships between the factors that might influence internet shopping in Australia. The deductive method enables investigation of the major factors of online marketing that affect customer purchase intention and develops a theoretical foundation based on pre-existing and established theoretical underpinnings while interviews are used to explain the research findings of the quantitative analysis, to make up the second phase of the data analysis (Bleiker et al., 2019). Doing in-depth interviews reduces the partiality of the quantitative technique and enables researchers to analyse feedback answers (Couper, 2011).

## 5.2. Qualitative interviews

The in-depth interview allowed the investigator to validate the statistical analysis findings and explain the research findings (Carson et al., 2001; Rao & Perry, 2007). The main considerations for qualitative interviews are presented below:

### 5.2.1. Interview guide

A list of enquiries or subjects that the researcher intends to cover throughout the interview is known as an interview guide. In anticipation of an interview session, an interview guide was developed so that the interview session could be carried out

systematically (Liamputtong, 2020). It is named a guide because it serves as just that – a simple framework for the interviewer to follow (McDowell, 2006).

### **5.2.2. *Sample size for qualitative interviews***

The number of samples relies on how detailed the data is, discovered through transcript analysis (i.e., it is determined when saturation is reached). More weight is placed on conversation quality and participation diversity in the sample than on the total number of interviews conducted (Fusch & Ness, 2015). The proof that saturation is reached, which signifies that the necessary level of broadness and depth of knowledge is gained, demonstrates the validity of sampling (Bowen 2008). Marshall (1996) states that a good sample number fully responds to the research topic. To validate the research findings, interviews were conducted with 52 participants.

### **5.2.3. *Sampling criteria for qualitative interviews***

The main selection criteria for interview respondents were based on the fact that the participants must be associated with the Australian retail sector and must have more than 5 years of experience in retail shopping, either from the conventional physical sale purchase cycle or online.

The preparation, presentation, and creation of the interviewing rapport, and maintaining impartiality are all included in the interview protocol (Kvale, 1996). The specifics for all of these steps are provided below. Defining the necessary data for the study problem was a component of preparing for the in-depth interview. This study's methodology for conducting in-depth conversations was created and modified from various sources, including Carson et al. (2001) and Kvale (1996).

### **5.2.4. *Drafting data for interview***

The preparation, presentation, creating the interview rapport, and preserving objectivity are all included in the structured interview (Kvale 1996). The specifics for all of these steps are provided below. Defining the data for the study problem was a component of preparing for the interview protocol. This study's framework for conducting in-depth conversations was created and modified from several sources (Carson et al. 2001).

### ***5.2.5. Introducing the interview respondents to the research***

The introduction was made to let the respondents understand that an encounter would occur. Initially, participants were approached to confirm the date of the interview. The researcher and participants got to know one another better during phone and email exchanges, and the researcher gave a brief overview of the study's issue and its primary goal.

This process included determining the time limit, asking an introduction inquiry, following up on specific issues, asking follow-up questions, and concluding the discussion (Rao and Perry 2007). The interviewer expressed gratitude to the respondents for their efforts and knowledge sharing.

### ***5.2.6. Planning the interview***

This stage was to make sure the interview process went as planned. The researcher made sure to reserve the meeting location for this and to gain participant verification of the agreed-upon meeting location and time (Carson et al. 2001; Rao & Perry 2007). A call was made to ensure that the selected respondents received the email sent to the suggested individuals around a week before the interview. The day before the interview session, a tape recorder was set up to ensure enough room and privacy.

### ***5.2.7. Checking demographic data of interview respondents***

This phase began with an announcement by the investigator, followed by a discussion of the research's objectives, a reading of the agreement to a subject to ascertain their desire to participate, and a record of these to satisfy the first procedures. Demographic data were also checked (Rao and Perry 2007).

### ***5.2.8. Pre-test for interviews***

This pre-test involved a total of nine interviews which were performed at each respondent's home, three just at university (one master's student and two undergraduate students), and the final three at the participants' workplaces. The interviews took about 25 minutes on average to conduct. The questions in the interviews to be employed in the qualitative phase of the study were checked for grammar and pronunciation. Once saturation had been attained, sufficient data from the interviews were collected. The problems encountered before the interviews were

addressed by adding unambiguous prompting and revealing questions (Rao & Perry 2007). After reviewing these key ideas, a thorough examination of the interview questions was once more conducted and modified the probing and prompting questions to improve their clarity and ensure a smooth progression during the main in-depth question and answer session. This was done to ensure attendees could respond to the questions easily.

### **5.2.9. Interview sessions**

Interview sessions were carried out from 2nd Jan to 9th Jan 2023 at the location preferred by the interview respondents (as above). The interviewer's main goal was to encourage participants to express opinions and provide the conversation structure and organisation so that they would be more consistent and significant. Despite the informal setting, the researcher was still able to focus on the subject and keep the interview moving along at the right pace. Using the recorder on a cell phone, each session was audio recorded.

## **5.3. Major findings of the interview sessions**

The major findings of the interview sessions have been presented below.

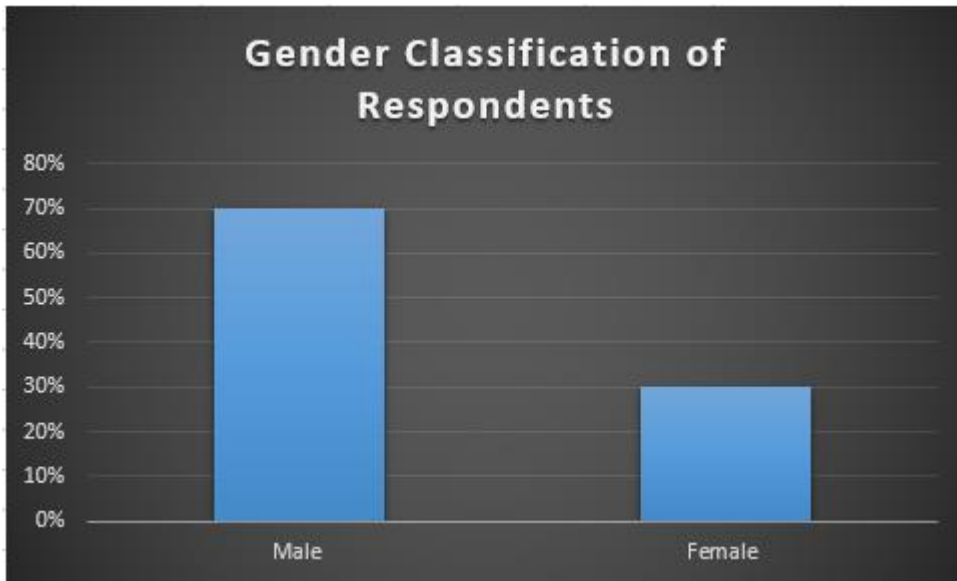
### **5.3.1. Demographic profile of interview respondents**

The following data trends highlight the basic demographic profile of the participants of the interview respondents. The main attributes are set out below.

#### **5.3.1.1 Gender classification of interview respondents**

This section of the study presents the gender of the participants as an indication of its direction. Considering the computed data from the participants of interviews, nearly 70% of them are male, while the remaining 30% are female, as shown in Figure 5.1

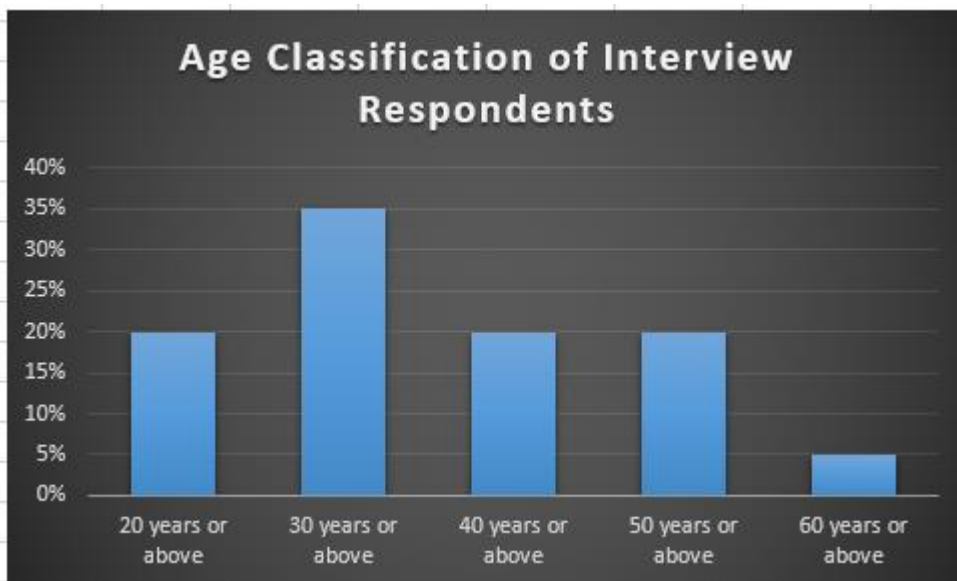
Figure 5.1  
Gender classification of interview respondents



**5.3.1.2 Age classification of interview respondents**

The age classification of interview respondents has been presented in Figure 5.2. The age profile of the respondents has been derived from the collected data and is shown in Figure 5.2. Almost 50% of the survey questionnaire participants are 20 - 30 years, 33% and 30 - 45 years, and 17 % have an age range of 45 - 60 years.

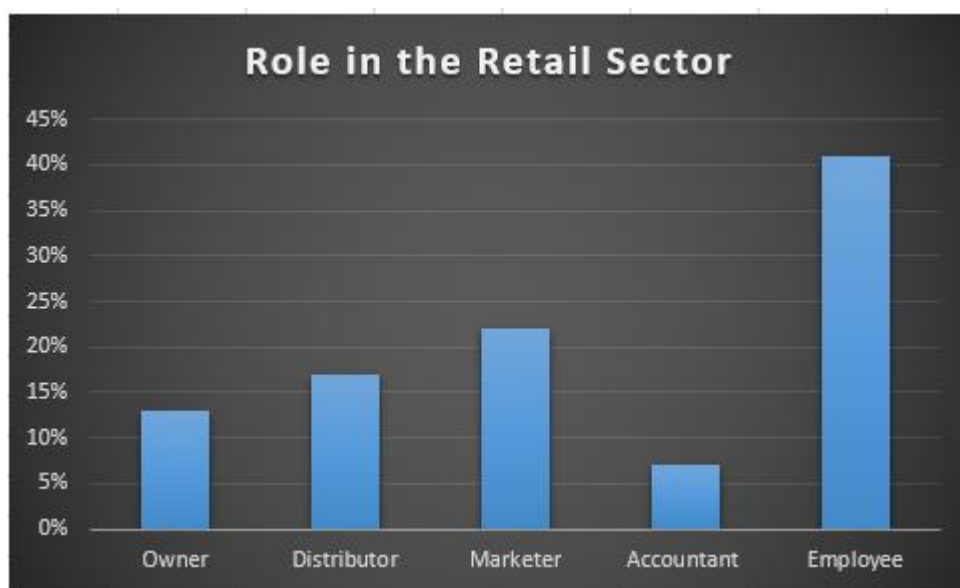
Figure 5.2  
Age classification of interview respondents



### 5.3.1.3 *Role of interview respondents*

Figure 5.3 represents the role of survey participants included in the interview session. It is evident from the figure that 13% of interview respondents are owners, 17% are distributors, 22% are marketers, 7% represent an accountant, and 41% are employees.

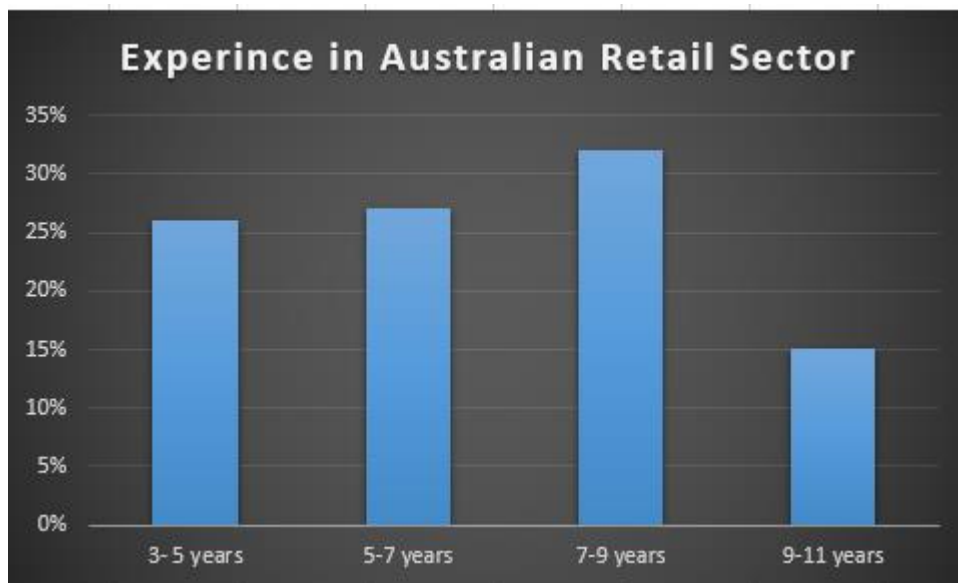
Figure 5.3  
*Role of interview respondents*



### 5.3.1.4 *Experience in the Australian sector*

Figure 5.4 shows an essential question since it includes information about the knowledge and experience of participants with online shopping, which is vital information. Data collected from survey participants have been used to categorise the work experience of those who voluntarily participated. The survey results indicate that almost 26% of the survey participants have 3 - 5 years of retail shopping experience, 25 % have 5 - 7 years of experience, 32% have 7 - 9 years, and 15% of participants have 9 - 11 years of experience.

Figure 5.4  
Experience in retail shopping

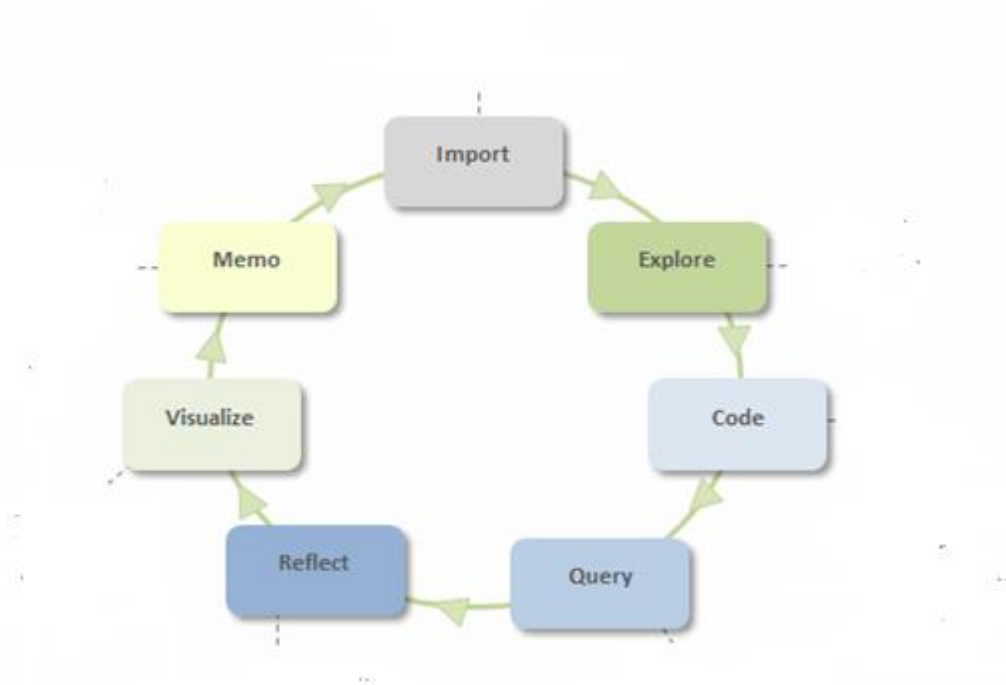


#### 5.4. Qualitative research using NVivo

Social phenomena interest qualitative researchers for assessment, explanation, and explanation. These methods operate in various fields, from social science and education to medicine and business, analysing unstructured or semi-structured data from sources like surveys, questionnaires, field notes, web pages, audio visual content, and journal articles (Dhakal, 2022). Mostly, researchers choose a qualitative methodology to tackle their research topic, for example a social scientist may use a "grounded theory approach" to develop new concepts or concepts (Bergin, 2011). A researcher may employ "measurement" to enhance health policy or project planning. Regardless of the chosen method, NVivo makes popular qualitative techniques more easily accessible. NVivo can assist with storing, exploring, and identifying data but cannot replace analytical abilities, as shown in Figure 5.5 (Bergin, 2011).

Figure 5.5  
Qualitative research using NVivo analysis

Source: Developed for this research



An essential element of qualitative analysis of data is encoding. Encoding is classifying and organising qualitative surveys to find themes and trends – coding to provide public database schema to evaluate. A term or phrase representing a persistent theme in the data might serve as a code (Dhakal, 2022). The encoding name ought to deliver the essence of impulsive responsiveness. For illustration, a survey question's open-ended responses to code are set out below.

### 5.5. Generation of codes

Each qualitative comment represents when codes give to next, and researchers can study those encodings to fully comprehend the data and establish primarily emerging patterns. While creating and assigning encoding is time-consuming, it supports limiting the amount of information that must be examined or considered in the analysis. Examining and organising your data to find patterns is the programming process (Leech & Onwuegbuzie, 2011). A qualitative resource is evaluated once tagged similarly to numerical data. Deductive encoding is less prone



to bias but is more complex than induction encoding to the absence of defined coding schemes. Flat coding structures are easier to use and more accessible than hierarchical coding schemes, as they are more robust and systematic. It is useful to achieve and employ the preferable findings in various contexts. Consistent coding accuracy demands that codes create to compose several reactions, compared with others, and complete maintenance between giving and not enough data. Established encoding methods and rules look for operational definitions drifting in a qualitative analysis (Bergin, 2011).

## **5.6. Manual coding**

Investigators must manually create and assign codes and themes as they sort through their data. Although manual coding takes time, it might accelerate (Siccama & Penna, 2008). To generate codes, the researcher must determine which data are pertinent and why their reduction is necessary for the final analysis. Researchers must choose between a deductive and an inductive technique before starting their open coding.

### **5.6.1. Automated coding**

To efficiently assess and encode qualitative data, automated coding uses software for qualitative data analysis. The software uses machine learning, artificial intelligence (AI), and natural language processing to recognise patterns and generate codes without requiring complex setup or advanced planning. The programs develop over time (Basit, 2003).

Automated encoding has numerous benefits, including omitting investigative biasedness and handling enormous amounts of information. Yet, it is still commonly employed because conventional encoding is considered more precise (Siccama & Penna, 2008).

### **5.6.2. Justification for generating auto codes**

*Automated code generation* (ACG) is the process whereby a computer program takes user specifications in some form and produces a working program as output. ACG presents when the user input is some abstract task description instead of source code in some high-level language, which are both a challenging problem and an opportunity to reduce costs. Automating the programming task normally

requires a great deal of expertise with techniques that comprise design or planning, logic and programming knowledge. The benefits of ACG include reducing or eliminating expenses involved in software development and maintenance, which studies have indicated could cost corporations as much as 10% of their yearly expenses (Jones 2010).

A computer program that accepts information shared in some form and outputs a functioning program is known as automated machine code (ACG). When the user input consists of an abstract position description rather than source code written in a high-level language, ACG presents both a complex problem and an expense opportunity (Basit, 2003). Using design or planning techniques, logic, and programming skills are all required to automate the programming activity, which typically calls for a high level of competence.

The advantages of ACG include lowering or eliminating costs associated with software development and maintenance, which studies have shown may account for as much as 10% of an income's statement costs (Jones, 2010). ACG comes in one form, which is the compiler. The compiler creates an application file from the user's input of software. Compilers have been used often after the creation of the first high-level languages in the late 1950s. Fewer programmers now write software in low-level languages than in the past, embracing high-level languages and compiler technologies, even though many programmers initially laughed at the idea that ACG could generate accurate and efficient code (Siccama & Penna, 2008). Yet, the developer should still create the algorithms in a proper syntactic form, and as such, the compiler requests an input that needs to be more detailed.

## **5.7. Coding using NVivo**

In qualitative data, a phrase refers to a code if it communicates the essence of a subset of data. Coding refers to the analysis techniques used to categorise data. In NVivo, coding is putting pertinent data into a node, which is a container (Jones, 2010). All configuration file references to that node are displayed when opening a node. There are several different kinds of codes in NVivo. These nodes, which are codes, indicate the themes or subjects to be found in the data. In relationships, it mentions how the two project components are related. Emotion codes created via sentiment analysis encoding, including positive and negative nodes (Dalkin et al., 2021). NVivo supports inductive (codes developed while studying the acquired data)

and deductive (preset classification approach, frequently based on newly discovered themes from a literature review) coding.

### **5.7.1. Deductive coding**

In logical decoding, analysts start with predefined classifications, or a codebook developed before examining the study's data. The research questions, the outline of an earlier study, or a hypothesis lead this group (Leech & Onwuegbuzie, 2011). In this form of coding, the researcher creates a list of specified categories.

### **5.7.2. Inductive coding**

Creating a set of codes or a coding system based on research findings is the process of inductive coding. Instead of deductive coding, this method permits themes and hypotheses to emerge from the data instead of being planned (McKibben et al., 2020). Even though inductive coding can be more complex than deduction scoring, it is less subject to bias because the analyst does not start with expectations of what they could find in the data (Bergin, 2011).

Deductive and inductive coding combine investigative projects. Investigators start using conventional codes, refining the listing deductively as they examine the data.

### **5.7.3. Justification for choosing inductive coding**

Studies that use surveys to gather client feedback get a tonne of subjective data that can be challenging to analyse and comprehend. By giving codes to words and phrases, however, coding qualitative data streamlines this procedure and improves comprehension of the substance of each response (Dalkin et al., 2021). By facilitating the analysis and summary of survey results, this method encourages the use of customer feedback to inform data-based decision-making. Recognising frequently mentioned subjects by client is one benefit of turning customer feedback into code. It makes it easier to evaluate and assess data on client satisfaction properly (Dhakal, 2022). Coding also makes it possible to convert qualitative input into numerical data, which speeds up data processing and facilitates decision-making.

Deductive and inductive coding are the two primary forms. Inductive coding is more versatile but can be more complex than deductive coding since it uses a

predetermined code frame, which makes it less subject to bias. Yet, flat code frames are less organised and powerful than hierarchical code frames.

The best outcomes require flexible code structures that can accommodate a wide range of replies, draw precise lines between them, and delicately balance between providing enough information and not providing too much (Leech & Onwuegbuzie, 2011). Establishing accurate coding methods and rules is essential in qualitative research, and it's important to keep track of any changes in terminology. Studies may learn much from customer feedback using coding and other qualitative analysis techniques, leading to better products and services.

## **5.8. Codes generated as per the analysis**

The coding process is a step in the compiler's workflow in computing; it transforms the original code's intermediate representation into a format that the target system can run efficiently (such as machine code). Advanced compilers commonly carry out several passes on various intermediate forms (McKibben et al., 2020). The fact that only the final stage of the source code backend needs to change depending on the target architecture is another benefit of this architecture.

Typically, a parse or data structure tree serves as the code generator's input; the tree transforms into a linear set of instructions, usually in a three-address code or another intermediary language (Dalkin et al., 2021). Depending on whether later stages of compilation significantly alter how the script represent, they may or may not be called "code generation".

## **5.9. Major findings from interview sessions**

### **5.9.1. *Main codes generated as per interview session***

According to the interview data for study variables the following codes have been generated as per thematic analysis. The effects of mobile marketing, social media marketing, eWOM promotion, price, socioeconomic status, subjective norms, way of life, personality, brand loyalty, brand trust and other main concepts were all evaluated against purchase intention. The generated codes as per analysis are covered in more detail below. The findings are provided in the context of pertinent literature review findings. The generated codes provide a more thorough analysis of the methodology used in this research and places the results in relation to the larger

body of related work. Important quotes from the one-on-one interview data are offered to exemplify each theme.

This section of the study details the selected interview quotes to enhance the quality of qualitative research. The interview responses can be found in Appendix E while the major findings as extracted from the qualitative interviews are presented.

#### **5.9.1.1 Summative assessment of interview sessions regarding the effect of mobile marketing on purchase intention**

According to the findings of the qualitative interviews, 44 out of 52 participants, or more than two thirds of the participants, stated that online marketing activities are significantly associated with the purchase intention of the consumer. The impact of mobile advertising on customer purchasing intentions was examined. The results indicate that when making a purchase decision, a product's attributes are an important consideration (Dalkin et al., 2021). The qualitative interview indicated that in the current business environment, mobile marketing initiatives are receiving more attention as marketers realise their ability to influence consumers' buy intentions. Due to its interactive nature and capacity to reach customers anywhere, anytime, mobile marketing has surpassed traditional media channels like radio, TV, and newspapers. Most of the survey respondents indicated that mobile marketing enhances the effectiveness, dynamism, and customised nature of online marketing. Due of its useful qualities, including interaction, originality, localisation, and customisation, mobile marketing has become the most popular form of interactive communication between customers and businesses. The negative comments indicate that overall, mobile advertisements can impact a consumer's purchasing intention when delivered through such a media. Following are some statements from participants concerning mobile marketing to purchase intention.

- *I feel that mobile online shopping platforms that I use can be trusted. (Participant #3)*
- *Most of the information I gain about new products is due to mobile marketing platforms. (Participant #7)*
- *Sometimes I feel that mobile marketing campaigns are irritating as they send same advertisements daily (Participant #9).*
- *The fastest way to make a purchase, in my opinion, is through mobile marketing platforms. (Participant #11)*

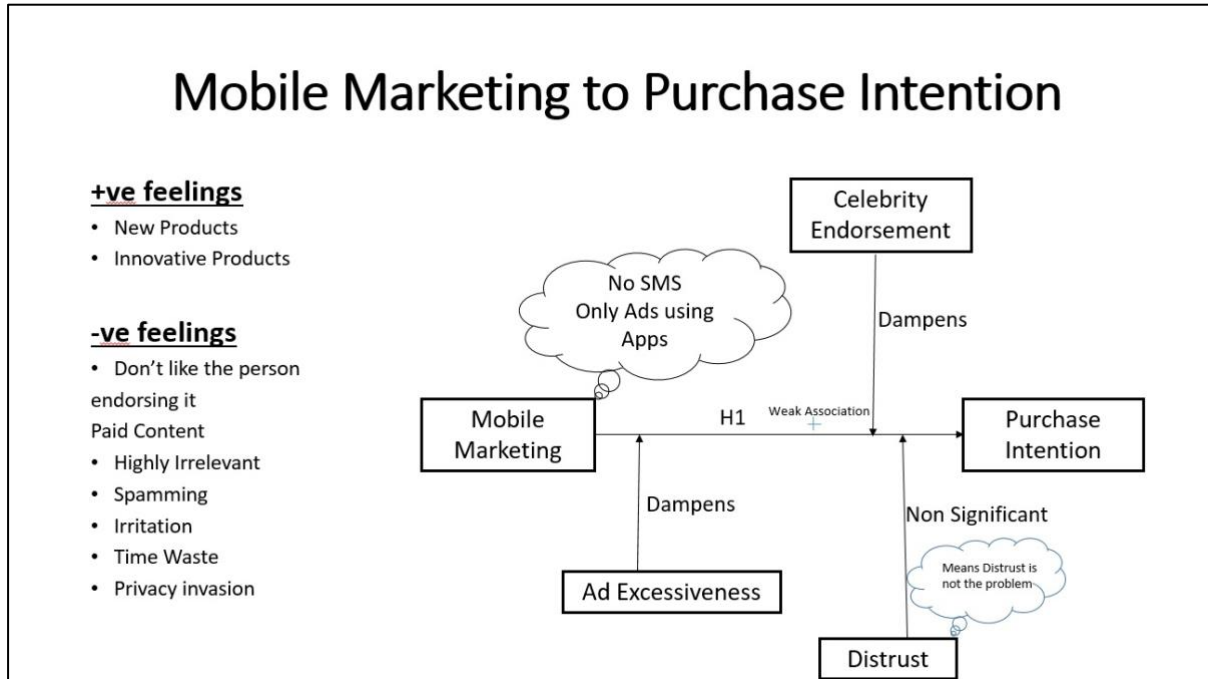
- *Mobile advertisement makes me think when had I thought of this product (Participant #15)*
- *Most of the products I purchase from the market are made via mobile marketing platforms (Participant #19)*
- *Mobile media marketing creates awareness regarding the new and updated deals in the market (Participant #23)*
- *Mobile marketing is good source of getting information regarding new and innovative products. (Participant #28)*
- *I like mobile apps, until it turns into spamming. (Participant #32)*
- *Mobile marketing helps to find out innovative products. (Participant #38)*
- *Mobile media platforms are a very good source of getting information about new products. (Participant #42)*
- *I use mobile marketing platforms above social network marketing whenever I need to make a purchase of a product. (Participant #49)*
- *I believe that a wonderful way to learn about new items is through mobile marketing. (Participant #51)*
- *I believe that the mobile online purchasing sites I use are reliable. Participant #52)*

The summative assessment of major findings of the interview sessions regarding the effect of mobile marketing to purchase intention is shown in Figure 5.6. As per the results from the quantitative analysis, mobile marketing is weakly associated with consumers' purchase intention. Furthermore, it can be seen that ad excessiveness, distrust, and celebrity endorsement dampen the relationship between the purchase intention of consumers and mobile marketing. Distrust does not affect the relationship.

Figure 5.6

Major codes generated as per interview sessions regarding the effect of mobile marketing on purchase intention

Source: Developed for this research



### 5.9.1.2 Summative assessment of interview sessions regarding the effects of social media marketing on purchase intention

The results of the qualitative interviews showed that 44 out of 52 participants, or more than two thirds of the participants, believed that mobile marketing initiatives significantly influence consumers' propensity to make purchases. It was investigated how mobile advertising affected consumers' inclinations to buy. The findings suggest that a product's qualities should be taken into account when making a purchasing decision (Dalkin et al., 2021).

Results from the qualitative interview sessions show that social media marketing has a big impact on brand loyalty and purchase intent. The results also demonstrate that as per social media marketing, brand loyalty is impacted by buying intention (Bucko et al., 2018). These findings provide fresh perspectives for both management and research applications. The results indicate that; social marketing was discovered to be a major factor to influence consumers' purchase intention. Most of the survey respondents believe that social media platforms provide two-way communication between clients and banks. This mode of interaction consequently

has a favourable effect on product assessments and financial results (Tumer & Dehghani , 2015). Second, the qualitative analysis has confirmed that social media marketing does have an impact on customer loyalty to brands. Communication and customer engagement have been difficult due to the internet's information overload. Most of the survey respondents believe that the widespread usage of social media for marketing, more research is needed to determine how social media marketing affects different goods and services (Raji et al., 2019). Although some participants indicated that sometimes people don't like the ads they are viewing and most of the ads on mobile marketing platforms are highly irrelevant. Furthermore, it has been indicated that most of the mobile advertisements are a waste of time and a privacy invasion. Following are some statements from participants concerning social media marketing to purchase intention.

- *Social media marketing makes me aware of the companies in the market (Participant #3)*
- *Social media market highlights the usefulness or importance of the product in my life (Participant #6)*
- *Social media market provides useful information regarding the product (Participant #8)*
- *I feel like buying any product looking at Facebook advertisement specially when that specific product is trending at every social media platform (Participant #11)*
- *I came to know about a lot of beauty products because of social media marketing (Participant #14)*
- *Watching YouTube ads does not entice me to purchase any product until some famous person is featured (Participant #28)*
- *A good place to find out what's new in the market is through social media marketing platforms (Participant #29)*
- *Using social media to communicate with marketers is a good idea (Participant #31).*
- *Prior to making an online purchase, check out social media platforms like Facebook and Twitter (Participant #33).*
- *Purchasing fast and trendy items has become easier thanks to social media marketing platforms (Participant #39).*



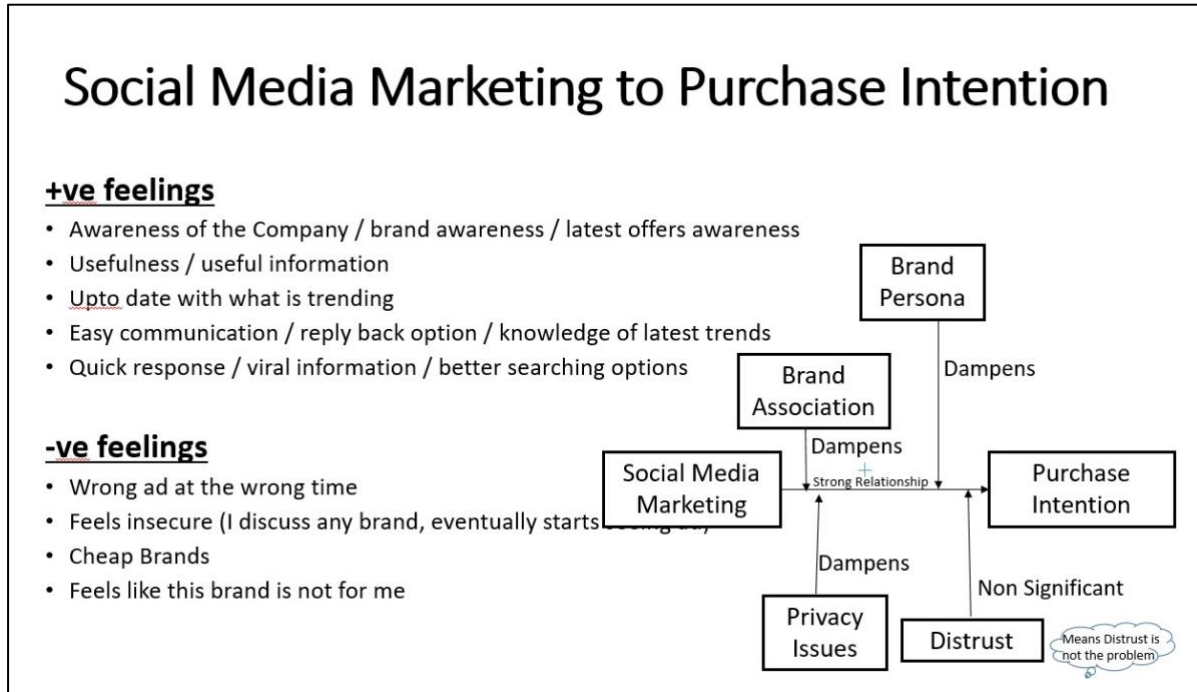
- *The majority of the goods I buy from stores are produced via mobile marketing platforms (Participant #39).*
- *Whenever I need to buy new innovative products I will prefer to find it on mobile platform (Participant #40).*
- *Mobile media marketing platforms influence my purchases (Participant #42).*
- *Communicating with marketers via social media is a good strategy (Participant #44).*
- *Mobile marketing sometimes annoys me when I am not in mood of watching ads (Participant #48).*
- *With regards to buying, I've had a positive experience with mobile marketing platforms (Participant #48).*
- *My comfort level when it comes to making purchases is pretty high when using mobile marketing platforms (Participant #50).*
- *The latest market trends can be found on social media marketing platforms (Participant #50).*

As per the results from quantitative analysis, social media marketing is strongly associated with consumers' purchase intention. It can be seen that brand association, privacy issues, and brand loyalty greatly affect consumer purchase intention.

Figure 5.7

Major codes generated of interview sessions regarding the effect social marketing on purchase intention

Source: Developed for this research



### 5.9.1.3 Summative assessment of interview sessions regarding the effect of eWOM on purchase intention

According to the findings of the qualitative interview, more than 50 participants out of 52 participants – or more than two thirds of the participants– thought eWOM has a substantial impact on consumer purchase intention. Since the people spreading the word about the product are not being compensated and are sharing genuine experiences, eWOM has grown more trustworthy. A majority of interview respondents believed that eWOM plays a pivotal role in developing their own opinions about the product or services. Furthermore, it can be indicated that eWOM can play a pivotal role on brand selection and brand association. eWOM is crucial since it can have a favourable or negative impact on businesses. In the past, eWOM was thought to be a behaviour that occurs before a purchase when it is sought (eWOM-seeking) and after a purchase when it is provided (eWOM-giving). The qualitative interviews add to the body of knowledge on eWOM by illuminating two key concepts: the emergence of eWOM-giving as a prepurchase behaviour; and the

means and amount to which marketers can affect prepurchase eWOM-giving via the marketing mix. Furthermore, consumers' preferences are largely ignored in the extant literature regarding internet group buying, particularly in terms of how much prepurchase eWOM consumers would provide to create an aggregate group of buyers for various products promoted in various ways in online group buying deals. The results indicate that eWOM is an unpaid, honest opinion from a previous customer, it will influence customers and may persuade them to make a purchase. As a result, potential customers think it's more dependable and trustworthy than the actual advertisement for the good or service, it is advocated for businesses to create online communities rather than relying solely on internet advertising. However, most of the survey respondents indicated that the negative eWOM will have a significant impact on both current and potential customers. Additionally, consumer purchase intention may be positively or negatively affected by factors that either encourage or discourage them from making a purchase. Any favourable or adverse comment provided by prospective, current, or past consumers about an item or business, which becomes available to a multitude of individuals and organisations via the internet is referred to as electronic word of mouth (eWOM). Following are some statements from participants concerning eWOM to purchase intention.

- *When making online purchases, I feel more confident entering my banking information because of the comments of other users (Participant # 1).*
- *My decision to follow a brand is generally influenced by social media comments (Participant # 3).*
- *I check out Facebook and Twitter social media platforms prior to making an online purchase (Participant # 9).*
- *It has been my experience that some advertisements are inappropriate (Participant # 11).*
- *My decision to follow a brand generally depends on social media comments (Participant # 13).*
- *At times, I view advertisements that are not intended for the appropriate time and location (Participant # 15).*
- *The comments of online users build my trust in entering my banking information when I make an online purchase (Participant # 17).*
- *EWOM strongly influence consumer behaviour (Participant # 19).*

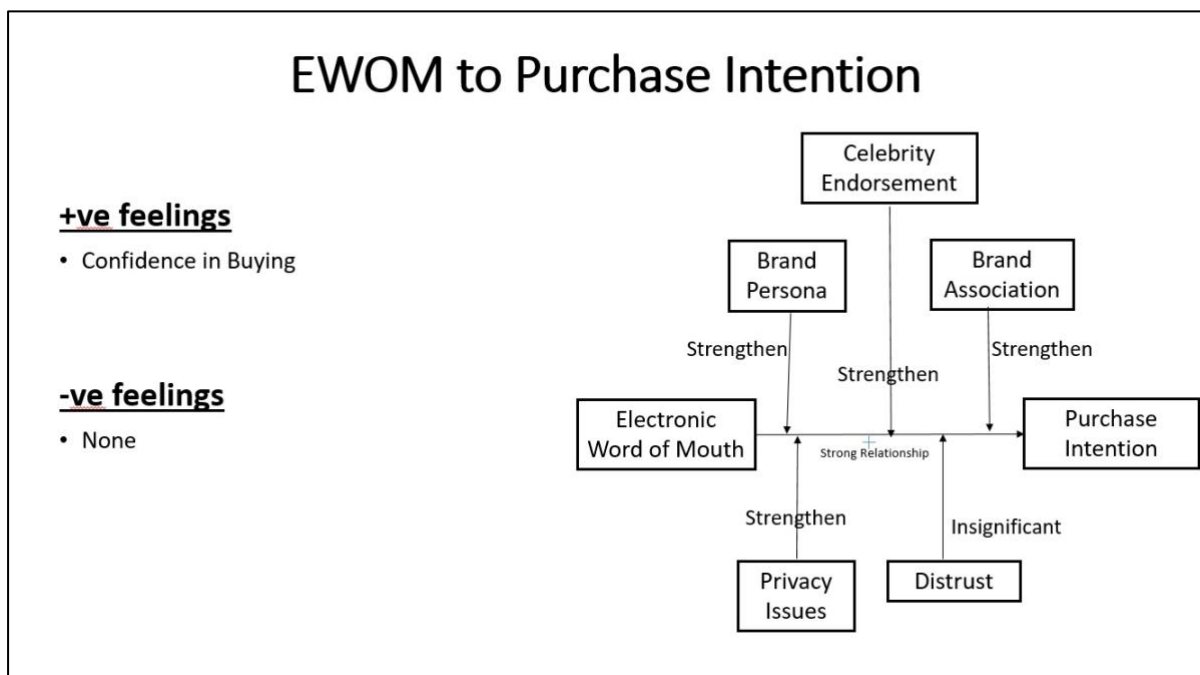
- *Celebrity endorsement comments have a positive impact on purchase intention (Participant # 21).*
- *Negative eWOM messages that criticise the brand's products or services have the opposite effect (Participant # 24).*
- *Brand image is positively impacted by positive eWOM (Participant #27).*
- *Brand association always incite me to buy newly launched products by the brand (Participant # 27).*
- *Online review helps me to trust a brand and their products (Participant # 29).*
- *EWOM can help me to develop trust in the brand and my loyalty towards their products (Participant # 31).*
- *EWOM helps me to develop strong bonds with my favourite brands (Participant # 33).*
- *I feel that majority of good comments about a new product help me to develop an association with the brand (Participant # 37).*
- *I do rely on social media comments while buying purchases online (Participant # 39).*
- *When a product is supported by user reviews, I am more inclined to buy it (Participant # 41).*
- *I believe that celebrities' remarks influence my decision to recommend a product (Participant # 43).*
- *I feel that user comments are very good for developing liking with the brand (Participant # 47).*
- *I feel that majority of good comments about a new product help me to develop an association with the brand (Participant # 47).*
- *Before making an internet purchase, I do look for reviews on blogs and comments (Participant # 47).*
- *EWOM is safe as compared to mobile and social media marketing (Participant # 49).*
- *Online review helps me to trust a brand and their products (Participant # 52).*

Numerous studies have been conducted to determine how eWOM affects consumer purchase intentions. As per the results from the quantitative analysis,

eWOM is strongly associated with consumers' purchase intention. Brand association, privacy issues, and brand persona dampen the relationship between consumers' purchase intentions. It is also seen that distrust does not affect the moderator between eWOM marketing and purchase intention. The summative assessment of major findings of interview sessions regarding the effect of eWOM to purchase intention is shown in Figure 5.8.

Figure 5.8  
Major codes generated as per the effect of eWOM on purchase intention

Source: Developed for this research



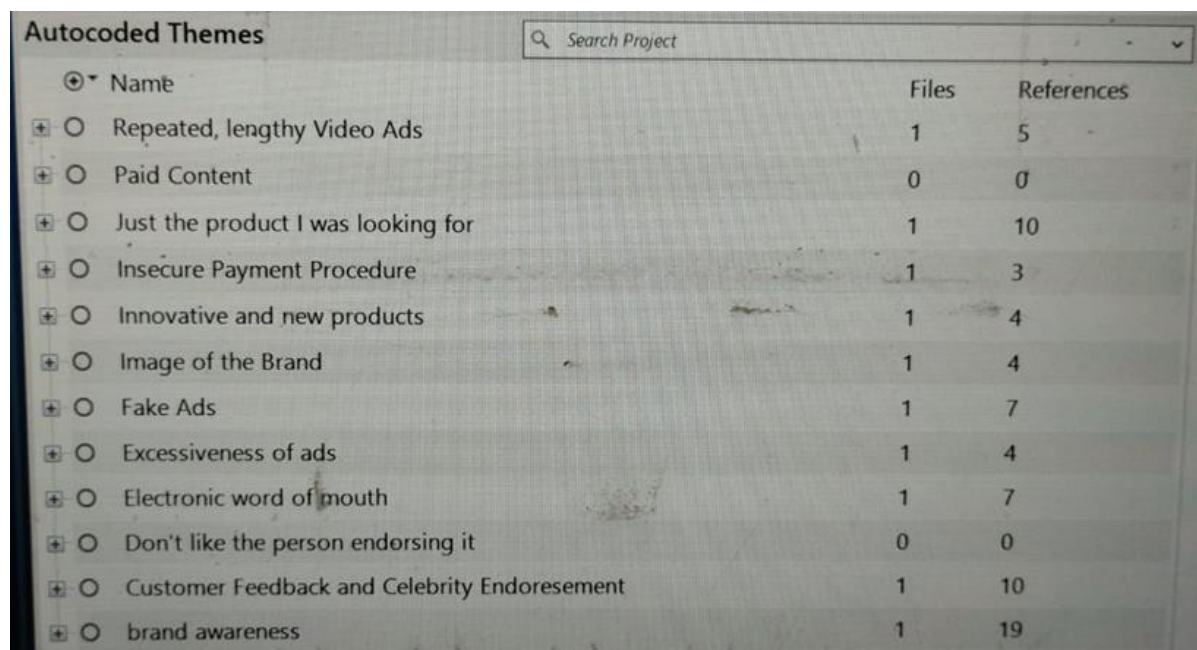
As per the results from the quantitative analysis, social eWOM is strongly associated with consumers' purchase intention. Brand association, privacy issues, and brand persona strengthen the relationship between consumers' purchase intentions. It is also seen that distrust does not affect the moderator between electronic word of mouth and purchase intention.

## 5.10. Generation of themes

According to the interview data and the coding process following themes have been generated. The effects of mobile marketing, social media marketing, eWOM promotion, price, socioeconomic status, subjective norms, way of life, personality, brand loyalty, brand trust and other main concepts were all evaluated against purchase intention. The generated themes aim to explain the findings in the context of pertinent literature review findings. This provides a more thorough analysis of the methodology used in this research and places the results in relation to the larger body of related work. Important quotes from the one-on-one interview data are offered to exemplify each theme.

Figure 5.9  
Themes generated for the research

Source: Developed for this research



Name	Files	References
Repeated, lengthy Video Ads	1	5
Paid Content	0	0
Just the product I was looking for	1	10
Insecure Payment Procedure	1	3
Innovative and new products	1	4
Image of the Brand	1	4
Fake Ads	1	7
Excessiveness of ads	1	4
Electronic word of mouth	1	7
Don't like the person endorsing it	0	0
Customer Feedback and Celebrity Endorsement	1	10
brand awareness	1	19

### 5.10.1. Repeated length video ads

The references for repeating length and video advertisements are in Figure 5.9 Several references consider when different respondents at a node code the same content. For instance, it counts as five references if five people coded identical

information. More information about the relationship being evaluated can be found by looking at the Reference tab in Detail View.

#### **5.10.2. *Paid content***

All references coded at the node are visible to viewers in the Reference tab. Figure 5.9 shows that premium content lacks contacts and files. Viewers can ascertain the overall number of references for each file based on the coding done by all users by looking at the Reference tab. It regards 0 relations where no users have coded identical content at the node.

#### **5.10.3. *Just the product I was looking for***

As evident from Figure 5.9 the product contains one file and ten references. Viewers can see the total number of connections for each file on the Reference tab of a node. The overall number of contacts is determined by adding up the coding done by all users; in this case, if five respondents coded the same piece of material at the node, that code counts as ten references.

#### **5.10.4. *Insecure payment procedure***

Every reference coded at the node is visible to viewers on this tab. As may be seen from Figure 5.9, it might demonstrate that the insecure Payment Procedure contains one file and three references. Under a node's Reference tab, viewers can view each file's total number of connections. In this scenario, if five respondents encoded an article at the same vertex, the code counts three references because the aggregate of relations tends to compute by aggregating the coding performed by all users.

#### **5.10.5. *Innovative and new products***

Viewers can see every reference for Innovative and New Products. Figure 5.9 shows that the Innovative and New Products houses one file and four references, as observed. Viewers can see the total number of connections for each file under the Reference tab of a node. Because the total number of contacts is determined by adding together the coding done by all users, in this case, four respondents coded the same piece of material at the node, the code counts as four references.

#### **5.10.6. *Image of the brand***

The NVivo analysis presents – new and innovative products. As can be seen in Figure 5.9, the image of the brand has one file and four references. Viewers can view each file's connections on a node's Reference tab. In this scenario, four respondents encoded the context at the node; the code counts as four references because the total number of connections calculates by putting up the coding performed by all users.

#### **5.10.7. *Fake ads***

Viewers can see every citation – unique and novel products. The image of the brand comprises one file and four references, as shown in Figure 5.9. Viewers can see the total amount of references for every file on the testimonials tab of a vertex. Although the overall number of testimonials determines by adding up the coding done by all users, in this case, where three respondents coded the same piece of material at the node, the coding counts as seven references.

#### **5.10.8. *Excessiveness of ads***

NVivo analysis for the interview session presents; the excessiveness of the ad comprises one file and four references, as shown in Figure 5.9. Viewers can see the full links for each file on the testimonial tab of a vertex. However, the overall number of references determines by adding up the coding done by all users; in this case, where four respondents coded the same piece of material at the node, the code counts as four references.

#### **5.10.9. *Electronic word of mouth***

The interview session's NVivo analysis show, as depicted in Figure 5.9, the excessiveness of the ad consists of one file and seven references. Under the testimonial tab of a vertex, viewers can view the aggregate of links for each file. The code counts as seven references since seven respondents coded the same piece of content at the node, even though all service users' aggregate of testimonials calculate by aggregating the encoding performed.



#### **5.10.10. *Don't like the person endorsing it***

The interview session's NVivo analysis show, as depicted in Figure 5.9, the excessiveness of the ad consists of zero files and zero references. Under the testimonial tab of a vertex, viewers can view the aggregate of links for each document. The code counts as three references since four respondents coded the same piece of content at the node, even though all users calculated the aggregate of connections by aggregating the coding performed.

#### **5.10.11. *Customer feedback and celebrity endorsement***

The interview session's NVivo analysis shows in Figure 5.9 the customer feedback and celebrity endorsement of one file and ten references. Under the testimonial tab of a vertex, viewers can view the aggregate of links against the file. The code counts as three references since ten respondents coded the same piece of content at the node, even though all service users' aggregate of connections calculate by aggregating the encoding performed.

#### **5.10.12. *Brand awareness***

The NVivo analysis of the interview session is displayed. Figure 5.9 shows the celebrity endorsement of one file and 19 references, together with customer feedback. Viewers see the total links for each file under the testimonial tab by adding the coding. In this case, the code counts as 19 references because 19 respondents coded identical text at the node.

### **5.11. Sentiment analysis**

A natural language processing methodology called sentiment evaluation, commonly called opinion mining, finds the emotional undertone in text. Businesses typically use it to categorise customer evaluations of their goods, services, or viewpoints (Medhat et al., 2014). Sentiment analysis is extracting emotions and personal information from text using data mining, binary learning, and AI. Unstructured text data from internet sources, including emails, blog posts, social media, forums, and comments, can help enterprises get insights. Systems for sentiment analysis substitute conventional data and information processing with rule orientation or hybrid algorithms (Siccama & Penna, 2008).

Rule-based systems, which adhere to predetermined rules, or autonomous systems that use machine learning, can perform sentiment analysis. A hybrid strategy combining the two approaches is also feasible (Dalkin et al., 2021). Opinion mining may extract from text polarity, subject, opinion holder, and sentiment. Several text levels, such as a document, paragraph, phrase, and sub-sentence, can be subjected to sentiment analysis. Brand watch, Lexalytics, Sprout Social, Sysomos, and Zoho are just a few providers that provide sentiment analysis tools. These tools allow companies to monitor client feedback and react rapidly to market changes (Zhang et al., 2018).

In written material, identifying favourable or unfavourable sentiments is known as sentiment analysis. Businesses often use this method to analyse social data, measure customer sentiment, and assess brand image (Mejova, 2009). A text's polarity (positive, negative, or neutral) can be determined using this analysis, along with its level of urgency (urgent or not urgent), specific emotions (such as anger, happiness, and sadness), and intentions (interested or uninterested). Readers can construct and modify categories to suit their sentiment analysis needs based on how they wish to examine consumer feedback and questions. Below are a few of the sentiment analysis subcategories that are in use:

- Aspect-based
- Fine-grained
- Intent-based
- Emotion detection

#### **5.11.1.      *Aspect-based sentiment***

Aspect-level or feature-based sentiment analysis, as it is also known, enables businesses to comprehensively analyse customer feedback data. By learning more about the requirements and preferences of their clients, they can utilise this information to produce goods and services that better satisfy those demands (Mowlaei et al., 2020).

Text data is categorised using certain features using *aspect-based sentiment analysis* (ABSA), which also assesses the sentiment expressed towards each aspect. By evaluating customer feedback, ABSA can link customer sentiment to specific product or service features, including user experience or response time (Hoang et al., 2019). This analysis is essential for processing vast amounts of client

data, automating customer support duties, and learning about customer preferences. According to ABSA, businesses may enhance consumer satisfaction by determining the benefits and drawbacks of their goods and services. Companies can also use ABSA to determine the best product development and marketing approaches (Brauwers & Frasinca, 2022).

In the modern world, consumers connect with brands and become more outspoken, offering positive and negative comments. These interactions provide helpful information to enhance their goods and services (Hoang et al., 2019). Yet, sorting through this data might be a challenging undertaking. This procedure can be automated, saving time and money, using aspect-based sentiment analysis. With this technology, organisations can analyse massive amounts of data, such as tweets, customer care discussions, and reviews, in great detail. Aspect-based sentiment analysis allows teams to concentrate on more important work while delegating the tool's study of in-depth consumer input. This automated technology is crucial to provide organisations with insights into client wants and preferences (Mowlai et al., 2020).

Aspect-based sentiment analysis has trouble automatically recognising aspects and associated attitudes for various linguistic reasons. Interpreting and comprehending complex linguistic phenomena can be challenging. The most difficult subtask is determining the correct component because customers may have opinions about multiple factors, including a product's price, quality, performance, design, or usage (Phan & Ogunbona, 2020). In contrast, there are only three categories for categorising sentiment in customer feedback: positive, negative, or neutral. Finding the appropriate feeling for the component can be challenging, though. It has faced numerous difficulties when performing aspect-based sentiment analysis, depending on the circumstance (Brauwers & Frasinca, 2022).

Customers may express their satisfaction or dissatisfaction with a good or service in several ways, such as by using positive or negative words (such as excellent or fantastic, or bad and awful). Occasionally, feelings are expressed by calling attention to particular product features or outlining product functionalities (Hoang et al., 2019).

### **5.11.2. Sentiment analysis for dependent and moderating variables**

The data pool for the sentimental analysis constitutes the feedback and analysis of retailers for the feedback of survey respondents for the questionnaire. The aspect analysis on feedback analysis for questionnaire data as done by retailers is presented in Figure 5.9 in a treemap. It is evident from the figure that most survey participants had a neutral stand on the effect of employer branding on purchase consumer intention (Al-Natour & Turetken, 2020). However, many participants also had a negative, positive, or mixed impact on consumers. Similarly, the aspect analysis of customer feedback and celebrity endorsement on the purchase intention of Australian consumers shows in Figure 5.9. It is evident from the treemap that most of the survey participants had a neutral stand on the effect of customer feedback and celebrity endorsement purchase intention of consumers, while a substantial number of customers had a negative or positive impact on the purchase intention of Australian consumers (Feine et al., 2019).

The treemap in Figure 5.10 shows that most survey respondents had a neutral stance on the product I was looking for of consumers' purchase intentions. Yet, some participants also affected either positive or mixed customers. Similarly, Figure 49 depicts the aspect analysis of innovative and new products on Australian customers' purchasing intentions. The treemap shows that most survey respondents had a neutral stance on the influence of fake ads on purchase intentions. In contrast, a sizeable portion of respondents listed both a mixed and negative impact of fake ads on Australian consumers' purchase intentions.

The treemap demonstrates unequivocally that most survey participants took a neutral stance on repeated-length video ads and consumers' purchase intentions. Nonetheless, many participants highlighted a negative or neutral impact on the customer's purchase intention. Similarly, Figure 5.10 shows the effects of ads' excessiveness on Australian customers' purchasing intentions, where most of the interview respondents had a neutral stance. The treemap reveals that some interview respondents also negatively and positively impacted Australian consumers' purchase intentions.

The result shows that most survey respondents were neutral on how insecure payment procedure affects consumers' purchase intention. Yet, a sizable portion of participants also affected hostile customers. Similarly, Figure 5.10 also depicts the

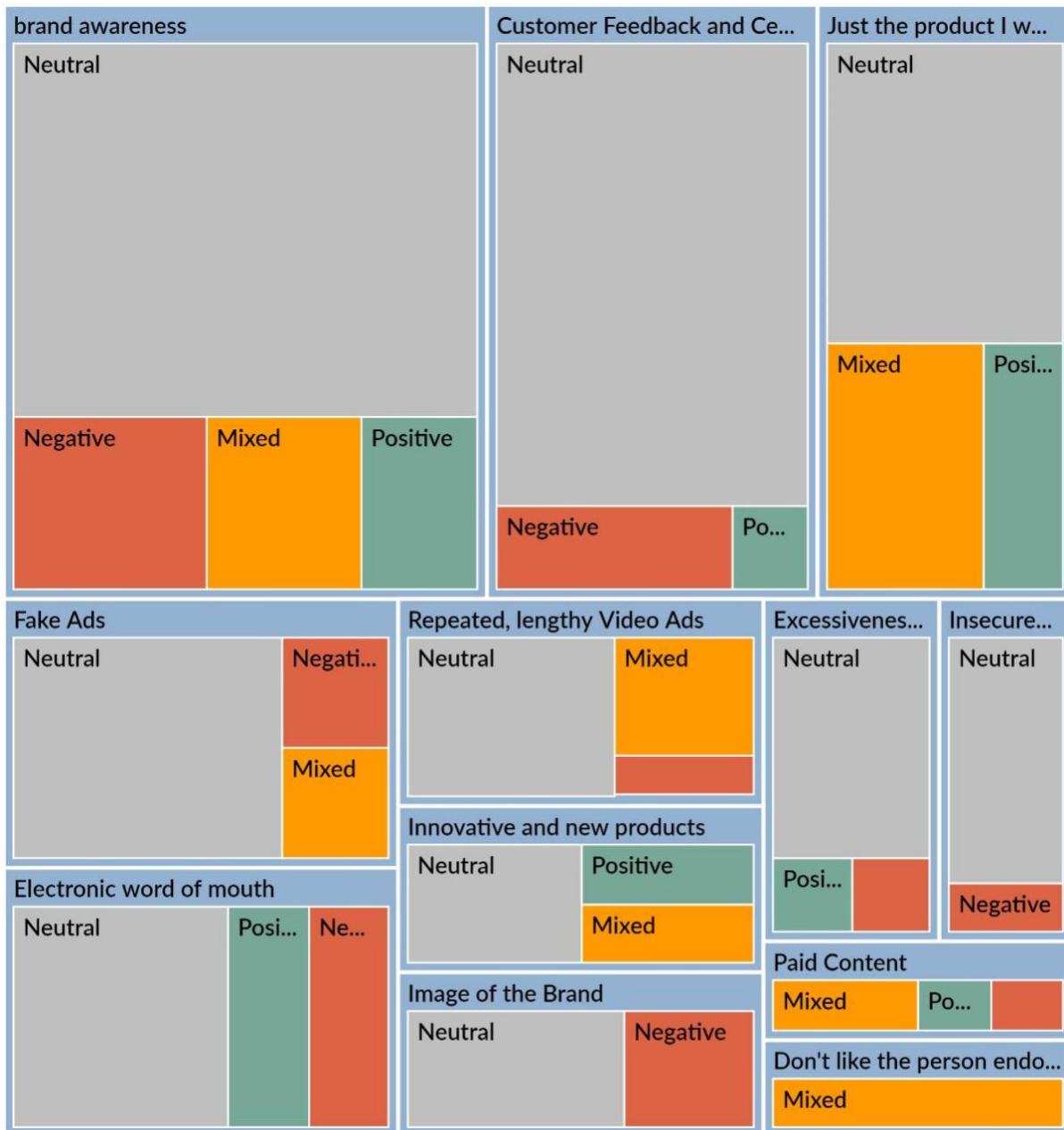
aspect analysis of eWOM on Australian customers' intentions on purchase. The treemap shows that most survey respondents had a neutral stance on the impact of eWOM on consumers' purchase intentions. At the same time, a sizeable portion of respondents also highlighted a negative and a positive impact on Australian consumers' purchase intentions.

The treemap in Figure 5.10 clearly shows that most survey respondents had a neutral attitude about both consumers' purchase intents and the image of the brand. Yet, some participants also mentioned a detrimental impact on the customers' purchasing intention with brand image. Similarly, Figure 49 illustrates the effect of paid content on Australian consumers' intent to buy; the results indicate that interview respondents had unfavourable, mixed, and positive attitudes toward the impact of paid content on consumers' purchase intent. Lastly, according to the treemap, many interviewees had a mixed attitude toward the generated code and wanted to avoid the person endorsing it.

A treemap of the aspect analysis of the various questionnaire constructs is shown in Figure 5.10. The findings indicate that most survey participants needed clarification on how brand awareness affected consumers' willingness to buy. Nonetheless, a large proportion of participants also had an impact on neutral, favourable, or mixed customers. A similar examination of customer reviews and celebrity endorsement on Australian customers' purchasing inclinations is shown in Figure 5.10. The treemap reveals that most survey participants needed to be more concerned about the influence of customer reviews and celebrity endorsements on purchase intentions. A large percentage of consumers, however, held the opposite opinion.

Figure 5.10  
 Treemap for sentimental analysis for dependent and moderating variables

Source: Developed for this research



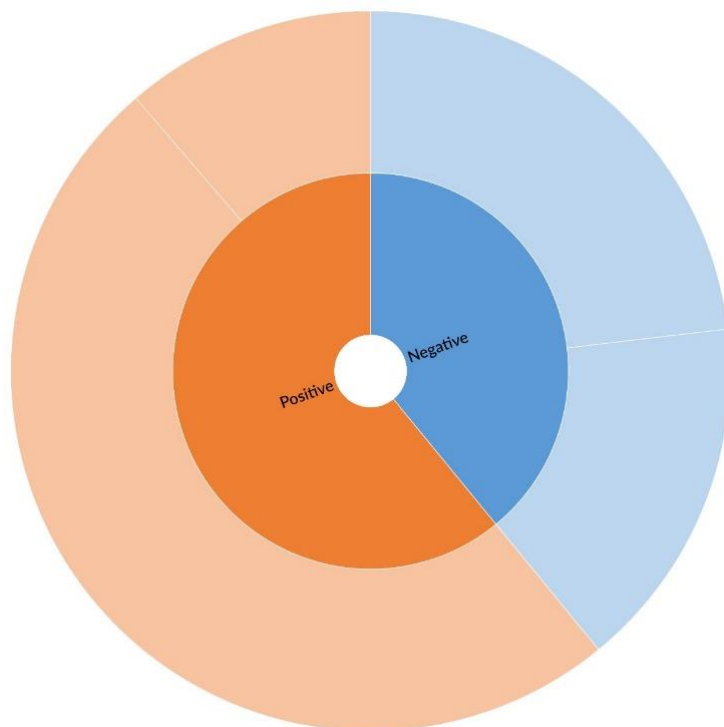
### 5.11.3. Sentiment analysis for response to individual interviews

In Figure 5.11, a treemap represents the aspect analysis of response for individual interviews. The results indicate that a sizable portion of interview participants, almost 50, had mixed reactions to various queries. In contrast, only two interview respondents had a negative and positive attitude towards multiple



Figure 5.12  
Feedback comparison for user responses

Source: Developed for this research



## 5.12. Discussion on generate themes

The accompanying discussion for various themes generated as per qualitative analysis is below.

### 5.12.1. *Just the product I was looking for*

The theme generated, “Just the product I was looking for” implies an important consumer perception which means the consumer has actually found something they were looking for. This narrative defines an important feature in online purchasing as an online consumer will certainly purchase a product online that they have desired. As per the relevance of this narrative, this theme was named as “Just the product I was looking for” as it best describes the consumer’s response when they have found a product on an online channel that they wanted.

An important aspect of the interview analysis corresponds to meeting user demands as they are an important aspect of the research (Hopper, 2020). Maslow's Hierarchy of Needs is an important theory that finds relevance in explaining this



theme. Maslow's Hierarchy of Needs is a pyramid that classifies human needs that Abraham Maslow developed in 1943, and is still essential today, as shown in Figure 5.13. According to Maslow's hierarchy, human necessities must come first. People would, for instance, prioritise meeting their physiological demands for food and water before worrying about their social standing and sense of belonging, as shown in Figure 5.13. Therefore, when consumers find what they are looking for, they will buy it impulsively. Contrary to a need, there aren't always adverse effects when a product is not desired (Jin & Oriaku, 2013). The important traits of consumer needs as per Maslow's hierarchy are discussed below, extracted from the study of Hale et al. (2019).

*Figure 5.13  
Maslow's hierarchy*

*Source: Hale et al. (2019)*



*Usefulness:* A clear and user-friendly product.

*Convenience:* A hassle-free and seamless purchasing and onboarding experience.

*Cost-effectiveness:* A cost that is reasonable for the customer.

*Evaluation of party data:* Your business can learn more about the preferences and requirements of your target market by examining first-party data, such as product and customer feedback.

*Evaluate customer attitude:* Create a customer journey map and analyse customer behaviour to draw in clients at various points in the purchasing process.

*Conduct A/B examination:* Focus groups and surveys can be used to gather qualitative data to define client needs and wants. There is a need to get user input; A/B testing involves putting various prototypes, ideas, or concepts to the test.

*Reports of product usage:* Create accounts on product utilisation to examine how and when customers utilise your product. Use this information to discover the attributes that matter to your target audience.

*Evaluate RFM:* RFM analysis to find high-value clients based on frequency, recency, and monetary worth.

*Use feedback:* Get client feedback by providing review choices and checking for frequent problems.

*Personas of buyers:* Create buyer personas to humanise clients rather than treating them like numbers.

*Assessment of the product:* Before releasing the product or service, run beta tests to identify any required adjustments.

*Understand competitors:* Examine your rivals' audience research and assess their products' effectiveness to spot areas for improvement in order to stay competitive.

*Know about trends:* Keep up with business trends that may impact your target market.

*Examine testing of the first click:* Use first-click testing on your website to gauge how long it takes visitors to complete desired actions while also analysing user behaviour and removing obstacles.

### **5.12.2. Paid content**

The qualitative analysis shows that paid media is essential to marketing and advertising since it entails buying advertising space to spread the word about a company to more people (Wolk & Theysohn, 2007). Companies utilise paid media to

reach a wider audience, boosting traffic, sales, and conversions through clicks, eventually increasing revenue.

For a company to successfully implement its online strategy and raise revenue, media of all types – paid, earned, and owned – must be a key element. It serves as a medium and piece of real estate that advertises the brand or its message to the intended audience (Lahav & Zimand-Sheiner, 2016).

According to a recent HubSpot analysis of marketing data,

- For the year 2022, 63% of businesses regarded generating traffic and leads as their most considerable marketing difficulty (Wolk and & Theysohn, 2007).
- Ad spending on Instagram Stories increased by 220% from one year to the next.
- On mobile, Google receives 95% of all paid search ad clicks.
- The most widely used display formats are banners, native, and social media ads.

Brands can advertise their products to the audience they are trying to reach by using paid media. Marketers can reach consumers looking for connected goods and services by sponsoring content. Many ad forms, such as pay-per-click, display, pop-up, social media, video ads, and retargeting, are included in the category of paid media alternatives (Wolk & Theysohn, 2007).

Depending on their objectives, brands might use sponsored media to increase brand recognition, introduce new items, provide exclusive offers or discounts, increase website traffic, or boost sales. Making decisions about the most efficient use of paid media requires having a defined aim (Mowlaei et al., 2020). It's essential to conduct research and develop buyer personas based on the target audience and consumer data to achieve effective advertising. The ideal media outlets and ad formats for a message may be chosen by visualising the audience's actions, routines, and preferences.

Depending on the channels that resonate the best with the target audience, this may include search ads, social ads, or out-of-home advertising. Choosing the platform that might offer the best return on investment for any campaign goals when choosing a paid media channel can establish the standards for an effective paid media campaign.

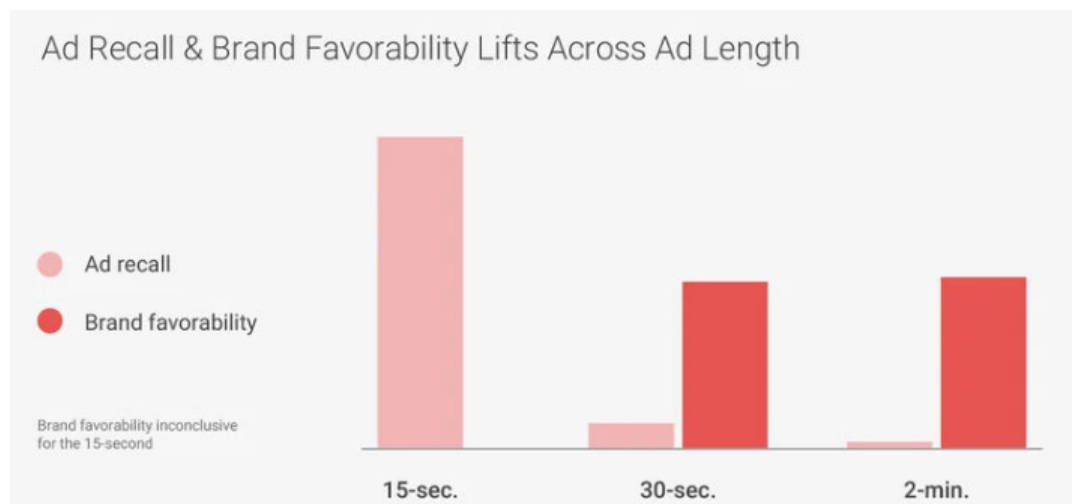
### 5.12.3. Repeated length video ads

Repeated length video ads correspond to an important part of the analysis. Nowadays, video ads are 60-second commercials that are very time-consuming. According to former literature studies, 15-second commercials are 75% more successful than 30-second ones while only costing half as much, so they have taken over TV as the norm. Furthermore, it has also been observed that these ads are repetitive. The relationship between ad recall and brand favourability is shown in Figure 5.14. According to research, the length of a YouTube video advertisement may impact brand awareness and consideration (Teixeira et al., 2012). Longer viewable advertisements typically have a more notable impact on brand awareness. Although this is the case, viewers are still eager to watch longer advertisements; in 2014, the average length of an ad on the YouTube Advertising Leaderboard was three minutes. In 2014 and 2015, none of the top commercials was under one minute (Hoang et al., 2019).

While short-form advertisements remain an efficient way to spread awareness and keep the brand in mind, it's essential to consider the performance difference between ad recall. Although shorter advertisements are more effective, lengthier promotions produce signals that influence necessary action. In the end, the precise objectives of the campaign and the intended demographic will determine the ideal length and format of a YouTube advertisement (Mowlaei et al., 2020).

Figure 5.14  
Video ads

Source: Teixeira et al. (2012)



#### **5.12.4. Insecure payment procedure**

According to the results of interview sessions, online payments have taken over as the preferred payment method across the globe, with over 90% of customers using them to buy products and services as recorded in 2020 (Mowlaei et al., 2020). Yet, the popularity of online payments is growing, which has also contributed to a rise in transaction fraud. According to a survey by Experian, 63% of businesses globally reported losses from fraud through online payment channels comparable to or greater than those from the prior year (Sayre, 2022). While more large companies implement sophisticated fraud-protection systems, criminals focus on smaller, less secure companies. As a result, it has become crucial for companies to implement effective fraud prevention strategies to protect their financial activities.

Small owners of businesses can take precautions to guard against fraud attempts. Payment fraud happens when someone takes payment information and uses it for unauthorised activities. The account owner or cardholder then becomes aware of the illicit conduct and challenges it. Owners of businesses must deal with the difficulties of resolving the conflict, paying chargeback and investigation costs, and wasting time and resources (Linck et al., 2006). Customers may occasionally mistakenly start chargebacks by asserting they have yet to receive the product. Another type of payment fraud is that small businesses can protect themselves from these assaults by using secure payment methods, keeping an eye on transactions, and double-checking customer information.

*Monitoring of transactions:* Payment fraud happens when someone acquires and exploits payment information illegally. Business owners have to deal with the difficulties of settling disputes, paying chargebacks and investigative expenses, and squandering time and money. Small business owners can, however, take safety measures to guard against fraud efforts (Mester et al., 2007).

*Restricted access:* By using secure payment methods, attentively observing transactions, and double-checking consumer information, businesses may defend themselves against these attacks. Customers occasionally falsely claim that they never received the merchandise when initiating chargebacks, another instance of

payment fraud. Small business owners can lower their risk of payment fraud and prevent the fees and hassles that come with it by adopting the above precautions (Linck et al., 2006).

*Encryption of emails:* Encrypting emails and transactions is advised when handling sensitive data to protect it from unauthorised manipulation or alteration. It is especially crucial to guard against the improper use of client information (Gray, 1992).

*Negate invoices:* Moreover, using paper cheques and invoices exposes companies to the risk of information theft; it is, therefore, preferable to steer clear of these antiquated practices.

*Fast authentication:* Using online payment and invoicing systems is advised. Furthermore, implementing a robust authentication system that uses multiple-factor authentication techniques can guarantee that only authorised personnel have access to financial data, preventing unauthorised access and potential breaches (Mester et al., 2007).

*Fraudulent patterns:* Keeping up with the newest fraud trends is critical to protect a company from fraud. Scammers constantly develop new, lucrative ways to access and use private information as more businesses move their activities online. Necessary security measures can protect a company from fraud by staying informed on the most recent types hurting other firms worldwide – a business's reputation and profits are safeguarded by keeping up with the most current fraud schemes.

#### **5.12.5.        *Innovative and new products***

The qualitative analysis shows that according to the results of interview sessions, introducing a brand-new, enhanced, or wholly redesigned good or service to the market is known as product innovation. It includes the expansion of something new and the improvement of current products. Being the first to create a product is optional for success in product innovation; one must improve upon what is already on the market (Sethi & Sethi, 2009). Whatever the business, developing new products is a complicated process that frequently fails. Even the most daring

companies can be discouraged by fear of failure. These difficulties are not exclusive to the development phase.

A new, improved, or fully redesigned product or service introduces to the market due to product innovation. It entails the development of new items as well as the improvement of already existing ones (Gourville, 2015). Being the first to market with a product does not guarantee success in product innovation; instead, it focuses on enhancing what is already on the market. Even the most adventurous organisations can be discouraged from taking risks by the fear of failure, as developing new products is a complicated process that frequently fails. These difficulties apply to more than just the development stage; they also affect other locations of product innovation (Sethi & Sethi, 2009).

In the middle of the complex and quick changes in the business world, locating a real client need and coming up with a solid answer can tremendously help an organisation in numerous ways (Gray, 1992). There is a need to increase the profitability and long-term market acceptance of a novel or enhanced product or service. Innovating using the appropriate mentality, procedures, and methodology is essential. Innovation is necessary in today's consumer-driven society because it continues to be the common language between companies and their customers in a world where brands no longer rule supreme (Mester et al., 2007). Companies can gain a competitive edge in the market and preserve a positive customer-business connection by meeting client needs and continuously innovating.

#### **5.12.6. *Image of the brand***

This analysis shows that customers' views of a brand change over time based on their interactions and experiences. It involves a variety of touchpoints and is not limited to product usage and purchase. Businesses spend a lot of time, money, and effort developing their brand identity, including how their brand should appear to consumers and how they perceive it. All of these components work together to create the brand personality and image. As a customer engages with a brand, the brand's personality shapes their opinion, which may be favourable or unfavourable. Because of this, developing a solid brand image is essential to winning over customers and building a successful business.

Consumer encounters and experiences can sometimes shape a brand's reputation. Potential clients may form opinions about a brand by reading news articles or watching influencer reviews.

It is often observed that when marketers meet their clients, the clients assess their character and form an opinion based on our encounters. Likewise, what client learn about someone via acquaintances affects how they deal with them. This idea also holds for brand image, which influences a customer's interactions with a company. This perception can change over time and may not necessarily be by using or purchasing a particular product or service. Due to the possibility of different viewpoints, maintaining a consistent brand image is essential.

Businesses invest much time and energy into creating a unique brand personality, voice, and market position. It goes beyond simply designing recognisable visual components like logos, emblems, and markings that help a business stand out. All of these facets of a brand are essential in determining how customers engage with and perceive it, ultimately shaping its reputation.

#### **5.12.7. Fake ads**

An important aspect of the analysis indicates that fraudulent advertisements are a common strategy criminals use to deceive consumers and steal money or private information in cybercrime. By exploiting well-known firms' names, logos, and other brand assets, these false advertisements frequently imitate authentic branding while sending unwary customers to a fake website (Grigsby, 2020). Many fraudulent ads get through because platforms like Google and Facebook are often the target of these frauds. Google has put in place precautions to confirm the ownership of businesses by asking for information about the company's activities or seeking paperwork. Still, dedicated thieves are frequently able to get around these measures. Users should exercise caution when accessing the internet and avoid clicking on ambiguous or shady advertisements (Gourville, 2015).

Fraudulent people can quickly bid on brand, product, and industry keywords to appear in a Google search engine result page by avoiding the verification process. Unaware consumers who click on these adverts risk phoney websites that seem like the real thing, where they risk having their payment information stolen or making bogus purchases (Braun & Eklund, 2019). Compared to larger enterprises like Apple, which have recognisable trademarks, startups and smaller businesses are more



susceptible to these scams. Even social networking sites like Instagram are vulnerable to deceptive advertising. Thus, it is crucial for businesses to be aware of these dishonest tactics and to take precautions to protect their customers from potential harm.

The most recent information from the Federal Trade Commission shows that social media fraud has significantly increased over the past few years (Gourville, 2015). There were 15,900 recorded occurrences of scams in the second quarter of 2020 that had only social media as their source. Fraudulent advertising frequently targets Facebook and Instagram. Scammers build several phoney profiles to deceive naive people, use photographs from authentic brands, and then release targeted adverts. Consumers who buy things from these advertisements get better-quality, fake goods or nothing. Using an automated and proactive strategy can assist in regulating false advertising on a broader scale, even when recognising and reporting personal ads may not be effective. It is imperative to be vigilant and confirm the integrity of adverts to prevent falling victim to social media scams (Haddadi, 2010).

#### **5.12.8. Excessiveness of ads**

The most important aspect of this analysis indicates that online fraud scams have significantly increased over the past few years. As discussed above, there were 15,900 recorded occurrences of scams in the second quarter of 2020 that had only social media as their source (Haddadi, 2010).

Companies invest in advertising because it generates revenue, but it raises the issue of whether it is morally acceptable. Instructive advertising is vital, but more of it is needed. It is not ethically acceptable to get excessively glossy brochures and packages of advertising promotions each week (Haddadi, 2010). Advertisements clog up newspapers and TV shows and create fictitious demands to act immorally. Businesses themselves are not the problem; instead, it is excessive promotion. The emphasis should be on moral marketing strategies that benefit firms and consumers. Although advertising is a crucial tool for businesses, they must work to balance informing consumers and avoiding over-promising to them (Nguyen, 2016).

According to journalist Rob Walker, the overwhelming amount of advertising we are exposed to daily affects our feelings. While we may not be willing to admit it, according to the author of "Buying in the hidden conversation between what we buy and who we are", advertising can arouse urges that we were unaware we had. As a

result, we become little more than mindless consumers (Haddadi, 2010). Excessive advertising, which aims to instill a sense of brand loyalty that excludes consideration of less well-known firms, is fundamentally manipulative. This phenomenon, which embodies the ultimate aim of excessive advertising, is what the author Naomi Klein refers to as "branding" as stated by Taglione Giannattasio, (2017).

In a recent survey, more than 50% of participants said that excessive advertising negatively influenced their perception of a brand. It was many more people than those who claimed that seeing ads adjacent to offensive (Pabalkar et al., 2019) content harmed how they perceived a brand. A sizable percentage of respondents also said that adverts prevented them from accessing the content they were looking for or was irrelevant to them. Notwithstanding these objections, customers still desire entertaining or informative commercials offering product information, discounts, and special offers. Preventing advertising from harming a brand's reputation and providing pertinent and educational material is essential (Taglione Giannattasio, 2017).

According to a recent survey, many consumers think the advertisements they frequently see on TV, social media, and online are "excessive". Social media advertising is the one that is most commonly reported as individualised by Americans (21%), compared to online commercials (14%) and TV ads (9%) (Pabalkar et al., 2019). Although 32% of respondents think there are too many social media ads, the same 32% and 34% also believe there are too many websites and email ads. According to the report, tailored ads may be more successful but maintain a balance between consumers' preferences for less invasive advertising. Hence, to enhance the overall advertising experience for consumers, advertisers must work to achieve a better balance (Haddadi, 2010).

According to a recent survey, most people viewed website advertisements as overwhelming, annoying, and invasive. Few people described them as educational or memorable (Nguyen, 2016). Around 10% of those polled thought the promotions were unique. Although excessive was not the top descriptor, a sizable portion of respondents (31%) thought TV advertisements were excessive. With 35% of the vote, the adjective "entertaining" was chosen as the most common word for TV advertisements. Surprisingly, instructive came in second place, with 32% of respondents believing that TV advertisements were informative. In addition, 29% of

respondents (or close to one-third) thought TV advertisements were humorous (Braun & Eklund, 2019).

#### **5.12.9.        *Electronic word of mouth***

The analysis indicates that media suggestively affects purchase intention, so firms must concentrate on developing a robust online presence through social media marketing (Jalilvand et al., 2011). Consumer value recommendations, evaluations from other users, and meaningful interactions with prospective customers can significantly impact those decisions. Businesses can successfully generate purchase intention and boost sales using online platforms to increase brand consciousness and inspire great user experiences (Goldsmith, 2008).

Those looking for recent and accurate information about goods and services connect with social media. Users communicate with one another and share information to spread the word about goods and services (Goldsmith, 2008).

Customers guide towards products that meet their needs by recommendations and customer reviews – many people who utilise social media plan to purchase online and virtual goods from numerous social networking platforms. Marketers must be cautious when marketing their goods and services to build a positive reputation and solid relationships with social media users (Jalilvand et al., 2011). Customers who are happy with their purchases are more likely to leave favourable reviews and recommendations, which affects other users' purchasing decisions through online and electronic word of mouth. Marketers must concentrate on offering high-quality goods and services to have a favourable influence on social media.

Consumers frequently rely on brand- and product-related information referrals posted by others on social networks when making purchasing decisions. Electronic word of mouth is trusted information since it spreads via dependable sources. Social capital and individual factors were the two phases discovered by the researchers of an eWOM study (Cheung & Thadani, 2012). Unique characteristics include creativity and self-awareness, whereas social capital comprises a common language, mutual trust, and strength. After reviewing the relevant research, the authors discovered that eWOM posted by fictitious friends and family on social networking sites like Facebook and Twitter could significantly impact a user's purchasing intention.

EWOM is a potent tool for brands since it enables unpaid users to advertise their goods and services naturally. Social media users place a lot of trust in the

opinions and recommendations of other users, particularly those who have already made a purchase (Jansen et al., 2009). On social media, user-generated content remains shareable digitally, and the eWOM that results from this information influences consumer purchasing behaviour. A product or service has a greater likelihood of success the more recommendations it receives. EWOM is essential for increasing brand recognition and trust, significantly impacting social media users' purchase intentions. In conclusion, eWOM is vital to online marketing, and its potency should be recognised (Goldsmith, 2008).

#### **5.12.10. *Don't like the person endorsing it***

Most interview respondents believe celebrities know their continual scrutiny and high expectations better than anybody else. Even the most straightforward slip-up can result in a social media reaction, which could cancel an endorsement agreement if the celebrity's behaviour or beliefs go against the businesses (Goldsmith, 2008). It is possible for this to occur at any time and to cost millions of dollars. Companies can find a celebrity endorsement that connects with their target market and fits their brand's ideals and budget. No one is flawless, but a carefully thought-out endorsement arrangement can help a business immensely (Halonon-Knight & Hurmerinta, 2010). To work with celebrities, one must create a contract that protects the brand. In the long term, sticking by an endorser may be more advantageous than cutting connections with a scandal-plagued celebrity. Even so, doing so can lessen the immediate negative effect on a business. After a while, scandals subside, and brands may look back and be glad they stuck with their celebrity partner. There is a need to safeguard a brand's reputation and be clear about the terms and circumstances of the endorsement deal, and it is essential to have a well-written contract (Silvera & Austad, 2004).

#### **5.12.11. *Customer feedback and celebrity endorsement***

In a competitive market, celebrity endorsements can give a business a seductive appeal and awareness, as the analysis indicates. A survey found that cricket players and Bollywood celebrities had the most significant influence on people between the ages of 15 and 30, followed by music, festivals, and food. Around threemillion television commercials are broadcast annually in India, with approximately 130 television channels, making it essential for brands to stand out

and draw in their target market (Jansen et al., 2009). As a result, using a celebrity endorsement can help develop a distinctive and memorable brand image that appeals to consumers. Indian marketers coined the term "celebrity endorsement" in the 1980s to address the problem of people forgetting 80% of information within 24 hours. It has been observed that the corporate sector spends a lot of money trying to link its brand to famous people with traits like charm, likeability, and reliability – this investment solidifies the brand's image in consumers' minds (Silvera & Austad, 2004).

It is necessary to review four areas of literature, including two in economics and two in marketing, to examine the effect of celebrity endorsements on customer behaviour in advertising. The economic viewpoint emphasises changeable quality as a way to differentiate items and the function of advertising in educating consumers (Bergkvist & Zhou, 2016). The marketing literature, on the other hand, examines how advertising affects customer behaviour and the effects of celebrity endorsers in advertising. By exploring these areas, researchers can learn more about how consumers respond to commercials featuring celebrity endorsements and whether these endorsements positively impact sales (Silvera & Austad, 2004). By better understanding these aspects, marketing professionals may develop more effective advertising campaigns that use celebrity endorsements to increase customer engagement and sales. Due to the consumer's inability to discriminate between a celebrity's external reasons, such as collecting cash, and their steadfast belief in the worth of the product, celebrity advertising has yet to be successful. A method that benefits from social influence's identification and internalisation stages is required to overcome this obstacle. Celebrities are frequently well-liked, but understanding the strategies that may be employed to better connect with the internalisation process is the key to improving their credibility as advocates (Bergkvist & Zhou, 2016). To construct a more successful celebrity marketing campaign, it is essential to research and perfect these tactics (Silvera & Austad, 2004).

#### **5.12.12. Brand awareness**

The analysis indicates that market success is crucial for a company to remain viable in the current economic environment. Companies must adapt their business strategies to be competitive in the constantly shifting business environment. Long-term plans and strategic management methods are essential for organisations to

maintain their market position. Setting objectives, researching rival companies, allocating resources, and other long-term operations are all included in strategic management (Gustafson & Chabot, 2007). From an economic standpoint, building a brand is essential to strategic management because it adds value similar to goods and services. How much brand recognition affects the state of the economy? Or how can companies benefit from brand awareness? (Bergkvist & Zhou, 2016)

Consumers' ability to recognise or remember a brand name from its logo in various settings is known as brand awareness. Hoyer and Brown's early research in 1990 revealed that customers are more likely to select brands that are more familiar to them (Hoyer & Brown, 1990). According to various studies, brand recognition is necessary for businesses to operate adequately (MacInnis et al., 1999). Brand awareness significantly affects a company's performance in homogeneous markets. Brand equity is influenced by the customer's first attachment to the brand, according to Woodward's research from 2000. Brand recognition determines how quality is evaluated favourably (MacInnis et al., 1999).

In conclusion, because it affects brand equity and perceived quality, brand awareness is essential for a company's success, especially in homogeneous markets. Since consumers are frequently drawn to products with a perceived degree of quality, investing in brand recognition can be a profitable strategy for businesses that manufacture high-quality products (MacInnis et al., 1999). Consumer choices significantly shape markets, and the health of various markets can impact the whole economy. Brand awareness in marketing can have an impact on marketplaces and economies.

The fundamental marketing concepts of brand recognition and other brand-related principles, such as devotion and credibility, impact market factors and contribute to forming markets (Gustafson & Chabot, 2007). The need for new research that looks at many marketing components is growing due to the continual changes in market environments. The findings of this study provided significant insight into the relationships and root causes of several of the examined components.

Despite the existence of several articles, there are only a few publications that address label structures and their impact on purchase intentions. As a result, this work greatly adds to the corpus of information. When describing consumer behaviour, brand recognition, loyalty, and legitimacy are essential (Bergkvist & Zhou,

2016). When consumers come across specific products, they frequently associate brand names with consumers, which makes it simpler for them to make informed decisions. Importantly, impacting market performance requires brand awareness. According to the study, brand awareness has a greater influence on market success among inhomogeneous market groupings (Silvera & Austad, 2004).

The study explains how brand awareness and other brand-related structures affect market variables and performance. The results highlight the need for additional research to better comprehend the dynamic nature of markets and aid businesses in creating successful marketing strategies. Another study found that building competitiveness in fast-moving marketplaces requires strong brand recognition (Maurya & Mishra, 2012). It has been discovered to have a positive correlation with consumers' association with pricing fairness and can cause a variety of responses in how consumers perceive information. Brand awareness is vital as both a marketing and market aspect since consumers have a considerable influence on markets, which impacts the economy (MacInnis et al., 1999). It adds value to goods and services, which ultimately helps the producer, the consumer, and the market. Measuring additional brand-related characteristics like legitimacy, trustworthiness, and loyalty is crucial to understand how brand awareness affects customer behaviour. Branding is essential to selling products and services and building brand awareness is vital.

### **5.13. Discussion of semantic analysis**

Nowadays, organisations employ sentiment analysis, called opinion mining, to automatically detect positive or negative attitudes in text data to understand their clients better and manage their reputations (Goddard, 2011). Companies can learn more about the feelings and reasons behind their customers' purchasing decisions and forecast future behaviour by researching customer feedback and reviews. There is a need to acquire a thorough insight into client attitudes, and this approach entails segmenting the text data into aspects and categorising the sentiment of each component. More than 50% of interviewees in a recent quantitative survey displayed a neutral attitude towards the issues, with only two participants exhibiting diverse viewpoints. It suggests that most interviewees were cautious about expressing a strong opinion regarding the findings and had favourable and unfavourable thoughts regarding the questionnaire (Dumais, 2004).

Similarly, an online business can employ a technique to assess various points of view by analysing their advantages and disadvantages in the framework of critical advocacy and neutrality (Goddard, 2011). To maintain a crucial neutrality that allows students to choose the optimal strategy, the teacher does not draw conclusions based on the arguments considered. This method differs from critical advocacy, in which the instructor promotes a particular point of view. In summary, sentiment analysis is a powerful technique that can give organisations important information about the attitudes and behaviours of their clients (Dumais, 2004). Sentiment analysis may provide a thorough insight into client opinions by classifying sentiment based on several characteristics of the text data. Similarly, encouraging pupils to consider several points of view without endorsing any particular statement is a beneficial strategy for teachers.

#### **5.14. Chapter summary**

This chapter helps to explain the research findings from the quantitative analysis, so that they can be well-understood. For practical purposes, NVivo is used as the preferred software for code generation, and semantic analysis is used to infer the total views of consumers. Different codes from the qualitative data were compiled to generate other codes. The results of the NVivo analysis imply that interview respondents maintain an aspect of neutrality for query questions. In addition, the accompanying discussion for generated codes and sentimental analysis have been presented as well.



# CHAPTER 6: DISCUSSION

## 6.1. Chapter overview

This chapter will present an overview of the study's results, specifically the results of the quantitative and descriptive analyses. The limitations of the study, potential areas for future studies, as well as the management applications and theoretical significance of these studies, are then thoroughly examined. The chapter ends with recommendations based on the data from the study.

## 6.2. Construct validity and examining hypothesised paths

Structural Equation Modeling of two steps was used to determine the construct validity and speculated paths were looked at utilising SEM. In the initial stage, confirmatory factor analysis was conducted to determine the convergent validity and discriminant. The result was the creation of measurement items. Export performance is regarded as a construct with two dimensions, i.e., responder and firm profiles and the factors impacting strategic export performance, as a second-order construct (McArdle & Nesselroade, 2014).

The measurement model's fit indices are all within the suggested range, demonstrating suitability. For instance, according to MacKenzie and Podsakoff (2012), composite reliability would be reached if the average variance retrieved was larger than 0.5 and the standardised factor loading was greater than 0.7. Convergent validity is demonstrated by all constructs possessing standardised factor loadings greater than 0.5, CRs exist beyond 0.7, and AVEs are greater than 0.5. The approach developed by Fornell and Larcker (1981) was utilised to assess the constructs' discriminant believability. AVE values for a given construct were always higher than MSV values. Moreover, it meets the criteria for discriminant validity.

## 6.3. Research findings

### 6.3.1. *Demographic and organisation profile*

Six hundred and fourteen respondents who shop from Australian online retail markets received the survey questionnaire. According to the demographic and business study, almost 42% of survey respondents were women, and 58% were men. The bulk of participants are in the 30 to 45-year age bracket. The study of the

data shows that partnerships and sole proprietorships are the most common business structures. Over 40 respondents hold undergraduate degrees, compared to 22 with diplomas. According to the poll's findings, almost 58% of participants had 1 to 3 years' relationship with customers in stores, and 25% had 3 to 5 years of experience. The respondents' organisational profile had also been investigated in the analysis. The results indicate that most respondents (about 46%) shop on online marketplaces like eBay and Amazon, while most also use Gumtree, Woolworths, and Big W.

Emmert-Streib & Dehmer (2019) also examined the relationships between online marketing initiatives and elements important to customers' purchasing concerns. The purchase worries of Australian sectors were used as predictor variables in line with the study's topic. The study's findings show how independent variables affect consumers' purchasing concerns, including social media marketing, electronic word-of-mouth, and mobile marketing (Emmert-Streib & Dehmer, 2019).

Furthermore, in this study, the effect of moderating variables such as privacy concerns, brand persona, brand association, celebrity endorsement, mistrust, and ad excess on the connections between various online marketing techniques and consumers' buying concerns has also been discussed.

### **6.3.2. Direct effects**

This section of the study investigates the relationship between various direct relationships as constructed as one of multiple hypotheses.

#### **6.3.2.1 Mobile marketing is positively associated with consumer purchase intention**

Based on correlation and regressing analysis, it was shown that mobile marketing is directly connected with consumer purchase concerns, as the estimated value is 0.052, and p value of is 0.043 and hypothesis H1 is accepted. The results indicate a positive and robust association between the study variables. The findings of the analysis have numerical impositions. Ultimately, informativeness directly receives influences through advertisements to grow the incentives, credibility and entertainment on account of previous outcomes. These findings are pretty much in line with uses and gratification theory (UGT) as it enables the conclusion that mobile marketing serves as the communication tool to fulfil the individual's cognitive and

informative needs of the consumers. The second most important aspect corresponds to identify the most critical components that influence the consumer's intentions to buy products after looking at reviews on their android phones (Tong et al., 2019). Service providers, retailers and manufacturers stimulate the creation of dynamic campaigns and offers by incorporating social media advertisement techniques to enhance communication effectiveness. The opportunity to use mobile marketing is the way which remains more successful in instantly grabbing consumers' attention. The availability of the technologies makes business people connect with more of their customers and grow their advertisement strategies by using SMS or email marketing. The inclusive third-party applications also connect customers to business people and boost sales (Leppäniemi & Karjaluo, 2008).

Mobile devices that are too fast receive the content and offer business people the opportunity to create unique experiences through different personalised campaigns, which manipulate the benefits of the business people to get in touch with the customers instantly by using mobile marketing. It is the mobile applications that possess short attention spans, tiny sizes of screens and need to connect others with more messages, discount-based offers and others. However, most survey respondents indicate that respondents receive timely information, and the advertising messages are inspiring for the customers (Tong et al., 2019).

#### **6.3.2.2      *Social media marketing is positively associated with consumers' purchase intention***

The correlation and regression analysis reveal that consumers buying concerns positively connect with social media marketing. The estimated value for this relationship is 0.424, and the importance of p is less than 0.05; hypothesis H2 is accepted, indicating an association between consumer buying concerns and social media advertisements (Key & Czaplewski, 2017). The results suggest that social media possesses a substantial portion as a communication technique, advertisements can grow the incentives, credibility, and entertainment on account of previous outcomes. These findings are pretty much in line with the Honeycomb model as social media advertisements serve to identify different blocks of need for social interaction for the sake of self-expression, personal identity and relationship formation.

The analysis indicates that most survey respondents use social media to connect with others or organisations. Most respondents indicated that consumers use social media tools for feedback and suggestions. Moreover, the strong presence through various social media platforms boosts the connections between entrepreneurs and clients to grow sales and boost business development. Resourceful information relies on social media platforms to grow a business network by attracting potential customers and taking a start to induce sales and purchases (French & Gordon, 2019).

### **6.3.2.3      *EWOM is positively associated with consumer purchase intention***

Based on correlation and regression analysis, it can be shown that eWOM is completely attached to consumer buying concerns with an estimate of 0.389 and a value of p, which is less than 0.05 and hypothesis H3 are accepted (Donthu et al., 2021). The respondents' feedback indicates that social media analytics offer sufficient findings that allow business marketers on social media platforms to provide essential native analytical techniques. The abovementioned results validate the UGT as it suggests that communication channels play a pivotal role in developing the purchase intention of customers. The analysis that reveals specialised social analytics tools also allows the viewer to see the bigger picture (Mukhopadhyay et al., 2022). Social platforms also notify the tagged audience in a social post. These monitoring techniques monitor the variations of each brand name.

Additionally, the analysis also reveals that the hashtags for each different industry keep attention towards the relevant keywords, their hashtags, brand names and other keywords to play a pivotal role in the information sharing of customers. These outcomes show the methodology established against the e-commerce set-up and align with the studies of Kurdi et al. (2022). Satisfaction, client meetings, customer meetings, surveys with end-to-end users, interdepartmental meetings, and periodic reviews suit eWOM expectations. The contentment spreads its impact on the valency of the online environment. Many customers come up with negative feedback as it makes them put forward negative (unfavourable) ideas.

Consequently, online business companies confront the threats to keep the balance between positive and negative feedback through social media platforms (Mukhopadhyay et al., 2022). Mostly, male clients tend to generate negative feedback, which makes the employees feel dissatisfied with their experience towards

the product. It is the responsibility of the marketing managers who must develop online words for speaking up to put down the arrivals of negative aspects. An excellent mode to generate positivity through eWOM needs to satisfy their customers by making customers show positive comments about their experience of the products (Kurdi et al., 2022). Business people who offer their services through online marketing need to ask their customers to express their comments through testimonials and referrals available from online modes. The generation of sales proceeds through a long scenario which makes others come up with eWOM and seek to have positive comments from their customers on account of various products and services as it is the most instrumental way to approach the bulk of the customers (friends, fans, or followers), substantially increasing eWOM's strength and efficiency.

### **6.3.3. Moderation effects**

#### **6.3.3.1 Moderation effect of brand association**

##### **6.3.3.1.1 Brand association moderates the relationship between social media marketing and consumer purchase intention**

A multivariate regression analysis was conducted to determine the moderating of the brand for social media networks and eWOM with consumer buying concerns. The variables were multiplied, and the moderation interaction was represented by centring them, resulting in the moderated variables BA x SMM and BA x EWOC. The value of p for BA x SMM is substantially less than 0.05, and the value of the estimate for the moderating of brand connection between consumer buying concerns and social media advertisements is -4.746; a robust negative relationship is established, and hypothesis H4 is rejected; instead, its converse is accepted. It implies that brand association harms the link between social media advertisements and buying concerns. It indicates that most consumers do not perceive brand association as critical in purchasing retail products from the markets, especially.

##### **6.3.3.1.2 Brand association moderates the relationship between eWOM and consumer purchase intention.**

Similarly, 3.746 is the value of the estimate for moderating the brand relationship between eWOM and customer purchase consent as shown by BA x

EWOC., and  $p$  is substantially less than 0.05, indicating a strong association; consequently, hypothesis H5 is accepted. These results suggest that brand association strongly correlates with eWOM.

The abovementioned findings correlate with the Hierarchy of Effects model as it indicates that consumers perceive information (as in brand association) which acts as a bridge or source of connection between themselves and the brand.

The outcomes indicate that brand association is critical to what consumers think about when they see a brand – the thoughts, concepts, and opinions about their brand elicits in their minds (Rahman et al., 2022). It can strongly influence whether a potential buyer makes a purchase, and strategies to encourage positive brand associations should form an integral part of a sales and marketing plan. The results indicate that brand association helps to develop relationships with online shoppers and can be influential enough to make or break a reputation. Understanding can be achieved about why the brand association is perceived to be of critical importance and how each interaction can impact on a business (Babić Rosario et al., 2020) is vital.

### **6.3.3.2 Moderation effect of distrust**

#### **6.3.3.2.1 Distrust moderates the relationship between mobile marketing and consumer purchase intention**

There exist requirements to ascertain the moderation of distrust of social media marketing, mobile marketing, and eWOM between buy concerns, and regression analysis was also conducted. The variables were multiplied, and the moderation interaction was represented by centring them, resulting in the moderated variables DST x MM, DST x SMM, and DST x EWOC. Mobile marketing's negotiated distrust association with customer purchase intent's (DST x MM) estimate value is 0.028, and the  $p$ -value is .376; this demonstrates a weak association and hypothesis H6 is rejected. The fragmentation attached to the advertisement technology system makes consumers pay attention to their preferences and resolve the issues. Online marketing makes marketers judge the demand and supply visioned platforms (Van Prooijen et al., 2022). These middlemen emerged in recent years as automated techniques replaced traditional ones in online marketing (programmatic marketing). However, the data analysis reveals that despite this effect, consumers tend to trust mobile marketing platforms regarding buying concerns. The second aspect involves

data security and how much data firms consider it. The customer understands that the firms engage with multiple customers and other business firms; some are more dynamic, and some are less so as it is enriched with the vicious cycle of knowing about discounts and other offerings (Van Prooijen et al., 2022).

#### ***6.3.3.2.2 Distrust moderates the relationship between eWOM and consumer purchase intention***

A weak correlation is established between distrust and social media advertisements (DST x SMM) because the estimation value for the moderation of doubt is 0.002, and the value of  $p$  is .958. This implies that a weak association exists, and hypothesis H7 is rejected. The query of positive reviews and their influence attached to public perceptions to evaluate social engagements, which left others to identify the culprit who could facilitate the dispersion of fake news, which in turn creates confusion among people. Social media scepticism has created various issues for brands and other social media (Bertsou, 2019). The analysis reveals that survey respondents boost trust, influencing celebrities and attracting more customers, which grows the brands' reliability. It also happens that the stories of Snapchat, Facebook and Instagram expand 15 times faster than conventional news feed-based exchange (Dupont & Lusthaus, 2022).

#### ***6.3.3.2.3 Distrust moderates the relationship between eWOM and consumer purchase intention***

A weak correlation was established between distrust and eWOM because the estimation value for the moderation of is 0.002, and the value of  $p$  is .958. It implies that a weak association exists, and hypothesis H8 is rejected. The results highlight our substantial contributions (Dupont & Lusthaus, 2022). We ensure the provision of varied, complex attributes to eWOM to grow future investigative research which sorts out the inconsistent consequences through previous statements and elaborates the heterogeneity to remove any elasticities and shed out the contextual components of products, platforms and industries to put impact through eWOM penetration.

The abovementioned findings also correlate with the TPB as it indicates that external factors such as distrust are strongly related to the evaluation of a product.

It is better to understand the members, for example, the type of platform, trialability of the product, and competitive industry, which remains uncoverable compared to previous subjects (Bertsou, 2019).

### **6.3.3.3 Moderation effect of privacy issues**

#### **6.3.3.3.1 Privacy issues moderate the relationship between social media marketing and consumer purchase intention**

A multiple regression analysis was conducted to determine how privacy concerns regarding social media marketing and eWOM moderate any buy concerns. It is better to reflect the moderating interaction; the variables were multiplied and centred, resulting in the moderated variables PI x SMM and PI x EWOC. A significant negative association is established between social media advertisements and customer buying concerns (PI x SMM) when the value of the estimate for the moderation of privacy issues association is  $-.107$  and the value of  $p$  is less than  $0.05$ . Although the value of  $p$  is less than  $0.05$ , the negative sign indicates that hypothesis H9 is rejected. It implies that privacy issues in social media advertisements negatively affect consumers' buying concerns. Privacy through social media is more critical as it coordinates personal information to gather data and successfully operate the business through online platforms. The evaluation exposes that the customers come up with expectations to maintain their data more successfully by using social media platforms according to the supremacy of laws (Wu et al., 2020).

#### **6.3.3.3.2 Privacy issues moderate the relationship between electronic word of mouth and consumer purchase intention.**

EWOM and customer purchases are associated with privacy issues; the estimate for this relationship is  $0.87$ , and the value of  $p$  is  $0.009$ , indicating a strong association. It implies that hypothesis H10 is accepted, suggesting that eWOM substantially impacts consumer purchase intention when related to the buying concerns of Australian consumers for retail products. The fundamental goal of marketing communication is to influence customers to take action, such as making a purchase, by persuading or convincing them (Verma & Dewani, 2021). Marketing communications allow firms to connect with their customers' imaginations, creating a solid brand image and improving recall, which leads to increased sales. The evidence shows that respondents consistently link marketing communications to



sales responses, apart from advertiser-led communications; word of mouth is a potent alternative communication channel with a substantial impact (Wu et al., 2020).

The findings also correlate with the TPB as it indicates factors such as privacy issues are strongly related to the evaluation of a product.

#### **6.3.3.4 Moderation effect of brand persona**

##### **6.3.3.4.1 Brand persona moderates the relationship between social media marketing and consumer purchase intention**

It remains beneficial to ascertain the moderation of the branding persona of social media advertisements and eWOM with buying concerns, and a multiple regression analysis was conducted. The moderating interaction was represented by centring and multiplying the variables, resulting in the moderated variables BP x SMM and BP x EWOC. A substantial relationship is established between social media advertisements and customer buying concerns (BP x SMM) because the estimation value for the moderating of a branding persona association is -0.78 and the figure of p is less than 0.05, so hypothesis H11 is not accepted; instead, its converse is accepted. Marketing professionals know the significance of developing marketing personas before implementing a social media strategy. For example, with the marketing advertisements, the results indicate that most survey respondents prefer to associate with brands that make them feel happy, and by and large, customers prefer to associate with brands that arouse their interest. Typically, when defining brands, 'the characters of the clients', one has to evaluate the form of content that advertisers produce and what platforms they should use to promote that content (Bairrada et al., 2019). This is based on the content value provided to them. Marketers must research and understand their company personas by walking in their shoes to uncover the truth, even if the questions seem simple (Olsen et al., 2022).

##### **6.3.3.4.2 Brand persona moderates the relationship between electronic word of mouth and consumer purchase intention**

The estimated value for moderating branding persona association between the eWOM and consumer purchase is BP x EWOC. The value of estimate is 0.47, and the value of p is .177, establishing a weak association, so hypothesis H12 is accepted. The investigation denotes that eWOM possesses a reputation and serves free marketing through the internet, which is beyond the informal execution of the

goods and services through geographical barriers (Bairrada et al., 2019). The research indicates that clients share their ideas after buying; thus, eWOM collaboration spreads widely without discrimination.

Again, the abovementioned findings correlate with the hierarchy of effect model as it indicates that consumers perceive information (as in brand persona) and act as a bridge or source of connection between themselves and the brand.

### **6.3.3.5 Moderation effect of celebrity endorsement**

#### **6.3.3.5.1 Celebrity endorsement moderates the relationship between mobile marketing and customer purchase intention**

The moderation of celebrity endorsement for mobile marketing and eWOM between buying concerns was examined using multiple regression analysis. It looks feasible to reflect the moderation interaction, and the variables were multiplied and centred, resulting in the moderated variables CE x MM and CE x EWOC. Mobile marketing's moderation between celebrity affirmation and consumer buying concerns is estimated to be  $-0.121$ , and the value of  $p$  is less than  $0.05$ , indicating a strong association; therefore, H13 is rejected while the converse of hypothesis H13 is accepted (Wang and Liu, 2022). The analysis demonstrates that celebrity endorsement attaches the popularity of fame to a product. With this methodology, idolised consumers connect with the product, boosting sales.

Additionally, the research indicates that with this strategy, celebrity endorsement celebrates building up trust and zest in the minds of the consumer to purchase the product, while celebrity endorsement continuously acts in a constant conversation with clients. The analysis shows that these celebrity endorsements via marketing campaigns make the product attractive and connect with comprehensive details to know about any areas of interest with the members of the communities. The mobile marketing mode of business to access messages influence the brands to connect with the scene and controls the products to go ahead with the conversation, which relies upon investment. As per the results, mobile marketing does not substantially affect the buying concerns of consumers (Li et al., 2022).

### **6.3.3.5.2 *Celebrity endorsement moderates the connections between eWOM and customer purchase intention***

The estimated value for moderating the branding persona relationship between consumer purchase and eWOM CE x EWOCT is .107, and the value of p is less than 0.05, establishing a strong association. Influence marketing generates eWOM advertising by leveraging individuals respected within specific communities. As per the results, hypothesis H14 is accepted. EWOM refers to customer statements about a product that is shared on the internet and remains either positive or negative. The eWOM message is mandatory for clients to acquire data and information about products.

These findings are pretty much in line with the honeycomb model as celebrity endorsement serves to identify different blocks of need for social interaction for the sake of self-expression, personal identity and relationship formation.

Furthermore, eWOM messages alleviate consumers' perceived risks and uncertainties during a purchase, potentially influencing their buying decisions. The most impactful form of eWOM communication is consumer product reviews online. People look for these reviews to gather information about a product, leading to increased interest in purchasing. Engagement in eWOM on social media manifests in three behaviours: seeking opinions, providing feedback, and sharing perspectives. Previous research has shown that eWOM referrals are closely tied to consumer behaviour in seeking ideas (Elango & Suryakumar, 2022). Opinion-seeking occurs when consumers seek information and advice from other consumers when purchasing (Elango & Suryakumar, 2022).

### **6.3.3.6 *Moderation effect of ad excessiveness***

#### **6.3.3.6.1 *Ad excessiveness moderates the relationship between mobile marketing and customer purchase intention.***

It remains feasible to ascertain the moderating of ad excessivity for mobile marketing and buying concerns, and a multiple regression analysis was conducted. There is a need to depict the moderating interaction; the variables were multiplied and centred, resulting in the moderated variables ADE x MM. Mobile marketing and consumer buying concerns are strongly correlated when the value of the estimate for mediating the celebrity endorsement relationship is less than 0.05 and ADE x MM.-

0.049. It implies that ad excessiveness on mobile marketing does not affect consumers' buying concerns, and hypothesis H15 is not accepted.

Excessive ads are more likely to negatively impact consumers' view of a brand than ads next to inappropriate content and irrelevant ads. The results indicate that survey respondents have skipped extra ads (Herhausen et al.,2020). The smartphone advertisements that are excessively advertised are of extreme displeasure, as four in ten say they encounter it every few minutes. New media is considered a valuable addition to this current generation as it enhances communication and offers numerous other benefits to humanity. However, the downside of the increased presence of advertising negatively impacts society (Bairrada et al., 2019).

The abovementioned findings also correlate with the TPB as it indicates factors such ad excessiveness are strongly related to the evaluation of a product.

#### **6.3.4. Thematic analysis**

According to the thematic analysis on the interview sessions carried out on 52 respondents, it can be implied that consumer purchase intentions are highly influenced by online marketing efforts. As per the findings of the qualitative interview sessions, social media marketing significantly affects brand loyalty and purchase intent. The findings also show that, according to social media marketing, buying intention has an impact on brand loyalty. These discoveries offer novel applications in both management and research. The findings show that social marketing has been identified as a key factor influencing consumers' purchase intentions particularly for the retail sector. The thematic analysis also investigates how mobile advertising affects consumers' inclinations to buy. The analysis suggests that consumers prefer to buy a product via mobile marketing based on the product's visual appeal and product quality should be taken into account when making a purchasing decision.

The majority of interview participants thought that eWOM was important in helping them form their own views about the goods or services. Additionally, it may be said that eWOM can have a significant impact on brand association and brand choice. eWOM is important since it can affect businesses positively or negatively.

As per the themes generated from the thematic analysis, most of the respondents of the interview session survey emphasised that themes generated as per thematic analysis i.e. repeated length video ads, “Just the product I was looking for”, insecure payment procedure, innovative and new products, image of the brand, fake ads, excessiveness of ads, electronic word of mouth, customer feedback and celebrity endorsement, and brand awareness have a strong effect on purchase intention of online consumers in Australia. Whereas as per the thematic analysis the generated themes such as such as paid content and “don’t like the person endorsing it” had a negligible effect on the purchase intention of online consumers in Australia. The thematic analysis validates the findings of the quantitative analysis that mobile marketing has a tenuous relationship with consumers' intention to make a purchase. Furthermore, the thematic analysis also indicates that excessive advertising, mistrust, and celebrity endorsements stifle the connection between consumer purchase intent and mobile marketing. As per the findings of the thematic analysis it is evident that social media marketing is closely related to customers' intention to make a purchase. Furthermore, the research also indicates that brand associations, privacy concerns, and brand loyalty have a significant impact on consumers' intentions to buy. As per the analysis it can be implied that the relationship between customers' purchasing intents, brand associations, privacy concerns, and brand persona must be strengthened in order to enhance the trend of online shopping in Australia specifically for the retail sector.

#### **6.3.5. *Semantic analysis***

According to the findings of the semantic analysis, 50 participants of the interviewee sessions had a mixed stance on the feedback of the quantitative analysis. Only two interviewees, in contrast, had both a negative and a positive opinion towards various interview questions. This suggests that the majority of interview participants shied away from taking a firm stance about the findings of the quantitative study. Additionally, it implies that rather than adopting an absolute stance regarding the different questionnaire questions. the interview participants had both positive and negative opinions or maintained a neutral analysis.

#### **6.4. Theoretical implications of the study**

The present study contributes to the online marketing literature. It offers a comprehensive framework for moderation of major online marketing determinants. In a nutshell, this research extends previous research on online marketing. This research provides a comprehensive and deeper understating of key influences of online marketing, as well as motivators and demotivators that affect consumer buying behaviour. The research utilised numerous literary sources (Erkan & Evans, 2016; Essamri et al., 2019; Hussain et al., 2018; Cambra-Fierro et al., 2019; Jayasuriya et al., 2017; Son & Kim, 2008; Wibowo et al. 2020) for the development of the questionnaire and the conceptual framework. The constructs developed for various independent variables such as mobile advertisements, social media advertisements, eWOM and moderating variables such as privacy issues, brand association, brand persona, and celebrity endorsements have been related to the buying concerns of customers.

There has been a substantial focus on understanding when and how online marketing tools in the Australian retail sector can improve sales performance, particularly in the SME sector. Since there are multiple internet marketing strategies, the study categorised these strategies using structural equation modelling (SEM). The research examined and investigated which online marketing tactics in Australia's retail sector have a significant influence on consumers' inclinations to make online purchases. The research also adds a valueable addition to the existing literature by investigating how technology and online marketing innovations can help the Australian online retail sector to improve its sales performance and expand its consumer base. The effect of primary online marketing tools was discussed and prioritised as per the statistical analysis.

The research also adds value to the existing literature, (such as Erkan & Evans, 2016; Essamri et al., 2019; Hussain et al., 2018; Helms et al., 2012; Cambra-Fierro et al. 2019; Jayasuriya et al. 2017; Essamri et al. 2019; Son & Kim, 2008; Wibowo et al. 2020) by investigating the effect of moderators and demotivators for various online marketing channels. The study examined the impact of these variables on customers' purchasing intentions, based on statistical analysis. Additionally, more studies are yet to be carried out that specifically investigate the

effect of online marketing tools on the Australian retail sector. The research looks at how different motivators augment/demotivate online marketing.

In a nutshell, the research also serves valuable recommendations to the Australian retail industry about the best online marketing channels, the type of interaction to use there, and the moderating or demotivating effects of consumer brand perceptions, privacy concerns, communication issues, and marketing influences that may be present.

The research thus extends previous research on online marketing tools for the Australian retail sector and provides a comprehensive analysis for the investigation of online factors that affect the online purchase intention of online retail shoppers in Australia (Haddoud et al., 2020).

The research also sheds light on extending the knowledge base on existing theories. The research augments USG (uses and gratification theory) and highlights the importance of social interaction for the purposes of forming relationships with consumers. The research also adds value addition to the honeycomb model and demonstrates that personal identity, preferences and behaviour traits act as an important tool for communication with online consumers. As per the TPB (theory of planned behaviour) the research enables the identification of internal and external determinants as moderators and demotivators that affect the online purchase intention of consumers.

## **6.5. Managerial implications of the study**

The retail industry is now more competitive than ever. With thousands of Australian businesses trying to take advantage of the post-pandemic economic growth, it can be challenging for a small retailer to stand out (Kerber, 2019). Another influence of this study is the extension of information that innovation practices are capable of helping the Australian retail sector to grow. Even businesses with innovative products and superior customer service can fade into obscurity if they cannot capture their target market's attention. It is optimum to survive in the retail industry, and needs must have a professional online marketing campaign focused on retail-specific strategies. These strategies may involve creating a well-designed e-commerce site, expert onsite optimisation, producing quality SEO content and running a targeted social media campaign (Raji et al., 2019). There is no uncertainty that online marketing has changed the retail industry in many ways. According to an

e-commerce industry report by Australia Post, Australian online spending amounted to AUD27.5 billion in 2019 alone. That same year, online expenditures' growth outperformed traditional brick-and-mortar retail by 16.2% (Kim & Ko, 2010). In addition, many customers begin their purchasing journey online when researching various products. So, even if most sales are in-store, having a digital presence is still essential. It can be challenging for small retail businesses to keep up with new online marketing trends. The research provides useful recommendations to the following sectors in:

### **6.5.1. Significance of the study for retail operators**

The research holds paramount importance for retail operators in Australia and provides them with the ability to reach the correct audience through the most effective channels at the right moment with an effective communication medium. Retailers may use recommendations as provided by research to focus their efforts on the channels that their customers use to plan their purchases and have an impact on them throughout the customer journey (Kim & Ko, 2010).

Retailers may target a hyper-segmented clientele with online marketing. Retailers can offer targeted adverts to an audience with high buy intent based on online behaviour and geo profiling. Retailers can also go after customers who are researching the items and deals offered by their rivals online.

### **6.5.2. Significance of the study for governments**

Government agencies and other public sector businesses have previously placed a significant emphasis on conventional marketing strategies like print advertising, direct mail, and public relations. Although these techniques can be successful, they are also costly and time-consuming. A more economical and effective way to reach and engage audiences is through online marketing. Additionally, online platforms offer up-to-the-minute information and insights that can aid public sector marketers in making more educated choices regarding their campaigns (Raji et al., 2019).

Government contractors can track their performance and calculate their return on investment (ROI) thanks to online marketing tools. This is a need for every business, but it's especially important for government contractors who have to defend their marketing investments to decision-makers.



Despite these obstacles, this can assist government contractors in connecting with and engaging their target audiences.

The findings of this research provide them with the ability to reach the correct audience through the most effective channels with an effective communication medium and procedure.

### **6.5.3. Significance of the study for the retail industry**

The findings of the study thus advise online retailers to develop a brand name that allows retail companies to stand out from the competition. By investing on brand awareness, reputation, image, and other areas, a firm can use online marketing to enhance the knowledge and perception people have about a brand (Kerber, 2019).

To enhance customer acquisition, conversion, and retention, retailers can leverage alternative online channels with recommendations as served in the research to connect with potential customers and clients at the ideal moment, location, and manner. Nowadays, without an effective online marketing plan, no industry can grow to its full potential and remain one step ahead of the competition (Kerber, 2019).

Retailers can engage and communicate with customers in a personalised way to drive sales. The research serves critical recommendations that retailers of all sizes must use for online marketing investments to give customers the most experience possible. The pre-purchase and post-purchase experiences are all included in the user experience. In order to optimise customer convenience, automation and achieve efficiency in the retail industry the research serves critical recommendations that the retailers must employ (Raji et al., 2019).

### **6.5.4. Overall implications of the study**

Considering this fact, marketing executives are now under rising pressure to optimise their allocations for online marketing. Budget optimisation for online marketing activities has become increasingly important. More and more CEOs, or marketing directors, are taking a personal stake in how these advertising budgets are used and distributed for product service promotion for online marketing (Kerber, 2019). In addition, to have unbiased rules for increasing the effectiveness of advertising and marketing expenditure within their management solutions, marketing

teams are expected to only invest in marketing tools that generate the most traffic and maximum sales (Roy et al., 2019).

#### **6.5.5. SWOT analysis for major findings of the research**

SWOT analysis is an approach that can be used to assess the competitiveness of a business and to create strategic planning. It stands for strengths, weaknesses, opportunities, and threats. The SWOT analysis in Table 6.1 has been used to evaluate the findings of the research and determine their main strength, weaknesses, opportunities and threats.

A SWOT analysis is intended to help take a realistic, fact-based, and data-driven look at the advantages and disadvantages of a company, its efforts, or its sector. The organisation must avoid preconceived notions or grey regions and concentrate on real-life settings in order to maintain the analyses' accuracy. Companies ought to employ it as a reference rather than a strict prescription.

Table 6.1  
SWOT analysis for the research

Source: Developed for this research

<b>Strengths</b>	The current study adds to the body of knowledge about online marketing. It provides a thorough framework for studying the key factors affecting online marketing. In a nutshell, this research builds on other studies on online marketing. This study offers a thorough and in-depth understanding of the major effects of online marketing, as well as the drivers and demotivators that influence customer purchasing decisions.
<b>Weaknesses</b>	The findings and research design's generalisability are constrained by the study's exclusive focus on Australia. The sampling technique utilised for this study has limitations on researcher bias. Data grouping was limited, easily accessible, and only based on local retailers who might be influential. The sample size for the survey questionnaire and interview session was limited as well. Furthermore, the data analysis carried out on the feedback survey questionnaire and interview session might not actually reflect what are the main factors and considerations that must be taken into account when designing an online marketing activity.
<b>Opportunities</b>	By establishing statistical weights for various online marketing activities and validating them with professionals from the industry, this research provides an opportunity for Australian retailers to channel their online marketing efforts so that the campaign's profitability may be determined with almost perfect accuracy and in real-time. The study thus enables the development of a prediction model, the fine-tuning of spending to concentrate on generating more visits, and the allocation of specialised resources for targeted marketing campaigns that convert leads into sales.

<b>Threats</b>	<p>The manner in which marketers engage with their target audience is impacted by changes such as new technical advancements. As per recent developments in online marketing tactics, Metaverse, video marketing, and the use of AR and VR internet marketing trends are becoming more and more popular.</p> <p>There is a possibility that online marketing trends as discussed in the research might become outdated and new trends of online marketing may become new core elements of online marketing.</p>
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This research can help retailers in Australia channel their online marketing activities so that a campaign's profitability may be ascertained with almost perfect accuracy and in real-time by determining statistical weights for various online marketing activities and validating them with industry professionals. As a result, the research makes it feasible to create a prediction model, fine-tune expenditures to focus on creating greater visitors and designate specialised resources for segmented marketing campaigns that convert prospects into sales (Roy et al., 2019).

The goal is to emphasise profitability rather than just income while considering all related expenses. This can help online retailers in Australia track and relate online marketing and customer relationships through time and observe the amount of revenue they make from a transaction viewpoint, enabling them to decide which online marketing activities affect consumers most.

In light of the discussion above, the following suggestions have been provided.

#### **6.5.1.1 *Build a trustworthy and responsive website***

The company website is the digital storefront. People look at it to see if the business is worth buying from. Just as a disorganised brick-and-mortar store puts off real-life customers, online shoppers can be deterred by a website that needs to be better designed. A subpar website design can lead to increased bounce rates, reduced conversions and a lower SEO ranking (Kim & Ko, 2010). It can also affect the company's reputation, making it more difficult to build consumer trust. So, when it comes to building a reliable and trustworthy site, there are a few things that need to be considered (Roy et al., 2019).

### **6.5.1.2 User-friendliness**

First, the e-commerce site must be optimised for UX/UI (user experience and interface). It means having an online store that is well-categorised and easy to navigate. It will allow customers to quickly find what they need, making them more likely to buy from the retail store. Additionally, marketers must display all the product information the customers might need. For example, suppose a marketer is selling clothing. In that case, one must have multiple product photos, stock numbers for each item, sizing charts, colour variations, information about the materials, etc. Details about payment and shipping options are also essential (Hu and Chaudhry, 2020).

Here are a few key features of an e-commerce site with good UX/UI design:

- Personalised/customisable user interface
- Simple and easy-to-navigate landing pages
- Convenient and functional product search
- Intuitive checkout process
- Multiple high-quality products photos (with in-scale images if appropriate)
- Mobile optimisation

Marketers also need to ensure that their site is optimised for mobile use. In the previously mentioned report from Australia Post, it was found that there was a 28.8% growth in online mobile purchases in 2019 (Roy et al., 2019). In other words, it is predicted that mobile commerce sales will continue to increase in the next few years. To not lose out on 'e-commerce' sales, a website must be optimised for mobile browsers with a mobile app for the business (Raji et al., 2019).

Not having a mobile-friendly site can also affect search rankings. The site must be optimised for mobile SEO.

Here are a few ways to optimise a website for mobile devices:

- Apply custom CSS elements for responsiveness
- Use mobile-appropriate themes and plugins
- Include an easy checkout process on smartphones and tablets
- Streamline the content (i.e., reduce large blocks of text and use negative space efficiently)
- Reduce loading times

### **6.5.1.3 Site security**

Lastly, it's crucial to convey trust signals throughout the site. One of the most prominent trust signals for e-commerce stores is site security. E-commerce security ensures that the customer's data (i.e., name, address, and credit card details) is protected from unauthorised access. Proper site security protects the business and its patrons from phishing, information theft, malware, and other cyberattacks (Nath et al., 2020).

The four pillars of an e-commerce site security are:

**Privacy** – preventing data breaches and loss of client data by implementing anti-virus software, a firewall, encryption and other security measures.

**Integrity** – ensuring that data remains secure and unaltered, either by the retailer or by unauthorised third parties.

**Authentication** – ensuring that the business and the customer are who they say they are.

**Non-repudiation** – ensuring that all transactions are verified and properly authenticated.

Key security strategies include:

- Implementing multi-layer security
- Ensuring Secure Server Layer (SSL) Certificates
- Installing solid firewalls
- Installing anti-malware software
- Complying with PCI-DSS requirements

Optimising online presence allows marketers to improve online visibility, increase brand exposure, and widen their sales funnel. The right online tools can target specific demographics and gather valuable data on the customers' shopping habits. It includes customers that show high purchase intent.

### **6.5.1.4 Establish a social media presence.**

Billions of people use social media daily (Loosemore & Malouf, 2019). It is a vast market that needs to be able to be reached to be successful in retail. According to Insider Intelligence, 34% of a 1,730-participant pool (ages 18 to 75) said they

make retail purchases via Facebook. Additionally, 17% said they purchase products through Instagram, and 16% said they buy products through YouTube. More crucially, according to Hootsuite, between the ages of 16 and 24, 52.3% of girls and 47.4% of males use social media for brand research. Hence, if marketers want to reach this younger generation, they must have a great online presence (Nath et al., 2020).

#### **6.5.1.5      *Developing a social media strategy***

The initial phase in forming a social media technique is identifying the target clients. For instance, if marketers try to promote cost-effective retail products to local university students, apps like TikTok and Instagram should be the primary focus. TikTok, mainly, is great for local businesses as it promotes content based on geographical proximity. Geotagging and using community-specific hashtags are essential in a winning TikTok strategy (Nguyen et al., 2019). If marketers want to promote to an older demographic, organic posts or paid ads on Facebook and LinkedIn might be more suitable. Search engine ads are also helpful depending on the product (Nguyen et al., 2019).

The budget is also an important consideration. If the resources are limited, marketers may focus on only one or two social media sites. Additionally, marketers also need to think about whether or not ad spending is suitable for their products. Some studies suggest that younger demographics are more averse to paid ads on social media. So, if marketers target more youthful customers, where they'll likely benefit more from organic posts than paid ads (Loosemore and Malouf, 2019).

#### **6.5.1.6      *Complementary social media strategies***

Another way to establish a social media presence is through influencer marketing, when the business partners up with famous social media personalities and gets them to promote the products to their loyal followers (Hu & Chaudhry, 2020). One of the reasons this works so well is that influencers tend to have a close social relationship with their viewers. Their followers trust them and are likelier to trust the brands they promote (Roy et al., 2019).

Influencer marketing is also important for international retailers. Marketers who partner with overseas influencers can easily promote their products worldwide. Other social media strategies include regularly creating engaging short-form video

content (e.g., TikToks and Instagram Reels), following trending memes, and directly engaging with the audience via live streams or comments (Herhausen et al.,2020).

#### **6.5.1.7      *Managing different media channels***

Once marketers have a decent social media strategy, they should consider omnichannel marketing which keep the business connected to their target audience using various forms of media. Omnichannel marketing allows them to keep track of their customers' behaviours. This information can be used to develop strategies to increase customer retention.

For example, if someone recently created an account on an e-commerce store, they could send them an SMS message about discounts or deals (Elango and Suryakumar, 2022). After a while, they can also send them a reminder email about a product they've put in their cart. If there still needs to be a sale converted, they could set targeted ads on social media about specific products they've shown interest in. Automated chatbots (on Facebook Messenger and your website) are also important. These bots allow customers to get the product information that they need in a short amount of time. It must be noted that not ignoring their social media channels (or any communication network) can also prevent their customers from losing trust. Their business might seem distant and unresponsive if marketers are too busy to answer customer queries or concerns (Dittmar et al., 2004).

Since there are so many things to deal with regarding social media, many businesses prefer outsourcing the job to a reliable online marketing agency. A team dedicated to social media will ensure that everything is properly taken care of promptly. It will also free up more time to handle other parts of the business.

#### **6.5.1.8      *Choosing SEO keywords for retail***

Keyword research is essential for all retail businesses, and it allows marketers to gain insight into what the target market is searching for on Google. If marketers know the keywords customers are searching for, they can tailor their SEO content to those keywords and appear at the top of the search results (Tong et al., 2020).

A few benefits of proper keyword analysis are:

- Allows the business to gain an insight into what's trending
- Can increase the conversion rate
- Helps to understand what type of content engages the audience



- Enables them to streamline their SEO and content strategy
- Makes their PPC ads more effective

Good keyword selection will also allow the marketers to reach their customers at specific points of the sales funnel. To choose the right keywords, marketers must categorise Potential SEO terms into four main categories. These categories should be based on the customer's purchasing journey:

**Informational keywords:** Used by customers looking for general information about a product that they're interested in

**Navigational keywords:** Used by customers looking for a specific page or website that sells a particular product

**Brand keywords:** Used by customers looking for a specific brand

**Transactional keywords:** Used by customers looking to buy a product

If marketers know where in the purchasing journey a particular customer is, they can tailor specific pages of their website based on what that customer is looking for. For example, they can optimise an educational blog based on informational keywords. Marketers can also optimise a product page based on brand and transactional keywords. Giving the user precisely what they're looking for can improve customer retention and overall conversion rate.

#### **6.5.1.9 Use pay-per-click ads for specific product searches.**

As the term suggests, marketers need to pay money to run these ads. Each time a user clicks on a link, the business must pay the relevant search engine (Google, Microsoft, or Yahoo!) a set amount. This number will be based on the maximum amount of money they are willing to pay for each click, also known as the maximum bid. Since PPC ads are based on keywords, choosing them is essential. PPC ads are beneficial to target high-intent search phrases (Hu & Chaudhry, 2020).

These are beneficial in the retail industry as they allow a bid on search query that directly relates to selling products. The more specific the search query, the higher the intent and the more likely to get a conversion. The more conversions, the more justified the maximum bid becomes (Loosemore and Malouf, 2019).

For instance, let's say someone is searching 'hair extensions' on Google. The phrase 'hair extensions' is so broad that it could have all kinds of intentions behind it.

Someone could be looking up ways to maintain hair extensions, or someone could be looking for a hair extension company to partner up with. If marketers bid on this broad search query, they will likely reach many people not looking to buy extensions. It can lower conversion rates (Tong et al., 2020).

On the other hand, if someone looked up '12-inch human hair extensions', it's highly likely that this person is ready to buy the product. Because of this, there is a better chance of getting a conversion. Signs of high-intent searches typically include specific sizes, brand names, colours, and grades (Loosemore & Malouf, 2019).

Here are some of the other benefits of PPC ads:

- Maximum bids can be set to suit a budget
- Marketers can see conversions in a short time if done properly
- Marketers can improve online visibility and brand awareness
- Allow marketers to target specific and qualified leads.

#### **6.5.1.10 Use Google reviews to your advantage**

For a company which doesn't have a recognisable name like IKEA or Apple, marketers need to show their customers that their company is trustworthy through Google reviews. If there are good reviews, users are more likely to visit their site. Positive reviews also boost visibility in organic searches and mapping services. In addition, reviews can help promote products further (Hanson & Kalyanam, 2020). For example, most studies will mention things like sizing, quality of material, longevity, and so on, to sell clothing. Marketers can use this to their advantage and further emphasise the selling points of their items.

#### **6.5.1.11 Getting reviews**

Customers should be encouraged to give Google reviews. Most customers are unlikely to leave a review even if they're satisfied with the product. The best times to ask for reviews are right after a sale when the bill is sent, an interaction is just finished with a customer in person, on the phone or through email (Loosemore & Malouf, 2019).

#### **6.5.1.12 Responding to reviews**

The goal should be continually improving products and showing customers that the business cares about their experience. To convey this, the business should respond to positive and negative Google reviews (Kovalenko & Kuzmenko, 2020).

For negative reviews, marketers should take the opportunity to clarify certain things about their products, policies, and plans. For example, if a negative review points out packaging faults, address them in the response. Marketers can mention that consumers appreciate the feedback and will work hard to rectify the issue. While it's never fun to read criticism, transparency in a response will build customer trust in the long run. For positive reviews, be as specific and personal as possible (Tong et al., 2020).

As per numerous blogs, Google also uses the review system to determine local SEO rankings. As such, marketers should also use review responses to further emphasise relevant search phrases.

## **6.6. Customer relationship management (CRM)**

Automation is used by CRM to connect interactions with potent customers and other customers. The technology used for CRM, for example, Microsoft Dynamics, Salesforce and HubSpot, comes up with the techniques to check the sales ratio, services for the customers and marketing groups that are created from with constantly evolving situations. The larger business organisations grow the analytical skills to develop robust drawing insights from consumer data, and the small business organisations also acknowledge it (Kampani & Jhamb, 2020).

Having a database is an essential aspect in this regard. If the marketers fail to manage a customer base along with its prospects and if the usage of Microsoft Excel and Google Sheets extends to upgrade a regular database, then it is more feasible to merge the strategies of marketing campaigns for the maintenance of sales pipelines to single customer viewership (Cruz-Jesus et al., 2019).

## **6.7. Tackling COVID-19**

The COVID 19 epidemic had a significant impact on the entire world, pushing us to establish a new standard and alter how we go about our daily lives and business. Working from home, shifting consumer wants, and shifting consumer behaviour have all contributed to a significant shift in online advertising that is reshaping the sector. Because of the desire to maintain our social distance and look for convenient and affordable answers to our everyday purchase concerns, consumers are seeing that both their brand discovery and purchasing processes have altered. This presents a chance for online marketing.

However, care must be taken as online marketing activities should consider cultural events' influence on the target audience as customers have experienced heightened emotions and must be more receptive to purchasing. As the situation improves, sensitivity decreases, and some light humour became appropriate in specific cases. However, marketers follow the community's tone rather than setting it themselves (Cruz-Jesus et al., 2019). The Pareto Principle states that 80% of income is generated by 20% of a business' loyal customer base. In the event of decreased sales due to COVID-19 or temporary closure, these loyal customers will sustain the business even after the pandemic ended.

### **6.8. Chapter summary**

The chapter provides a comprehensive discussion regarding the quantitative and qualitative analysis in the preceding chapters. This chapter also discusses the importance of the research for theoretical and managerial aspects. The research findings presented in this section are in line with the Hierarchy of Effects Model, the Honeycomb Model, the Theory of Planned Behaviour, and Uses and Gratification Theory as they outline basic consumer purchase patterns and the learning to make a purchase via online channels. On the basis of these research findings, critical managerial implications are also provided that can help Australian online retailers to enhance their online presence and augment their sales performance.

## CHAPTER 7: CONCLUSION

### 7.1. Research findings

As internet users often use online internet marketing platforms as a network, marketing initiatives on these platforms have a big impact on customers' purchasing decisions. Some of the businesses that heavily rely on online marketing for customer communication are in the retail sector. This study has examined the effects of internet advertising on Australian customers who make purchases online. The study also examines how various online marketing channels, such as mobile advertising, social media advertising and electronic word-of-mouth relate to the relationship between online marketing and purchase intent.

The study has also considered several significant moderators for online marketing. The mediating functions of brand association, mistrust, privacy concerns, brand persona, celebrity endorsement, and aggressive advertising are all included. The relationship between internet marketing and purchase intent was experimentally tested in this study using moderating factors. Study models were used to examine the relationship between online shopping behaviour and purchase intent, include studies from Sridevi & Kumar (2015), Kasambu & Sritharan, (2020), Chan & Astari (2017), and Venter & Kolbe (2020). From a theoretical standpoint, this research is helpful to the industry, especially the retail market, where marketers can utilise the study's findings to support their strategies.

The thesis was structured around two main objectives. The first goal was achieved when correlation and regression analysis demonstrated that internet marketing notably impacts purchase intent. This result supports earlier research by Yadav & Rahman (2010) and Kim & Ko (2017). The second objective was determining the moderators of several factors influencing the link between online marketing activity and purchase intent. Rarely has this type of moderator been studied in past literature. Nonetheless, some study gaps suggest moderators may have significant positive drawbacks (Gensler et al. 2013, Malik et al. 2013, Phan et al. 2011). This indicates that online media marketing directly influences purchase intent (via key variables). The summary of the analysis of hypotheses testing is presented in Table 7.1

*Table 7.1  
Summary of hypothesis testing*

*Source: developed for this research*

<b>Hypotheses statements</b>	<b>Results</b>	<b>Status</b>
H1: Mobile marketing is positively associated with consumer purchase intention.	Estimated Value: 0.052 P Value: 0.043	Hypothesis accepted
H2: Social media advertisements are positively associated with consumer purchase intention.	Estimated Value: 0.424 P Value: <0.05	Hypothesis accepted
H3: eWOM is positively associated with consumer purchase intention	Estimated Value: 0.389 P Value: <0.05	Hypothesis accepted
H4: Brand association moderates the relationship between social media marketing and consumer purchase intention	Estimated Value: -4.746 P Value: <0.05	Hypothesis rejected
H5: Brand association moderates the relationship between eWOM and consumer purchase intention.	Estimated Value: 3.746 P Value: <0.05	Hypothesis accepted
H6: Distrust moderates the relationship between mobile marketing and consumer purchase intention.	Estimated Value: 0.028 P Value: .376	Hypothesis rejected
H7: Distrust moderates the relationship between social media marketing and consumer purchase intention.	Estimated Value: 0.002, P Value: .958	Hypothesis rejected
H8: Distrust moderates the relationship between eWOM and consumer purchase intention.	Estimated Value: 0.002, P Value: .958	Hypothesis rejected
H9: Privacy issues moderate the relationship between social media marketing and consumer purchase intention.	Estimated Value: -.107 P Value: <0.05	Hypothesis rejected
H10: Privacy issues moderate the relationship between electronic word of mouth and consumer purchase intention.	Estimated Value: 0.87 P Value: 0.009,	Hypothesis accepted

Hypotheses statements	Results	Status
H11: Brand persona moderates the relationship between social media marketing and consumer purchase intention.	Estimated Value: -0.78 P Value: <0.05	Hypothesis rejected
H12: Brand persona moderates the relationship between electronic word of mouth and consumer purchase intention.	Estimated Value: 0.47 P Value: .177	Hypothesis accepted
H13: Celebrity endorsement moderates the relationship between mobile marketing and customer purchase intention.	Estimated Value: -.121, P Value: <0.05	Hypothesis rejected
H14: Celebrity endorsement moderates the connections between eWOM and customer purchase intention.	Estimated Value: .107 P Value: <0.05	Hypothesis accepted
H15: Ad excessiveness moderates the relationship between mobile marketing and customer purchase intention.	Estimated Value: -0.049 P Value: <0.05	Hypothesis rejected

Online marketing proficiency in facilitating two-way dialogue can remarkably impact the formation of purchase intent (Chiu et al. 2014). As a result, online marketing interactions with consumers have a consequential effect on customer purchase intentions (Ramayah et al., 2010). Consequently, the results of this study show that growing online marketing activity increases customer purchase intent and vice versa. This result is consistent with the discoveries of Laksaman (2018), who found that online marketing has a massive explicit and favourable impact on purchase intent. This means that online media activity supports improving brand awareness, brand loyalty, and more.

The results indicate that online marketing and electronic word of mouth have a strong relationship with purchase intention, while mobile marketing has a weak relationship with it. It has been observed that moderating variables such as celebrity endorsement and ad excessiveness dampen mobile marketing. In contrast, for social media marketing, brand association, brand persona, and privacy issues have a calming effect (Cruz-Jesus et al., 2019). Similarly, electronic word-of-mouth, brand

persona, privacy issues, and brand association strengthen the relationship for purchase intention.

The main goal of this study was to investigate the most fundamental components of internet or online marketing that have an impact on consumers' intentions to purchase in the retail sector in Australia. This study analysed the aspects of online marketing that contribute to either an increase or a decrease in the level of consumer intention for a certain retail establishment's products or services. According to the findings of the study, many aspects of online marketing influence a consumer's choice to purchase a product from a store on the internet. These aspects include the consumer's perception of trust, communication, and the consumer's sense of the responsiveness of the online platform to their interactions with other consumers, all of which play a role in a consumer's view of the quality of a brand. As per the results of the analysis it can be implied that both mobile and social media channels play an important role in affecting the purchase intentions of consumers and online shoppers who tend to shop from both mediums. An important finding that can be established from the study is based on the fact that shoppers in Australia tend to associate with popular brands as per eWOM. Furthermore, celebrity endorsement also affects consumer purchase intention particularly as per eWOM. Nevertheless, trust and open communication are the most important variables that must be included while designing an online marketing campaign for an organisation.

Overall, it was found that the effects of online activity are both direct and collateral by communicating optimistic and influential key determinants of purchase intent. Studies and empirical evidence demonstrate that online marketing performs a direct role in positively impacting buying considerations. Given that consumers from diverse backgrounds use technological devices such as mobile phones, computers, tablets, and other online technology as a part of their daily lives, digital marketing is crucial in generating buying considerations. (Kampani & Jhamb, 2020). Customary utilisation of these devices gives consumers confidence and excitement to experiment with new online shopping methods. Effective online marketing strategies are necessary, and there are various approaches to connect them to goods and services (Al-Hattami, 2021). The innovative platforms give rise to proficient attachment with consumers to exchange data and information by presenting emotional influence and buying concerns. The fruits of online marketing provide an angle to personalisation along with customer retention through practical layout,



quality confirmation, the exchange of data and the promotion of opinions (Hanson & Kalyanam, 2020).

The research also demonstrates that buying paths show complexity and engage with multiple visits to enhance accessibility from various devices. A query about credit authentication and channel automation takes businesses to attain first and foremost acquisition, which is the essence of first-click attribution. Correspondingly, there also exists opportunities for marketers to put equal weighting on all the particular channels which possess the potential to appeal to the customers' attention, and it is a form of linear attribution. These are the critical ways to connect the attribution credit to grow the different marketing channels to meet goals and targets (Nguyen et al., 2019).

The retail marketing niche prefers to recognise the judged complexity that the buyers face. Multiple buyers make their targets high using various automated devices and consider retargeting and remarketing (Cruz-Jesus et al., 2019). The growth of online strategies needs a prolonged duration beyond their online overnight systems and requires a combination of tactics to achieve success (Tong et al., 2020). However, the winning strategy works by combining the methods used by the marketers to develop the customers' buying journeys. It represents the combination of organic search pay-per-click email marketing along with the possession of multiple opportunities.

Additionally, the performance-oriented campaigns related to retail marketing boost the reasons that the marketers support to focus on effectively processing their online marketing activities. Business people and marketers focus on employer branding and turn their intentions to grow direct associations for the clients to inform them about the availability of products and facilities (Hanson & Kalyanam, 2020). Businesses can improve their functioning by using material sourced from their own databases, compared to those who do not include it. The arguments support the growth of time and effort to focus on the activities that let others introduce their brands and strengthen the buying journey (Nguyen et al., 2019). Cruz-Jesus et al. (2019), also indicate that consumers' perception of brand awareness offers stability to brand health through the acceptance of online marketing strategies. It gives rise to the growth of the leads of the buyer's journey, and the entrepreneurs' aims rely on the buyers' satisfaction.

In 2023, the most demanding advantages relate to a business focusing on reallocating the direction of their business messages by compelling their prospects to perceive it. There should be less focus on the brand (Kampani & Jhamb, 2020). There is a need to combine extrinsic and intrinsic motivators to extract the buying decisions, which is the format to enhance the brand customer connections. Online marketing strategies upgrade the business and accelerate any opportunities to make tremendous changes and put an argument about the indulgence of connectively low budget, high returns to boost the brand-oriented campaigns that always remain at the top.

## **7.2. Limitations of the research**

The fact that this study was conducted exclusively in Australia limits the generalisability of the findings and study design. There are restrictions on researcher bias in the sampling technique used for this study. Data grouping was constrained, readily available, and based only on community leaders who might have influence. Due to scheduling constraints, the sample size needed to be increased. With little face-to-face contact with respondents, data was collected via an online questionnaire. Due to participants' potentially poor comprehension and the fact that the answers may not accurately reflect their true feelings, survey understanding may be limited. Because this study only employed cross-sectional data, it could not account for long-term changing of consumer preferences. This analysis has particular restrictions, which are outlined below.

Since buying concerns are a second-order construct, they limit our ability to recognise the unique mitigating influences of the major determinants of online marketing (Dittmar et al., 2004). Future research can therefore examine the moderating impact of external motivations by separating them from financial export performance. The manager's perspective was used. Future assessments of the institutional context should include participation from other significant owners, such as public bodies and their representatives.

## **7.3. Future research**

Researchers can use the same methodology to analyse larger datasets with diverse data. Moreover, research that includes more brands or companies in the dataset will produce generalisable results for wider audiences. Future research can

use stochastic representation techniques by identifying the population's precise size. As a result, researchers can get closer to a sampling that more accurately captures the traits of the population. The study did not calculate the effect of particular online content marketing and advertising facets on purchase intent. Future studies may do in-depth analysis to determine the effects of each online media advertising activity, such as entertainment, engagement, trends, and eWOM. Conciliation also assesses other aspects of brand value, including cognition, affiliation, dedication, and marking (Chetioui et al., 2020). Future researchers can include more branding-related research variables, such as brand identification and trademark. The research's abstract structure can be approved for various projects, enabling comparisons when social media advertising initiatives and related components are more attractive. Future research on the topic can include more international data to comprehend social media users and their impact on shopping decisions.

Future studies should evaluate the impediments to internationalisation from wealthy and developing nations as the findings could significantly expand this body of literature. Future research can concentrate on both native and experienced foreign sellers in the context of developing patterns around the direction of SME exports and globalisation (Chetioui et al., 2020). Future studies can also specifically focus on variables impeding export performance by using subjective research studies and conversations with retail export owners to learn about issues they encounter while exporting.

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# APPENDIX A: SURVEY QUESTIONNAIRE

## Research Topic

*Impact of Online Marketing Activities on Consumers' Purchase Intention in the Australian Retail Industry*

### **Section A: Demographics**

#### **1. Gender:**

1. Male
2. Female
3. Other
4. Prefer not to say

#### **2. Select age group according to below given age gaps:**

1. 20-29
2. 30-39
3. 40-49
4. 50-59
5. 60 and above

#### **3. Highest educational qualification?**

1. Primary school
2. Secondary school
3. Vocational certificate or Diploma
4. Bachelor's
5. Post-Graduate
6. Other

#### **4. Job Status:**

1. Casual Employment
2. Part Time Employment
3. Full Time Employment
4. Business Owner
5. Other

Instructions: Section – B is to measure the **Impact of Online Marketing Activities on Consumers’ Purchase Intentions in the Australian Retail Sector.**

Please tick (√) your response to indicate the frequency of the behaviour as described (1 = Strongly Disagree, 3 = Neutral, 5 = Strongly Agree).

<b>INDEPENDENT VARIABLE</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>1: Mobile Marketing</b>	<b>Strongly disagree</b>	<b>Disagree</b>	<b>Neutral</b>	<b>Agree</b>	<b>Strongly Agree</b>
1. I enjoy different mobile message advertisements for comparison purposes.					
2. I tend to read a lot of different advertisements just for the sake of a change of pace.					
3. Through advertising messages via the mobile phone, I receive timely information.					
4. I find advertising messages via the mobile phone exciting.					
5. By using advertising messages via the mobile phone, I can demonstrate my innovativeness to my friends.					
6. I can benefit from advertising messages via the mobile phone.					
<b>INDEPENDENT VARIABLE</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>2: Social Media Marketing</b>	<b>Strongly disagree</b>	<b>Disagree</b>	<b>Neutral</b>	<b>Agree</b>	<b>Strongly Agree</b>
1. Content shown on social media seems interesting.					
2. Social media enables information sharing with others.					
3. Information on social media is very trendy and influencing.					
4. Social media keeps me updated.					
5. Conversation or opinion exchange with others is possible through social media					
<b>INDEPENDENT VARIABLE</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>3: Electronic Word of Mouth</b>	<b>Strongly disagree</b>	<b>Disagree</b>	<b>Neutral</b>	<b>Agree</b>	<b>Strongly Agree</b>
1. I review the comments on social media and engage in discussions for different product reviews.					
2. I understand the importance of the quality content of various product and service offerings					
3. I make positive product ratings on social media.					
4. Marketing products by the help of social media is attractive.					

<b>DEPENDENT VARIABLE:</b> <b>Purchase Intention</b>	<b>1</b> <b>Strongly</b> <b>disagree</b>	<b>2</b> <b>Disagree</b>	<b>3</b> <b>Neutral</b>	<b>4</b> <b>Agree</b>	<b>5</b> <b>Strongly</b> <b>Agree</b>
1. I am positive about purchasing online from retail stores.					
2. It is likely that I will purchase products from online retail stores in the near future (i.e., in next one month).					
3. I believe that retail stores keep their promises and commitments they have made online.					
4. I enjoy shopping products online.					
5. Online ads provide me a lot of enjoyment.					
<b>MODERATING VARIABLE</b> <b>1:</b> <b>Privacy Issues</b>					
1. I had important information stolen such as my social security number, credit card and related bank information.					
2. I had my email or social networking account compromised without taking permission.					
<b>MODERATING VARIABLE</b> <b>2:</b> <b>Brand Persona</b>					
1. I feel that branding intentionally makes me think about my way of life.					
2. I prefer to associate with people who use this brand.					
3. I prefer those brands that arouse my interest.					
4. I prefer those brands that make me feel happy.					
<b>MODERATING VARIABLE</b> <b>3:</b> <b>Brand Association</b>					
1. I can recognize brands from their symbols and as well their logos.					

2. I make repeat purchase of the service or product from brands that I am acquainted with.					
3. I feel that browsing the web is one of the best activities for getting brand association.					
4. Peer group opinion matters a lot for developing brand association.					
5. Sales and promotion develop brand association.					
6. Recall of ads play a role in developing brand association.					
<b>MODERATING VARIABLE</b>					
<b>4:</b>					
<b>Celebrity Endorsement</b>					
1. After viewing content uploaded by endorser/influencer I want to know about the product.					
2.I after viewing content uploaded endorser / influencer I consider buying product.					
3.I think the endorser / influencer becomes the main reference for product advertisement.					
4.I think the endorser / influencer has a physical appearance that is attractive.					
5.I think the endorser / influencer, when doing product endorsement, can be trusted.					
<b>MODERATING VARIABLE</b>					
<b>5:</b>					
<b>Distrust</b>					
1. I think that the Internet is safe enough and I do not have any reservations regarding Internet shopping.					
2.I trust the websites from which I make Shopping.					

3.The positive reviews I hear about a website increase my trust in that website.					
4.I trust a person or an institution even if I have very little information about them.					
5. After-sales services provided by a website increase my trust in that website.					
<b>MODERATING VARIABLE</b> <b>6:</b> <b>Ad Excessiveness</b>					
1. Do you think that television commercials have vast coverage than anything else?					
2. Do advertisements act as a source of pleasure and entertainment?					
3. Does excessive advertising have a negative impact on the brand?					
4.Do excessive ads tend to develop negative association with the brand?					

\*\*\* *Source: (see appendix B)*



## APPENDIX B: SOURCES OF ITEMS

<b>INDEPENDENT VARIABLE 1: Mobile Marketing</b>	
I enjoy different mobile messages of advertisement for comparison purpose.	Darden & Perreault (1976)
I tend to read a lot of different advertising just for the sake of a change of pace.	Flynn and Goldsmith (1999)
Through advertising messages via the mobile phone, I receive timely information	Oliver and Bearden (1985)
I find advertising messages via the mobile phone exciting.	Flynn and Goldsmith (1999)
By using advertising messages via the mobile phone, I can demonstrate my innovativeness to my friends.	Raju(1980)
I can benefit from advertising messages via the mobile phone.	Darden & Perreault (1976)
<b>INDEPENDENT VARIABLE 2: Social Media Marketing</b>	
Content shown at social media seem interesting	Laksama and Patria (2018)
Social media enables information sharing with others	Laksama and Patria (2018)
Information at social media is very trendy and influencing	Laksama and Patria(2018)
Social media enables information sharing with others	Mayank et al. (2017)
Conversation or opinion exchange with others is possible through social media	Laksama and Patria(2018)
<b>INDEPENDENT VARIABLE 3: Electronic Word of Mouth</b>	
I review the comments on social media and engage in discussions for different product reviews.	Laksama and Patria (2018)
I understand the importance of the quality content of various product and service offerings	Mayank et al. (2017)
I make positive product ratings on social media.	Mayank et al. (2017)
Marketing products by the help of social media is attractive.	Mayank et al. (2017)

<b>MEDIATING FACTOR: <i>Privacy Issues, Brand Persona, Brand Association, Celebrity Endorsement, Distrust, Ad Excessiveness</i></b>	
I had important information stolen such as my social security number , credit card and related bank information.	Redmiles et al. (2019)
I had my email or social networking account compromised without taking permission?	(Redmiles et al. (2019)
I prefer to associate with people who use this brand.	Hou et al. (2019)
I prefer those brands that arouses my interest.	Hou et al. (2019)
I prefer those brand makes me feel happy.	Hou et al. (2019)
I feel that branding, intentionally makes me think about my way of life.	Hou et al. (2019)
I can recognize brands from their symbols and as well their logos.	Tandoh, (2020)
I made a repeat purchase of the service or product from brands that I am acquainted.	Tandoh, (2020)
I feel that browsing the web is one of the best activities for getting brand awareness.	Tandoh, (2020)
Peer group opinion matters a lot for developing brand awareness	Tandoh, (2020)
Sales and promotion develop brand	Tandoh, (2020)
Recall of Ads play a role in developing brand awareness.	Tandoh, (2020)
I after viewing content uploaded by endorser /influencer want to know about the product.	Rachbini, (2018)

I after viewing content uploaded endorser / influencer consider buying product.	Rachbini, (2018)
I think the endorser / influencer ... when doing product endorsement becomes the main reference.	Rachbini, (2018)
I think the endorser / influencer has a physical appearance that is attractive.	Rachbini, (2018)
I think the endorser / influencer ... when doing product endorsement can be trusted.	Rachbini, (2018)
I after viewing content uploaded by endorser /influencer want to know about the product.	Sevim and Hall, (2014)
I trust the websites from which I make shopping.	Sevim and Hall, (2014)
The positive reviews I hear about a website increases my trust in that website.	Sevim and Hall, (2014)
I trust a person or an institution even if I have very little information about them.	Sevim and Hall, (2014)
After-sales services provided by a website increase my trust in that website.	Sevim and Hall, (2014)
Do You think that advertisement have vast coverage than anything else?	Awan et al. (2015)
Does advertisement a source of pleasure & entertainment?	Awan et al. (2015)
Does excessive advertisement have negative impact on the brand?	Awan et al. (2015)
Does restrictive advertisement also attract your mind and convince you?	Awan et al. (2015)

<b>DEPENDENT VARIABLE: Purchase Intention</b>	
I am positive about purchasing online from retail store	Lee and Lee (2009)
It is likely that I will Purchase products from online retail stores in near future (i.e., in next one month).	Lee and Lee (2009)
I believe that retail stores keep their promises and commitments what they have made online.	Lee and Lee (2009)
I enjoy shopping products online	Lee and Lee (2009)
Shopping products online provides me a lot of enjoyment	Lee and Lee (2009)

# APPENDIX C: PARTICIPANT INFORMATION SHEET AND CONSENT FORM (SURVEY)



## Participant Information for USQ Research Project Survey Questionnaire

### Project Details

**Title of Project:** Impact of Online Marketing Activities on Consumers' Purchase Intentions in the Australian Retail Sector  
**Human Research Ethics Approval Number:**

### Research Team Contact Details

#### Principal Investigator Details

Syed Ibrar Hussain  
[Redacted]

#### Other Investigator Details

Dr. Ranga Chimhundu (Principal Supervisor)  
[Redacted]

Dr Enamul Kabir (Associate Supervisor)  
[Redacted]

### Description

The main purpose of this project is to evaluate the effects of online marketing activities on consumer purchase intentions in the Australian retail market. While various marketing tools are available for marketers in this digital era, mobile, social media and brand related marketing over online mediums are in high demand. Therefore, this research focuses on evaluating the effects of the aforementioned marketing techniques on the consumer purchase intentions.

### Participation

Your participation will involve contributing your thoughts and ideas through a survey questionnaire which will take no more than half an hour of your time. The data collection through questionnaire will take place at a time and venue that is convenient for you. You can also get an online link of the questionnaire. Your participation is entirely voluntary and you are free to withdraw from the project at any stage. If you decide to take part and later change your mind, you are free to withdraw. If you wish to withdraw at any time, please contact the Principal Investigator (contact details at the top of this form). You have the option to be informed

about the outcome of the research. If you wish to receive a summary report, this can be sent to your email address if you send a request email to the Principal Investigator. The report will also be available on the website: <http://eprints.usq.edu.au/view/type/thesis.html>.

#### **Expected Benefits of Your Participation in this Project**

The benefit from the research will be a greater understanding of the influence of online marketing activities on the purchase intentions of the Australian retail consumers. The outcome of the project will include an understanding of the various online marketing activities and their possible effects on consumer purchase intentions. The study is expected to make an incremental contribution to knowledge on the research topic and to inform marketing strategies for retailers.

#### **Risks Involved in Your Participation in this Project**

There are no anticipated risks beyond normal day-to-day living associated with your participation in this project.

#### **Privacy and Confidentiality**

All comments and responses will be treated confidentially:

- Only the Principal Investigator and co-investigators will have access to the questionnaire responses.
- There is no recording needed while you complete the questionnaire. Please advise the Principal Investigator if there is any query on instructions related to your responses to in the questionnaire.
- Any data collected as a part of this project will be stored securely as per the University of Southern Queensland's Research Data Management policy.

#### **Concerns or Complaints Regarding the Conduct of the Project**

If you have any concerns or complaints about the ethical conduct of the project you may contact the University of Southern Queensland Manager of Research Integrity and Ethics on +61 7 4631 2214 or email [researchintegrity@usq.edu.au](mailto:researchintegrity@usq.edu.au). The Manager of Research Integrity and Ethics is not connected with the research project and can facilitate a resolution to your concern in an unbiased manner.

**Thank you for taking the time to help with this research project.**



## Consent Form

### Project Details

Title of Project: Impact of Online Marketing Activities on Consumers' Purchase Intentions in the Australian Retail Sector

Human Research Ethics  
Approval Number:

### Research Team Contact Details

#### Principal Investigator Details

Syed Ibrar Hussain



#### Other Investigator Details

Dr. Ranga Chimhundu (Principal Supervisor)



Dr Enamul Kabir (Associate Supervisor)



### Statement of Consent

By signing below, you are indicating that you:

- Have read and understood the information document regarding this project
- Have had any questions answered to your satisfaction
- Understand that if you have any additional questions you can contact the research team
- Are over 18 years of age
- Understand that all the data collected will be confidential and de-identifiable
- Agree to participate in the project

Participant Name

Participant Signature

Date

Please return this sheet to a Research Team member prior to participation

# APPENDIX D: PARTICIPANT INFORMATION SHEET AND CONSENT FORM (INTERVIEWS)



University of Southern Queensland

## Participant Information for USQ Research Project Interview

### Project Details

**Title of Project:** Impact of Online Marketing Activities on Consumers' Purchase Intentions in the Australian Retail Sector  
**Human Research Ethics Approval Number:**

### Research Team Contact Details

#### Principal Investigator Details

Syed Ibrar Hussain  
[REDACTED]

#### Supervisors

Dr. Ranga Chimhundu (Principal Supervisor)  
[REDACTED]

Dr Enamul Kabir (Associate Supervisor)  
[REDACTED]

### Description

This project is being undertaken as part of a Doctor of Philosophy research degree through the University of Southern Queensland.

The purpose of this project is to evaluate the effects of online marketing activities on the consumers' purchase intentions in the Australian retail market. While various marketing activities are available for the marketers in this digital era, mobile, social media and brand related marketing over online mediums are in high demand. This research focuses on evaluating the effects of the aforementioned marketing techniques on consumers' purchase intentions.

### Participation

Your participation will involve contributing your thoughts and ideas through a research interview that may take approximately half an hour of your time. The data collection will take place at a time and venue that is convenient to you..



Your participation is entirely voluntary and you are free to withdraw from the project at any stage. If you decide to take part and later change your mind, you are free to withdraw. If you wish to withdraw at any time, please contact the Principal Investigator (contact details at the top of this form). You have the opportunity to know about the outcome of the research. If you wish to receive a summary report, it will be sent to your email address. The report will also be available on the website: <http://eprints.usq.edu.au/view/type/thesis.html>.

#### **Expected Benefits of Your Participation in this Project**

The benefit from the research will be a greater understanding of the influence of online marketing activities on the purchase intentions of Australian retail consumers. The outcome of the project will include the development of a framework that will assist in the understanding of various online marketing activities and their possible effects on consumer purchase intentions. The study is expected to make an incremental contribution to knowledge on the research topic and to inform marketing strategies for retailers.

#### **Risks Involved in Your Participation in this Project**

There are no anticipated risks beyond normal day-to-day living associated with your participation in this project.

#### **Privacy and Confidentiality**

All comments and responses will be treated confidentially:

- Only the investigator will have access to the questionnaire responses.
- There is no recording needed while you complete the questionnaire. Please advise the Principal Investigator if there is any query on the instructions related to the questionnaire.
- Any data collected as a part of this project will be stored securely as per the University of Southern Queensland's Research Data Management policy.

#### **Concerns or Complaints Regarding the Conduct of the Project**

If you have any concerns or complaints about the ethical conduct of this project you may contact the University of Southern Queensland Manager of Research Integrity and Ethics on +61 7 4631 2214 or email [researchintegrity@usq.edu.au](mailto:researchintegrity@usq.edu.au). The Manager of Research Integrity and Ethics is not connected with the research project and can facilitate a resolution to your concern in an unbiased manner.

**Thank you for taking the time to help with this research project. Please keep this sheet for your information.**



**Project Title**

Impact of Online Marketing Activities on Consumers' Purchase Intentions in the Australian Retail Sector

**Research team contact details**

**Principal Investigator Details**

Syed Ibrar Hussain

[Redacted]

**Supervisors**

Dr. Ranga Chimhundu (Principal Supervisor)

[Redacted]

Dr Enamul Kabir (Associate Supervisor)

[Redacted]

**Statement of consent**

By signing below, you are indicating that you:

- Have read and understood the information document regarding this project.  Yes /  No
- Have had any questions answered to your satisfaction.  Yes /  No
- Understand that if you have any additional questions, you can contact the research team.  Yes /  No
- Are over 18 years of age.  Yes /  No
- Agree to participate in the project.  Yes /  No

<b>Name (first &amp; last)</b>			
<b>Signature</b>		<b>Date</b>	

## APPENDIX E: INTERVIEW GUIDE

- How do advertisements on mobile apps affect your inclination to make online purchases?
- How do advertisements on social media apps affect your inclination to make online purchases?
- How do EWOM (electronic word of mouth) comments affect your inclination to make online purchases?
- How do you perceive “Ad Excessiveness” when viewing adds on mobile applications other than social media? Why?
- How confident do you feel when you come across a celebrity in an advertisement, endorsing a certain product or service? Does it make you buy that product? Why?
- Do you have trust issues when you see an advertisement? Why?
- When you come across by an advertisement for a brand, does it make you consider purchasing the brand? Why?
- Do you try to judge an advertisement based on the idea, concept, image, emotion, and so forth? Why?
- Do you prefer to make a purchase from brands you are already associated with?
- Do you feel any privacy issues while discussing brands on social media? How exactly do you feel about that? Why?

## APPENDIX F: QUALITATIVE INTERVIEW DATA

Entry #	P. #	Q-Category	Statement
1	1	IV1--> DV	mobile marketing provoke me not to buy that specific product because of breaching my privacy
2	1	IV1--> DV	mobile marketing gives info regarding new products
3	1	IV1--> DV	mobile marketing make me think about my household stuff that should I sell them
4	1	IV1--> DV	mobile marketing are highly irrelevant
5	1	IV1--> DV	mobile marketing waste my time
6	1	IV1--> DV	mobile marketing force me to unsubscribe them because of irrelevancy
7	1	IV1--> DV	mobile marketing is a great source of privacy invasion
8	1	IV2--> DV	social media marketing creates awareness regarding the companies
9	1	IV2--> DV	social media marketing make me aware of new brands
10	1	IV2--> DV	social media marketing along with brand awareness make me clear about the trendy products
11	1	IV2--> DV	social media marketing enhance my knowledge regarding the trendy products
12	1	IV2--> DV	social media marketing shows latest deals
13	1	IV2--> DV	social media marketing shows latest offers
14	1	IV2--> DV	social media marketing shows latest discounts
15	1	IV3--> DV	I feel confident while purchasing the products after reading online comments
16	1	IV3--> DV	EWOM associate me with the brand for a long time.
17	1	IV3--> DV	EWOM is safe as compared to mobile and social media marketing
18	1	IV3--> DV	I believe that person endorsing any product online can be effective as I can get an easy feedback about the product.
19	1	IV3--> DV	I mostly purchase the products from that brand which has good feedback on their social media posts.
20	1	IV3--> DV	Online review helps me to trust a brand and their products.
21	1	IV3--> DV	Influencer's comments on some product influence my purchase intention.

Entry #	P. #	Q-Category	Statement
1	1	IV1--> DV	I think mobile marketing is good way to introduce the new products.
2	1	IV1--> DV	sometime I do not like to buy when it is suggested by my least favorite person.
3	1	IV1--> DV	usually I do not feel safe to share my information for shopping reason.
4	1	IV1--> DV	I do not waste my time to watch thy ads video on Facebook.
5	1	IV1--> DV	when it is advertised a lot it means this product is trickery.
6	1	IV1--> DV	I do not feel happy when there is large number of commercializing video.
7	1	IV1--> DV	I feel confidence to shop when I already observed its privacy plan by multiple shopping.
8	1	IV2--> DV	mostly the sales offer policy of brands is the cause of buying for me.
9	1	IV2--> DV	I shop normally when I have the information about current products.
10	1	IV2--> DV	the already recognized brands are always selected by me for shopping.
11	1	IV2--> DV	when I observe the unsuitable products I tend to skip it.
12	1	IV2--> DV	I only select those sites for shopping that have option of communication.
13	1	IV2--> DV	sometimes I think that low cost brands are not more beneficial.
14	1	IV2--> DV	realization of brand culture helps me a lot in deciding from where to buy.
15	1	IV3--> DV	I like to buy when some strong personality suggests it.
16	1	IV3--> DV	mostly I evaluate the culture of brand and asses what kind of products they are offering.
17	1	IV3--> DV	I always seek suggestion of other customers before buying.
18	1	IV3--> DV	I feel secure to purchase when I already had shopped from it.
19	1	IV3--> DV	I feel confident to buy if I have interrelation with brands.
20	1	IV3--> DV	I do not feel resistant to buy when I see there is not any security problems.
21	1	IV3--> DV	I always observe the fame of brands for shopping.

Entry #	P. #	Q-Category	Statement
1	1	IV1--> DV	This is my instincts to buy current going product.
2	1	IV1--> DV	I pass over the ads because they are cause of dilation in my task.
3	1	IV1--> DV	I feel to annoy when I have to watch so many ads video.
4	1	IV1--> DV	I only consider that products which are related to me.
5	1	IV1--> DV	Sometimes I think advertising video on Facebook is nothing but double dealing.
6	1	IV1--> DV	I do not have faith on celebrity advertisement.
7	1	IV1--> DV	Privacy is my first priority in buying process.
8	1	IV2--> DV	I only prefer to buy products if it is serviceable for me.
9	1	IV2--> DV	I do not prefer to buy from low cost brands as they are less trustworthy.
10	1	IV2--> DV	Sometime I skip the brand as its products are not suitable for me.
11	1	IV2--> DV	Apprehension of all special discounts and sales offer help me to decide from where to buy.
12	1	IV2--> DV	I feel secure to buy when I have recognition about company.
13	1	IV2--> DV	I always measure the condition of brand before purchasing it.
14	1	IV2--> DV	If I have proper information about brands, it will make easy for me to buy from it.
15	1	IV3--> DV	I feel safe to buy from well reputed brands.
16	1	IV3--> DV	Consideration of positive feedback is important for me.
17	1	IV3--> DV	I give priority to my familiar brands for shopping.
18	1	IV3--> DV	I always focus on security provided by brands to shop.
19	1	IV3--> DV	Mostly I observe the prominence of brands before buying.
20	1	IV3--> DV	Feeling of confidence occur when I shop from good brand.
21	1	IV3--> DV	I do not feel any problem to buy especially when it is promoted by some celebrity.

Entry #	P. #	Q-Category	Statement
1	1	IV1--> DV	I do not consider to watch numerous advertising ads as they are totally waste of time.
2	1	IV1--> DV	I skip the ad when it is not having use for me.
3	1	IV1--> DV	I do not appreciate the celebrity advertisement as they do for money purpose.
4	1	IV1--> DV	Numerous ads create the feeling of rage in me.
5	1	IV1--> DV	I always look for safe site to shop.
6	1	IV1--> DV	Innovative products itself reason of attraction for people.
7	1	IV1--> DV	Feeling of trust is generated when I go to my known company.
8	1	IV2--> DV	I mostly shop from that brand which is offering special discounts on shopping.
9	1	IV2--> DV	Approachable brands have another level of ease for shopping.
10	1	IV2--> DV	I only prefer products if they have practical use in my life.
11	1	IV2--> DV	I ignore the cheap brands as I think this brand does not have long lasting products.
12	1	IV2--> DV	I like to buy while considering its prevailing information.
13	1	IV2--> DV	I get attraction to shop when I receive quick and respected response.
14	1	IV2--> DV	I like to buy from my known companies.
15	1	IV3--> DV	My level of confidence to buy product is increased when I see its promotion by famous personality.
16	1	IV3--> DV	If it is secure to shop, I buy without any hesitation.
17	1	IV3--> DV	Well-known brands give feeling of trust to buy.
18	1	IV3--> DV	Positive suggestion provided by people give me confidence to buy.
19	1	IV3--> DV	I mostly attract to my already known brands.
20	1	IV3--> DV	I feel very confident to buy when I observe the positive evaluation of customers.
21	1	IV3--> DV	I mostly share my account information when I examine its security policies.

Entry #	P. #	Q-Category	Statement
1	1	IV1--> DV	Mobile marketing promotes the new products in market.
2	1	IV1--> DV	I do not believe on product when it is advertised by any celebrity.
3	1	IV1--> DV	I mostly prefer the modern and pioneering products.
4	1	IV1--> DV	I do not focus to buy when product have not any applicability in my life.
5	1	IV1--> DV	Promotion video on Facebook give the feeling of spamming.
6	1	IV1--> DV	I mostly omit the ads video on YouTube as they interrupt my task.
7	1	IV1--> DV	I get the feeling of displeasure when I see numerous ads on mobile.
8	1	IV2--> DV	Low price products are not reliable to use according to me.
9	1	IV2--> DV	Discounts offered by brands attracts me to shop.
10	1	IV2--> DV	I examine the popularity of brands before shopping.
11	1	IV2--> DV	I mostly do not feel to buy due to privacy concern.
12	1	IV2--> DV	I mostly pass over the products that are not useful for me.
13	1	IV2--> DV	I like to buy from my connected brands.
14	1	IV2--> DV	I always feel happy to buy inclining products.
15	1	IV3--> DV	My hesitation becomes low when I see this product is recommended by some famous person.
16	1	IV3--> DV	I feel to buy when a brand gives a full security to my information.
17	1	IV3--> DV	I mostly prefer to read the feedback of other customers when I want to shop.
18	1	IV3--> DV	I get the feelings of protection when I receive full privacy concern.
19	1	IV3--> DV	Good name and fame of company create feeling of confidence in me to buy.
20	1	IV3--> DV	I always prefer the suggestion of other people through commenting on social media.
21	1	IV3--> DV	My already recognized brands always get my first attention.

Entry #	P. #	Q-Category	Statement
1	1	IV1--> DV	I never feel to buy products by considering its Facebook promoting video.
2	1	IV1--> DV	Large number of promoting ads gives the feeling of anger.
3	1	IV1--> DV	I never like to buy products that do not have any use in my life.
4	1	IV1--> DV	I get incite buy seeing the innovative products.
5	1	IV1--> DV	I do not focus to watch you tube ads because they delay my activities.
6	1	IV1--> DV	I do not consider the celebrity promotion as they do for money.
7	1	IV1--> DV	Safe and secure site usually captivate me to buy products.
8	1	IV2 --> DV	I always attract towards special offer given by brands.
9	1	IV2 --> DV	Good image of brands increases my tendency to buy.
10	1	IV2 --> DV	I do not feel shy to buy products when I have knowledge about products application.
11	1	IV2 --> DV	Vigorous prevailing information about products increase my capacity to shop it.
12	1	IV2 --> DV	Sometimes I do not like to buy from low priced brands while considering my status.
13	1	IV2 --> DV	I never feel secure to share my bank account information for shopping purpose.
14	1	IV2 --> DV	I usually shop from where I get prompt response.
15	1	IV3 --> DV	I do not feel hesitation to buy when it is suggested by some famous person.
16	1	IV3 --> DV	I always shop after proper observation of people's remark on products.
17	1	IV3 --> DV	I feel very positive to buy if I have attachment to brands.
18	1	IV3 --> DV	Strong reputation of brands usually creates a feeling of charm to buy from that brands.
19	1	IV3 --> DV	I only trust that brands from which I already shopped.
20	1	IV3 --> DV	Feeling of confidence to buy product arises when I see the good opinion of customers.
21	1	IV3 --> DV	I normally make purchase after seeing its advertisement by any famous person.

Entry #	P. #	Q-Category	Statement
1	1	IV1--> DV	I do not like to buy after watching any advertising video on youtube.
2	1	IV1--> DV	I feel pleasure to buy trending products.
3	1	IV1--> DV	Promotion by celebrity feels me unsafe to buy products.
4	1	IV1--> DV	Extra promotion of products gives the image of fakeness.
5	1	IV1--> DV	I do not like to buy when I feel it is not secure to use.
6	1	IV1--> DV	I do not bother to watch ads video on Facebook as they are actually nothing but waste of time.
7	1	IV1--> DV	I skip the product when I have not any practical use of it.
8	1	IV2 --> DV	I mostly go to my familiar brands to shop.
9	1	IV2 --> DV	Most famous and running product always attracts me.
10	1	IV2 --> DV	I rarely try new brands and go to my known brands.
11	1	IV2 --> DV	My tendency to buy increase when I get fast reply from brands.
12	1	IV2 --> DV	I mostly buy product while considering its practical application.
13	1	IV2 --> DV	I do not choose low cost brands.
14	1	IV2 --> DV	I mostly buy without any hesitation if there is not any problem to my privacy.
15	1	IV3 --> DV	Promotion by famous celebrity creates a feeling of trust to buy it.
16	1	IV3 --> DV	Safe sites always help me to buy without any reluctance.
17	1	IV3 --> DV	Positive feedback given by other users assist me a lot in buying.
18	1	IV3 --> DV	I mostly buy while observing the image of brands.
19	1	IV3 --> DV	Sometimes I consider the products when it is recommended by some famous personality.
20	1	IV3 --> DV	I always choose to buy from that brands to which I have some kind of connection.
21	1	IV3 --> DV	I feel confident to buy from brands that reflect they concern about customer privacy.

Entry #	P. #	Q-Category	Statement
1	1	IV1--> DV	I get trust when I make purchases for many time.
2	1	IV1--> DV	Innovative products is a cause of charm for me to buy it.
3	1	IV1--> DV	I always observe the new products and try to use it.
4	1	IV1--> DV	My tendency to buy products decreases when I think it is not useful for me.
5	1	IV1--> DV	I do not prefer to buy considering its marketing.
6	1	IV1--> DV	I do not rely on celebrity promotion because they are doing it for themselves.
7	1	IV1--> DV	The feelings of impatience is generated in me by various ads.
8	1	IV2 --> DV	Sometimes I do not like the ads because it is not at right time.
9	1	IV2 --> DV	Low cost products create the negative feeling to buy it.
10	1	IV2 --> DV	I usually prefer the inclining products.
11	1	IV2 --> DV	I must consider the applicability of products before buying it.
12	1	IV2 --> DV	Special offer is a source of enforcement for me to buy it.
13	1	IV2 --> DV	Sometimes I do not buy while considering it useless for me.
14	1	IV2 --> DV	I feel confident to buy when I feel it will retain my personal information.
15	1	IV3 --> DV	I do not hesitate to buy when it is recommended by any famous person.
16	1	IV3 --> DV	The opinions of others always matter for me.
17	1	IV3 --> DV	Prominence of brand and company is itself cause to buy products from it.
18	1	IV3 --> DV	I always consider the good name of brand for purchasing.
19	1	IV3 --> DV	My confidence to buy things expands when I do not feel any privacy problem.
20	1	IV3 --> DV	I like to buy from friendly brands.
21	1	IV3 --> DV	I always feel confident to purchase from well-known brands.



Entry #	P. #	Q-Category	Statement
1	1	IV1--> DV	Innovative products fascinate me a lot to buy it.
2	1	IV1--> DV	My intention always triggers me to use new products.
3	1	IV1--> DV	I do not like to buy when any celebrity aided this product.
4	1	IV1--> DV	I do not prefer products which have not any uses for me.
5	1	IV1--> DV	I do not like Facebook promotion videos because I think it is deception.
6	1	IV1--> DV	Sometime I get angry by numerous promoting videos.
7	1	IV1--> DV	I always consider the privacy factor while making purchase.
8	1	IV2--> DV	I mostly collect information about products before buying it.
9	1	IV2--> DV	I look for products which is leaning in society.
10	1	IV2--> DV	I mostly shop from that brand which give me fast response.
11	1	IV2--> DV	My tendency to buy products increases when I see my familiar brand.
12	1	IV2--> DV	I do not like to buy from economical store.
13	1	IV2--> DV	I usually prefer to buy from my recognized brands.
14	1	IV2--> DV	I mostly check out the prominence of brand when I want to buy products.
15	1	IV3--> DV	I observe the comments of other consumer before purchasing any products.
16	1	IV3--> DV	I tend to purchase from that brand which are prominent
17	1	IV3--> DV	I always think about my past experience regarding specific brand to buy.
18	1	IV3--> DV	Mostly, I make purchases from that brands which I have close association.
19	1	IV3--> DV	I easily captivated towards product when it is advertised by any famous person.
20	1	IV3--> DV	My level of confidence to buy product is boosted when I observe the strong eminence of company.
21	1	IV3--> DV	I increase my buying tendency by observing the good feedback from other customers.

Entry #	P. #	Q-Category	Statement
1	1	IV1--> DV	I do not focus on ads because mostly I do not find any connection with them
2	1	IV1--> DV	I ignore the advertisement because it is waste of time to see it according to me.
3	1	IV1--> DV	I do not consider any celebrity advertisement because they get paid for it.
4	1	IV1--> DV	Sometime marketing is cause of irritation for me.
5	1	IV1--> DV	I do not buy when I seem that product is not useful for me.
6	1	IV1--> DV	I do not like to buy because they are not safe to shop.
7	1	IV1--> DV	Advertisement is actually a trickery.
8	1	IV2--> DV	I consider the brands which have reply back option.
9	1	IV2--> DV	I like to buy products which are up to date and trending.
10	1	IV2--> DV	Prevailing contents about product always incite me to buy it.
11	1	IV2--> DV	I prefer to buy if I have proper knowledge about product and its application.
12	1	IV2--> DV	I mostly buy from companies which are famous.
13	1	IV2--> DV	Sometime cheap and low cost brand put a negative impact on me.
14	1	IV2--> DV	I do not buy from brands which I think is not safe.
15	1	IV3--> DV	Positive image of brand captivates me to buy products.
16	1	IV3--> DV	My confidence goes high to buy product if a celebrity promotes it.
17	1	IV3--> DV	I always choose my familiar shops to buy.
18	1	IV3--> DV	Level of trust and faith is increased in buying if I shop from recognized brand.
19	1	IV3--> DV	I always notice the evaluation made by other customer on certain product.
20	1	IV3--> DV	I usually examine the name and fame of brand before making purchase.
21	1	IV3--> DV	The advertisement made by famous person boost my confidence to buy.

Entry #	P. #	Q-Category	Statement
1	1	IV1--> DV	I do not like to buy when it is commercialized by someone whom I personally dislike.
2	1	IV1--> DV	I mostly inspired by modern products.
3	1	IV1--> DV	Large number of ads give the feeling of fraud.
4	1	IV1--> DV	I do not prefer to buy when celebrity promotes it because I think they are promoting it for money.
5	1	IV1--> DV	I feel irritation by ads as they waste my time.
6	1	IV1--> DV	I skip the promotion video when I do not feel it relating to me.
7	1	IV1--> DV	I usually do not buy due to security problems.
8	1	IV2--> DV	Well-known brand always attracts a lot of customer.
9	1	IV2--> DV	I do not attracts towards low price products
10	1	IV2--> DV	Sometime, I do not feel to buy when product is not suitable for me.
11	1	IV2--> DV	I always examine the privacy strategies of brands while making online purchase.
12	1	IV2--> DV	It becomes easy to buy when product is trending.
13	1	IV2--> DV	I prefer to buy from that brand which is easily approachable.
14	1	IV2--> DV	Communication with brands makes it easy to buy products.
15	1	IV3--> DV	I easily get inspired by fame of brand.
16	1	IV3--> DV	I try to make purchases from identifiable brands.
17	1	IV3--> DV	My confidence to buy product is enhanced if it is promoted by any celebrity.
18	1	IV3--> DV	I usually consider the other assessment regarding product before buying it.
19	1	IV3--> DV	I feel secure to buy if I already made purchase from that brand.
20	1	IV3--> DV	Normally, I believe to shop while considering my experience.
21	1	IV3--> DV	I always examine the reputation of brand before buying product.

Entry #	P. #	Q-Category	Statement
1	1	IV1--> DV	New products attract me a lot.
2	1	IV1--> DV	I focus to see the advertisement before buying products.
3	1	IV1--> DV	I feel ads on YouTube is actually decisive.
4	1	IV1--> DV	I do not focus to see any advertisement because it thinks it is waste of time.
5	1	IV1--> DV	Celebrity advertises any product only for money so I do not like to buy it.
6	1	IV1--> DV	I do not like online purchase because it requires personal banking information.
7	1	IV1--> DV	I do not skip the ads unless it is not related to me.
8	1	IV2--> DV	Mostly the brands selected by me are those from which I have already made purchases.
9	1	IV2--> DV	I feel to buy products when I have full information about it.
10	1	IV2--> DV	I get security when I shop from specific brand.
11	1	IV2--> DV	I like to buy products which is trending in society.
12	1	IV2--> DV	Low cost sometime triggers me off to buy something.
13	1	IV2--> DV	Mobile marketing sometimes annoys me when I am not in mood of watching ads.
14	1	IV2--> DV	Easy communication attracts customer to buy.
15	1	IV3--> DV	I gain trust when it is promoted by my favorite personality.
16	1	IV3--> DV	Good image of brand induces confidence in me to buy things.
17	1	IV3--> DV	I always consider my recognizable brand to shop.
18	1	IV3--> DV	Mostly I buy product while considering the other evaluation about products.
19	1	IV3--> DV	My intention to buy product is increased when online brand does not have any security issue.
20	1	IV3--> DV	My trust is developed depending upon the past experience of online shopping.
21	1	IV3--> DV	I feel very confident to buy when I have communication with brand.

Entry #	P. #	Q-Category	Statement
1	1	IV1--> DV	Marketing through ads is fraud as real things do not need any advertisement.
2	1	IV1--> DV	I prefer not buy when it is promoted by celebrity because they get money for marketing.
3	1	IV1--> DV	Sometimes, I gain the service of new product.
4	1	IV1--> DV	I skip the ad videos because this may linger my time
5	1	IV1--> DV	Sometime I do not watch ad because I feel this is not related to me.
6	1	IV1--> DV	I seldom try innovative products.
7	1	IV1--> DV	My trust is developed when I already made purchase online.
8	1	IV2--> DV	I mostly buy from recognized brands.
9	1	IV2--> DV	Different discounts always attracts me to buy.
10	1	IV2--> DV	Sometimes, cheap brands do not put positive impact on buying.
11	1	IV2--> DV	I do not like to buy when brand is not familiar to me.
12	1	IV2--> DV	The strong brand reputation always triggers me to buy.
13	1	IV2--> DV	Sometime I do not like advertisement when I do not want to see it.
14	1	IV2--> DV	I prefer to buy when I have some kind of information about products.
15	1	IV3--> DV	Well recognized brands usually fascinate me to buy.
16	1	IV3--> DV	Customers' positive opinion helps me to take decision about product purchasing.
17	1	IV3--> DV	Advertisement by famous celebrity makes me easy to purchase.
18	1	IV3--> DV	I feel secure when I make purchase from my known brands.
19	1	IV3--> DV	More confidence is developed when I buy from well reputed brands.
20	1	IV3--> DV	I feel confident to buy when there are not any security problems.
21	1	IV3--> DV	Positive comment of other consumers forces me to buy.

Entry #	P. #	Q-Category	Statement
1	1	IV1--> DV	I always try trending products.
2	1	IV1--> DV	Strong marketing is a way of enforcement for me to buy products
3	1	IV1--> DV	I feel annoy when there is number of ads.
4	1	IV1--> DV	Sometime prevailing ads seems to me unsuitable.
5	1	IV1--> DV	Sometime spam ads actually kill my time.
6	1	IV1--> DV	I don't buy when it is not commercialized by my favorite personality.
7	1	IV1--> DV	I always look for secure websites.
8	1	IV2--> DV	The offers provided by brands always force me to buy.
9	1	IV2--> DV	I focus to buy trending products.
10	1	IV2--> DV	I mostly buy from easily accessible brands.
11	1	IV2--> DV	I prefer to buy when it is a viral brand.
12	1	IV2--> DV	Making purchase for me gets easy when it is confidential
13	1	IV2--> DV	Most of the time I ignore the cheap brands
14	1	IV2--> DV	Mostly I consider the reputation and image of brands while buying.
15	1	IV3--> DV	My confidence to buy increases when I observed the people's assessment.
16	1	IV3--> DV	I always look for my known brands while purchasing.
17	1	IV3--> DV	Positive feedback from other customers is also considered by me.
18	1	IV3--> DV	If it is advertised by my favorite personality, I do not feel hesitation to buy it.
19	1	IV3--> DV	I feel safe to buy from well reputed company.
20	1	IV3--> DV	I feel to buy when it is safe.
21	1	IV3--> DV	I don't hesitate to buy when it does not have any privacy problems



Entry #	P. #	Q-Category	Statement
1	1	IV1--> DV	I think number of ads are actually time wastage.
2	1	IV1--> DV	I do not like to buy especially when it is promoted by celebrity.
3	1	IV1--> DV	Innovative product triggers me to buy it.
4	1	IV1--> DV	I get angry when I see the unrelated ads.
5	1	IV1--> DV	The tendency of buying products is increased when it is commercialized by my favorite celebrity.
6	1	IV1--> DV	Marketing video on Facebooks is usually spam.
7	1	IV1--> DV	I usually do not prefer to share my banking information on online resources.
8	1	IV2--> DV	I easily get inspired when I receive the prompt reply from online company.
9	1	IV2--> DV	My intention to buy something is increased when I have knowledge about it.
10	1	IV2--> DV	I like to buy products mostly from my already known brands.
11	1	IV2--> DV	Trending products are easily purchased by me.
12	1	IV2--> DV	I usually buy when brand is providing some offers.
13	1	IV2--> DV	Brand reputation helps to make purchases.
14	1	IV2--> DV	I usually prefer to buy while considering the prevailing trends.
15	1	IV3--> DV	It becomes easy for me to buy when it is promoted by famous person.
16	1	IV3--> DV	I feel to buy products from secure sites.
17	1	IV3--> DV	Reviews of other people impact my buying tendency.
18	1	IV3--> DV	I buy products by considering the image of company.
19	1	IV3--> DV	I usually like to buy from my already familiar brands.
20	1	IV3--> DV	My trust develops when I observe the positive comments of people.
21	1	IV3--> DV	I mostly purchase from brands that is most famous.

Entry #	P. #	Q-Category	Statement
1	1	IV1--> DV	I like to buy new product when it is promoted by famous person
2	1	IV1--> DV	I don't like to purchase due to feeling of privacy issue.
3	1	IV1--> DV	I feel irritation when I see the excessive adds.
4	1	IV1--> DV	I feel to buy product when it is innovative products.
5	1	IV1--> DV	I don't like to buy products endorsing by celebrity because I feel it is paid content.
6	1	IV1--> DV	I feel my time is wasted when there is more adds.
7	1	IV1--> DV	I don't like to purchase because I feel it is irrelevant.
8	1	IV2--> DV	I usually prefer to buy from recognized brands.
9	1	IV2--> DV	I like to buy new products when I get fast response from company.
10	1	IV2--> DV	I feel not to buy products when I feel insecurity due to privacy issues.
11	1	IV2--> DV	I like to buy products when it is up to date.
12	1	IV2--> DV	I like to buy product when I have useful information about it.
13	1	IV2--> DV	I don't feel to buy if it is from cheap brands.
14	1	IV2--> DV	I feel to buy product from company due to personal association
15	1	IV3--> DV	I feel confidence in buying product from company to which I have association
16	1	IV3--> DV	I don't feel confidence in buying product when there is privacy concern.
17	1	IV3--> DV	I prefer to reads comments on social media while making connection with new brand.
18	1	IV3--> DV	I feel confidence in making purchase especially when it is promoted by my favorite celebrity
19	1	IV3--> DV	I think social media provide useful information about the brand image
20	1	IV3--> DV	I prefer to buy online when it is safe to share my personal information with it.
21	1	IV3--> DV	I usually read the comments before making purchase.

Intrg #	P. #	Q-Category	Statement
1	1	IV1 -> DV	I have never been inclined to believe anyone endorsing a product when I see an advertisement on Facebook.
2	1	IV1 -> DV	Unless I see some famous person in a YouTube advertisement, I don't feel inclined to purchase any product.
3	1	IV1 -> DV	It annoys me when certain advertisements are repeated, especially on mobile marketing platforms.
			There is a lot of time wasted by seeing the same ads again and again.
4	1	IV1 -> DV	Repetition of adds can actually be extremely irritating.
5	1	IV1 -> DV	It is pretty easy for me to make purchases on mobile marketing platforms.
6	1	IV1 -> DV	The fact that online marketing platforms are so common today suggests that they can be trusted.
8	1	IV2 -> DV	Shoppers can find quick and trendy items through social media marketing platforms.
9	1	IV2 -> DV	A good place to find out what's new in the market is through social media marketing platforms.
10	1	IV2 -> DV	Marketing can be communicated with through social media.
11	1	IV2 -> DV	Due to my habit of trying out new products, I feel insecure about brand associations.
12	1	IV2 -> DV	No matter what the brand persona is, I will not endorse a product if it doesn't resonate with me.
13	1	IV2 -> DV	The ads I see sometimes seem to be intended at the wrong time and place.
14	1	IV2 -> DV	I do trust making purchases from social media marketing platforms.
15	1	IV3 -> DV	It is valuable to read comments on Facebook and other social media platforms before making a purchase from an online retailer.
16	1	IV3 -> DV	An endorsement from a celebrity can boost a buyer's confidence in their purchase.
17	1	IV3 -> DV	When making online purchases, I feel more confident entering my banking information because of the comments of other users.
18	1	IV3 -> DV	Communication on social media platforms is helpful when establishing links with brands.
19	1	IV3 -> DV	I am inclined to purchase products endorsed by celebrities.
20	1	IV3 -> DV	I tend to follow brands that receive good reviews on social media platforms.
21	1	IV3 -> DV	The comments celebrities make on social media platforms are interesting to me.

Intrg #	P. #	Q-Category	Statement
1	1	IV1 -> DV	Facebook advertisements don't inspire confidence in me when they advertise a product.
2	1	IV1 -> DV	My purchasing decisions are not influenced by YouTube advertisements unless I see a famous person in them.
3	1	IV1 -> DV	The same ads are seen again and again, which wastes a lot of time.
			Recurring ads waste a lot of time.
4	1	IV1 -> DV	There can be an extreme level of annoyance associated with repetitive ads.
5	1	IV1 -> DV	When it comes to mobile marketing platforms, I find it pretty easy to make purchases.
6	1	IV1 -> DV	As online marketing platforms become more popular, their reliability is assumed to increase.
8	1	IV2 -> DV	Social media marketing platforms make it possible for shoppers to discover quick and trendy items.
9	1	IV2 -> DV	Platforms such as Facebook, Twitter, and LinkedIn can give a good idea of what's new in the market.
10	1	IV2 -> DV	Social media can be used for marketing communication.
11	1	IV2 -> DV	I am insecure about brand associations since I always try out new products.
12	1	IV2 -> DV	If a product doesn't resonate with me, I will not endorse it, regardless of the brand persona.
13	1	IV2 -> DV	There are times when the advertisements I see seem to be aimed at the wrong audience.
14	1	IV2 -> DV	I trust social media marketing platforms for making purchases.
15	1	IV3 -> DV	I trust social media marketing platforms for making purchases.
16	1	IV3 -> DV	Buyers can feel more confident about their purchase after receiving an endorsement from a celebrity.
17	1	IV3 -> DV	The comments of other users make me feel more comfortable entering my banking information when making online purchases.
18	1	IV3 -> DV	Developing links with brands is easier with social media communication.
19	1	IV3 -> DV	The products endorsed by celebrities tend to be more appealing to me.
20	1	IV3 -> DV	Social media platforms that receive good reviews tend to attract my attention.
21	1	IV3 -> DV	Social media commentaries made by celebrities intrigue me.

Entry #	P. #	Q-Category	Statement
1	1	IV1--> DV	Whenever I watch Facebook videos, I don't believe any of the claims made by the product endorsers
2	1	IV1--> DV	My inclination to buy a product when watching Youtube advertisements is diminished if I don't see some well-known face in it
3	1	IV1--> DV	Especially when it comes to mobile marketing campaigns, some advertisements repeat too much.
			Overlooking the same ads time and time again is a waste of time.
4	1	IV1--> DV	Having to hear repeated ads is very annoying.
5	1	IV1--> DV	My experience with mobile marketing platforms has been pretty positive as far as buying is concerned.
6	1	IV1--> DV	It is common now a days to rely on online marketing platforms.
8	1	IV2--> DV	Social media marketing platforms allow shoppers to find fast and trendy items.
9	1	IV2--> DV	Social media marketing platforms are good for keeping up with what's new in the market.
10	1	IV2--> DV	Using social media to communicate with marketers is a good idea.
11	1	IV2--> DV	Because I am prone to experimenting with new products, I am unsure about brand affiliations
12	1	IV2--> DV	A product I don't resonate with isn't worth recommending, no matter what its brand persona is
13	1	IV2--> DV	There are times and places when I see ads that seem inappropriate.
14	1	IV2--> DV	My trust is in social media marketing platforms when it comes to making purchases.
15	1	IV3--> DV	Prior to making an online purchase, check out social media platforms like Facebook and Twitter
16	1	IV3--> DV	Buying an item endorsed by an established celebrity can give buyers more confidence.
17	1	IV3--> DV	Thanks to other users' comments, I feel more confident entering my banking information when making online purchases.
18	1	IV3--> DV	Social media communication is necessary to build relationships with brands.
19	1	IV3--> DV	A celebrity's endorsement motivates me to buy a product.
20	1	IV3--> DV	My tendency to follow brands is generally influenced by positive social media comments.
21	1	IV3--> DV	Social media comments made by celebrities pique my interest.

Entry #	P. #	Q-Category	Statement
1	1	IV1--> DV	The claims made by the endorsers of products in Facebook videos are never true to me
2	1	IV1--> DV	The absence of well-known faces in Youtube advertisements reduces my interest in the product
3	1	IV1--> DV	The repetition of some ads is particularly problematic in mobile marketing campaigns.
			Seeing the same advertisement over and over again is a waste of time.
4	1	IV1--> DV	It is very irritating to have to listen to repeated ads.
5	1	IV1--> DV	With regards to buying, I've had a positive experience with mobile marketing platforms.
6	1	IV1--> DV	The use of online marketing platforms has become commonplace in recent years.
8	1	IV2--> DV	Thanks to social media marketing platforms, it is easier to find fast and trendy items to buy.
9	1	IV2--> DV	Businesses can stay in touch with market trends by using social media marketing platforms.
10	1	IV2--> DV	Communication through social media should be a part of marketing.
11	1	IV2--> DV	It is difficult for me to determine brand affiliations as I frequently experiment with new products
12	1	IV2--> DV	In my opinion, I cannot recommend a product that I don't like, regardless of its brand image
13	1	IV2--> DV	It happens that I see inappropriate advertisements from time to time and in certain places.
14	1	IV2--> DV	When it comes to buying online, I trust social media marketing platforms.
15	1	IV3--> DV	Be sure to check out social media platforms such as Facebook and Twitter before making an online purchase
16	1	IV3--> DV	Celebrities can give buyers more confidence when they endorse an item.
17	1	IV3--> DV	My online purchases feel more secure now that I've read other users' comments.
18	1	IV3--> DV	For brands to build relationships, social media communication is essential.
19	1	IV3--> DV	I am motivated to buy a product after reading an endorsement from a celebrity.
20	1	IV3--> DV	Social media comments that encourage me to follow brands generally influence my decision to follow them.
21	1	IV3--> DV	It catches my attention when celebrities make comments on social media.

Entry #	P. #	Q-Category	Statement
1	1	IV1--> DV	As far as I am concerned, the claims made by product endorsers in Facebook videos are never accurate
2	1	IV1--> DV	My interest in the product is reduced by the absence of well-known faces in Youtube advertisements
3	1	IV1--> DV	Mobile marketing campaigns are particularly susceptible to the repetition of certain advertisements.
			It is not a good use of time to see the same advertisement repeatedly.
4	1	IV1--> DV	I find it very irritating to have to listen to repeated advertisements.
5	1	IV1--> DV	It has been a positive experience for me when it comes to mobile marketing platforms
6	1	IV1--> DV	In recent years, online marketing platforms have become increasingly prevalent.
8	1	IV2--> DV	Purchasing fast and trendy items has become easier thanks to social media marketing platforms.
9	1	IV2--> DV	By utilizing social media marketing platforms, businesses can stay abreast of market trends.
10	1	IV2--> DV	The use of social media as a marketing tool should be considered.
11	1	IV2--> DV	Due to my frequent experimentation with new products, I am unable to determine brand affiliations
12	1	IV2--> DV	Regardless of the branding of a product, I cannot recommend it if I do not like it.
13	1	IV2--> DV	Some of the advertisements I see in certain locations are inappropriate.
14	1	IV2--> DV	Social media marketing platforms are my preferred method of purchasing online.
15	1	IV3--> DV	Make sure you check out social media platforms prior to making any purchases online, such as Facebook and Twitter
16	1	IV3--> DV	The endorsement of an item by a celebrity can enhance buyer confidence.
17	1	IV3--> DV	After reading the comments left by other users, I feel more secure about my online purchases.
18	1	IV3--> DV	The importance of social media communication for brands in developing relationships cannot be overstated.
19	1	IV3--> DV	When a celebrity endorses a product, I am motivated to purchase it.
20	1	IV3--> DV	My decision to follow a brand is generally influenced by social media comments that encourage me to do so.
21	1	IV3--> DV	Social media comments made by celebrities catch my attention.