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Identifying the role of digital marketing in changing consumers' buying decision

This thesis is worth 30 study points

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Abstract

This thesis examines how digital marketing affects consumers' purchasing behavior. More specifically, it seeks to comprehend and examine how information systems have been adapted in digital marketing and how this has affected consumer choices. To achieve these goals, a thorough analysis of current ideas and exploratory primary research were developed.

An online survey experiment with customers served as the core of the quantitative study. We received a total of 110 responses, the majority of which were from the target demographic of university students. To understand the buying process and the aspects that consumers prioritize more when deciding whether to make an online purchase, we developed nine constructs.

The findings demonstrate that digital marketing has a higher influence on customers' purchasing behavior. In the study of our data, 6 hypotheses were confirmed, whereas 3 were not. According to our findings, consumers typically examine specific criteria to confirm the source after viewing digital ads and before making any decision for an online purchase, such as authenticity, trust, risk of return, website and content quality, product review options, and risk of card information theft. This indicates that customers' choices influence their willingness to believe in digital marketing in a positive way. The study also identified limitations, practical implications, and future directions for consumer digital marketing research.

Keywords: Digital marketing, information technology, consumer behavior, buying pattern, content quality, online purchase, e-commerce.

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1 Introduction

One sort of marketing that is usually utilized to advertise goods or services and connect with consumers through digital means is digital marketing (Yasmin et al., 2015). One component of digital marketing, which also covers offline channels, is internet marketing. Mobile devices, social media marketing, display advertising, search engine marketing, and several other kinds of digital media are all included (Yasmin et al., 2015). Being able to connect with the target audience through interactive media is the main benefit of digital marketing. To maximize the effectiveness of digital marketing, some models have been devised. The achievement of customer satisfaction and loyalty occurs when the demands of the client are appropriately addressed (Molla and Licker, 2001). As IT technologies advance, traditional marketing strategies are being replaced by digital ones more and more frequently. Businesses that use technology can readily interact with customers while offering goods or services (Durmaz & Efendioglu, 2016). A platform for digital marketing allows customers to access a wide range of goods from across the globe as well as inside their own geographic borders. Therefore, it is believed that there are no geographical limits in the age of digital marketing. Over 4 billion individuals access the internet regularly across the world (Nielsen, 2018), and 85% of them log on for an average of 6 hours each day. Additionally, around 90% of all internet users access the web via mobile devices (Nielsen, 2018). With an increase in internet users, digital marketing is becoming more and more popular every day.

The creation of digital content is becoming an increasingly important and lucrative role in digital marketing companies in order to draw future customers on digital platforms and build engagement, trust, and brand-friendly connections to improve long-term sales (Lopes & Casais, 2022). The ultimate objective of content of digital marketing is to create awareness about the brand among customers rather than only trying to sell products or services which, as a result, ensures to build long-term business relationship and convert them as loyal customers (Holliman & Rowley, 2014). However, as the number of people using ad blockers increases and consumer engagement decreases, advertising campaigns for marketing professionals are becoming more and more expensive. To connect clients via narrative rather than just selling items or services, digital marketing will be crucial (Kotler et al., 2016). The most advantageous aspect of digital

marketing is that it may reach a larger audience while incurring 62% fewer marketing expenditures for generating consumer interaction than other digital and traditional marketing techniques and generating three times as many sales leads (Hollebeek & Macky, 2019).

With the goal of achieving consumer profit and building customer-brand engagement and loyalty, content marketing is the process of producing and disseminating pertinent and value material to attract, acquire, and relate to a well-defined and known target audience (Lou & Xie, 2021). This concept places a focus on the significance of producing and disseminating valuable, pertinent material that allows for user interaction. The goal is a mutually beneficial long-term partnership rather than just a short-term increase in revenue (Pulizzi, 2014). Companies may generate value with a significant profitability from consumer engagement, interaction, purchase, and loyalty by offering relevant information (Rancati et al., 2015).

The paradigm of the process of communication must be changed before implementing a content-focused marketing approach. Companies use an inbound strategy instead of generating advertising messages, encouraging individuals to look for the brand since it offers them interesting, useful content that engages and entertains them (Halligan et al., 2010). As a result of customers becoming involved and developing a favorable connection to the brand, they are more inclined to purchase its products, enabling engagement, cooperation, and loyalty (Nosrati et al., 2013). The broad notion of digital marketing truly encompasses all contemporary digital platforms and technology when used in conjunction with marketing strategies and plans to increase customer satisfaction and accomplish organizational goals.

The purpose of this research is to examine the relationship between consumers' decision making and digital marketing as well as how consumers respond to digital marketing. This will make it easier for business owners and market strategy creators to comprehend client traits that are essential for increasing the acquisition of their items and fostering engagement, collaboration, and loyalty towards the company.

1.1 Background

Over the years, there have been a number of significant advances in the evolution of internet advertising. It evolved and adjusted regularly to satisfy the demands of shifting consumer demand. Delivering advertisements online involves leveraging social media, email, cellphones, and other platforms (Dwivedi et al., 2021). With over 5.03 billion people using the Internet globally, the availability of computers and smartphones has resulted in massive Internet usage, which has improved chances for digital advertisers and increased usage of social media platforms. Most importantly, marketers quickly understood the advantages of online advertising when paired with consumer data, which enabled them to create ads that specifically targeted people. It was discovered that personalizing search engine marketing results in a 93% increase in conversion rate, followed by a 94% rise with a personalized website, and 92% of the businesses noticed an increase when personalizing their emails (Econsultancy, 2019). Because of the growing influence of online advertising over the years, it has undergone transition and joined a new online advertising bandwagon (Saluja et al., 2019). The digital advertising market is expanding rapidly, and by 2021, it is predicted that global digital ad expenditure would increase by 13.2% to $435.83 billion (Enberg, 2019). Due to the internet advertising industry's exponential expansion, consumers are now being positioned and targeted according to their interests, demographics, and preferences.

The growing accessibility of digital data, as well as advancements in the technology used to analyze it, have had a huge influence on marketing. It is impossible to overstate the importance of information technology in marketing (Tkachenko et al., 2019). Businesses have undergone a profound transformation during the past three decades as a result of minor changes in marketing theory and practice. Information systems connected to marketing and management have also undergone these modifications (Lyytinen & Robey, 2001). Companies must increasingly take control of a marketing environment that is expanding and changing quickly. As businesses' competitive settings get more dynamic and turbulent, so are their information processing needs. Businesses will need to make use of the opportunities provided by contemporary information technology to manage the growing external and internal information flow and to enhance its quality (Reeves & Deimler, 2011).

Previous studies by (Simon, 2016; Liu, Karahanna & Watson, 2011; Baltes, 2015; Sasaki, 2012; Hsu, Chuan-Chuan Lin, Chiang, 2013; Hsu, Yu, Chang, 2017; Cheung &Lee, 2012; Cheung & Thadani, 2012) commonly concentrated on the significance and impact of content marketing (both digital and offline content marketing) in general from several viewpoints but did not specifically address digital content marketing from B2C viewpoint.

1.2 Statement of Problem

Consumers may obtain information anywhere and at any time because of the all-pervasive nature of digital media. During the ancient era, only specialized business-related information was accessible. The availability of information, entertainment, news, purchasing, and social contact through digital media is rapidly and broadly expanding (Dwivedi et al., 2021). Consumers have access to a broad variety of information, allowing them to learn not just what their companies have to say regarding their products, but also whatever the media, friends, family, peers, etc. have to say about them. Consumers are more trusted by consumers rather than businesses, as history has repeatedly shown. Customers need reputable brands, well-known businesses, individualized and pertinent interactions, as well as convenient offers that are tailored to their wants and needs. Most customers utilize many online platforms, a wide range of devices with various interfaces, specs, and protocols, and they interact with those devices in various ways and for various purposes (Lutkevich & Wigmore, 2021). In comparison to conventional media, digital media is comparatively inexpensive, making it accessible to most new and small businesses. In digital platforms, users leave a massive data trail. Managing such a sizable dataset and putting it to use in operations is exceedingly challenging (Indeed Editorial Team, 2021). This study aims to examine the behavioral responses of consumers to digital marketing and its effects depending on the use content quality and information systems.

1.3 Purpose of study

The main purpose of this study is to examine consumers' decision-making behavior in relation to the effectiveness of contents of digital marketing. To support the behavioral changes, this thesis concentrates on digital marketing and information systems. In the long term, the objective is to support business owners and market strategy developers in understanding the use of information systems in digital marketing and the client characteristics that are crucial for improving the purchase of their products and promoting engagement, cooperation, and corporate loyalty.

Given this, the advancement of the information technology in modern era, the need for a greater knowledge to understand the impact of digital marketing on consumers, the following question has been posed:

- How does digital marketing affect consumers' decisions?

It is simpler to categorize what does not fall under the category of digital marketing in order to comprehend what those tactics are. Digital marketing does not include traditional advertising mediums like print, radio, television, and billboards. Although these channels have enjoyed tremendous success for a long time, they are less effective in the present era (Kumar & Akhilesh, 2020). The marketers may assess their marketing initiatives in real-time to determine what is working and what is not by employing digital marketing channels and methodologies. Even though digital marketing is directly related to the internet, other channels are crucial. Our research provides the sector with useful information on how digital marketing uses information technology to increase or decrease sales volume, and how consumers perceive or respond to their decision making to its advertisements. By learning useful information, a particular industry can employ various digital advertising strategies. Similar to this, academics will develop additional theories regarding digital marketing based on customer purchasing patterns. Future study would increase based on purchases made after viewing digital advertisements.

1.4 Research Structure

The remainder of the thesis is outlined through seven main chapters, starting with Chapter 1 and concluding with Chapter 7. The thesis is introduced and contextualized in Chapter 1 as was already mentioned. The research next looks at literature review (Chapter 2) and provides a literature analysis that focuses on important ideas and justifications. The hypothesis is discussed, and the research model is suggested in Chapter 3. The methods, decisions, processes, and theories that we adopted to conduct our research will be described in detail in Chapter 4 of this thesis. The data we obtained is analyzed in Chapter 5. In Chapter 6, there are discussions, summary of findings, limitations are mentioned. The study is finished in Chapter 7.

2 Related Literature

The main purpose of a literature review is to draw comprehensive concept-based conclusions, therefore, assist in identifying the primary areas of interest for digital marketing (Watson & Webster, 2002). A variety of skills are required, including choosing a research topic, developing literature search and retrieval skills, analyzing, and synthesizing data, and becoming proficient in writing and reporting. All of this must be done in a short period of time (Cronin et al., 2008).

The relevant literature is reviewed in this section of the thesis, and a literature analysis is provided that focuses on key ideas, justifications, and theories. The primary concepts discussed in this chapter are use of information technology, digital marketing and its content quality. The impact of high-quality content on consumers' purchasing habits will also be covered in this chapter.

2.1 Digital Marketing

The term digital marketing has changed over time from a term used specifically to describe the marketing of goods and services through digital channels to a general term used to describe the use of digital technologies for customer acquisition, brand promotion, customer retention, and sales growth (Kannan & Li, 2017). Digital marketing can be defined as the creation, communication, and delivery of value for customers and other stakeholders using actions,

institutions, and processes made possible by digital technologies. With a more open-minded viewpoint, it defines digital marketing as an adaptable, technology-enabled process by which enterprises engage with customers and partners to collaboratively create, convey, deliver, and sustain value for all stakeholders (Kannan & Li, 2017). Digital marketing is the umbrella term for any marketing initiatives that employ technology or the internet. Businesses use digital platforms like search engines, social media, email, and their websites to interact with their current and potential clients. The terms "online marketing," "internet marketing," and "web marketing" can also be used to describe this (Bala & Verma, 2020). Digital marketing is the process of connecting with customers online, where they spend a lot of time, using a range of digital tactics and platforms. A wide range of strategies that fall under the category of digital marketing include websites, online branding assets for businesses, email marketing, online brochures, and more (Desai, 2019). To achieve marketing goals in consumer-to-consumer and business-to-consumer environments, digital marketing makes use of various forms of technology, including artificial intelligence (AI) and the Internet of Things (IoT) (Krishen et al., 2021).
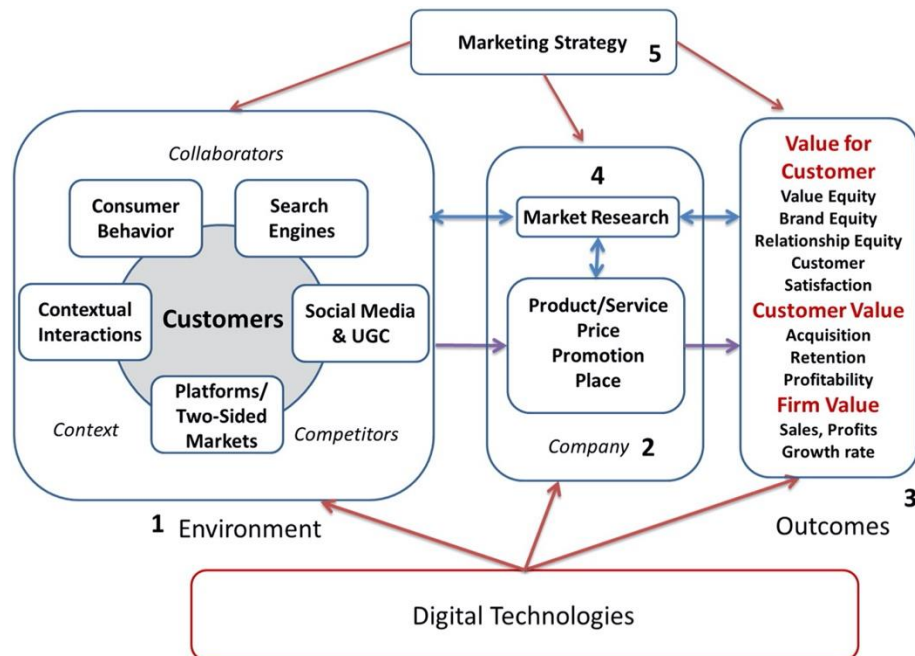

Figure 1The Framework of Digital Marketing (Kannan & Li, 2017)

The example provided above shows how traditional marketing techniques can be used with modern technologies to provide an effective result as digital marketing.

The framework identifies significant touchpoints impacted by digital technology and suggests a framework for research that is inspired by both the marketing process and the marketing strategy process (Kannan & Li, 2017).

Companies have come to understand the value of digital marketing in industrialized nations. Businesses must combine traditional methods of customer service with online ones in order to more effectively serve their clients (Parsons et al., 1998). According to Reza Kiani (1998), the development of new technology has given marketers new avenues for managing their websites and achieving their goals. Digital marketing has replaced dull marketing and advertising strategies. Additionally, because it is so strong, it has the potential to greatly improve government efficiency while also helping to revitalize the economy (Sharma, 2022). According to Mort & Drennan (2002), more significantly, the rapid advancement of technology and shifting market dynamics have contributed to the expansion of digital marketing.

2.1.1 Digital Marketing strategy and channels

According to Desai (2019), they discussed a variety of strategies and channels used in modern digital marketing. Search Engine Optimization (SEO) is the practice of making websites more search engine friendly in order to improve website's organic (or free) traffic.

Social media marketing is the activity of promoting a brand and its content on social media platforms in order to raise brand recognition, increase traffic, and produce leads for a company. Facebook, Twitter, LinkedIn, Instagram, Snap Chat, Pinterest, and Google+ are some of the platforms that can be used for social media marketing (Buffer, 2022).

Content marketing is the process of creating and disseminating content assets to increase traffic, lead generation, customer acquisition, and brand exposure. Blogposts, eBooks and whitepapers, Infographics, Online Brochures, and Look Books are just a few of the channels that can be used in a content marketing plan (Oracle, 2022).

Affiliate marketing is a sort of performance-based advertising in which users are compensated for promoting the goods and services of third parties on websites. Native Advertising is referring to advertisements that are featured on a platform alongside other, unpaid content and are mostly content driven (Deighton & Quelch, 2009).

Marketing automation is the term used to describe the software used to automate basic marketing tasks. Pay-Per-Click (PPC) is a technique for increasing website traffic that involves compensating a publisher each time an ad is clicked (Fluckinger, 2019).

Email marketing is a tool used by email advertising companies to reach their customers. Examples include signing up for blog newsletters, sending follow-up emails to website visitors who download content, and more. Customer welcome emails Holiday promotions, tips, or other email series for cultivating customers. In addition to fostering a relationship with your audience, email marketing can increase traffic to your blog, social media accounts, and other websites you want people to visit (Mailchimp, 2022).

Inbound marketing, or "Full-funnel" inbound marketing refers to the use of online content to attract, retain, and delight customers. Online PR is the activity of gaining legitimate online coverage through blogs, content-based websites, and digital periodicals (Nabieva, 2021).

A website's traffic using digital analytics technologies, accessible in marketing systems like Hub Spot, one may track the precise number of visitors who have viewed a website's homepage in real time. Attribution modeling is an effective digital marketing plan paired with the appropriate tools and technologies enables the ability to track all sales back to a customer's initial digital interaction with a company. Marketers would benefit from faster mobile pages by getting more traffic to their websites and keeping their customers happy (Dwivedi et al., 2021).

Online behavioral advertising is the practice of gathering information about a user's online activity over time, on a specific device and across disparate websites, in order to provide advertisements tailored to that user's interests and preferences.

advertisement that is data-driven Users provide a wealth of data at every stage of the customer journey, and brands can now leverage that data to engage their target audience with data-driven programmatic media buying. Keeping client privacy protected (McDonald & Cranor, 2010).

Remarketing is an important aspect of digital marketing. This strategy enables marketers to place targeted adverts in front of an interest category or specified audience, referred to as searchers in web speak since they have either looked for specific items or services or visited a website for some reason (Desai, 2019).

2.1.2 Information Systems and Digital Marketing

The way we live, work, interact with one another, and have fun is changing as a result of the usage of data. Companies have started to remake themselves globally using data, offering new business models and creating new sources of competitive advantage (Reinse et al., 2018). If marketing is characterized as everything a business does to get its goods and services in front of potential customers, then those who engage in it must do it successfully and more effectively than their rivals if they want to succeed. Knowing clients' wants, how to meet those needs, and even what needs can be generated for them is crucial for this goal (Todor, 2016). The problem here is that customers are becoming more and more picky. Customers are accepting these tailored, real-time engagements as businesses digitize their operations and offer better, more consistent client experiences, and this is changing how customers view services (Reinse et al., 2018). Business needs data to accomplish this. Nevertheless, having a ton of data is not really useful by itself. Companies that are successful are those who can use data to gain consumer insights and then translate those findings into strategy (Driest et al., 2016).

MIS, referred to as a marketing information system, is a computerized system created to offer a structured flow of information to assist and enable an organization's marketing initiatives. The MIS meets operational, analytical, and collaborative needs. The MIS's collaborative mode allows managers to communicate and collaborate digitally. Additionally, the MIS can help marketers work with customers to develop products that meet their needs. Decision support applications, which enable marketers to examine market data on consumers, competitors, technology, and general market circumstances, handle the analytical function (Harmon, 2003).

By acquired databases, a database may store and provide access to vast volumes of marketing, sales, and customer data, many of which are free or inexpensive for businesses to use. For instance, economic and demographic data about people, organizations, and businesses can be found in government databases. Consumer trends and corporate trends can be found in databases and studies produced by organizations like Deloitte (DeVault, 2020).

Management Support Systems (MSS) are part of marketing information systems that store and organize data, allowing end users to generate information and understand data to meet business objectives and inform strategy. A data warehouse is a type of management support system.

Similarly, Decision Support Systems (DSS) assess corporate data to assist managers in making judgments. A DSS, for example, may anticipate revenue based on expected new product sales. Finally, Expert Systems employ artificial intelligence to imitate a human's expert knowledge in a certain sector and to give management with insights and direction (AI) (Desk, 2022).

Internal company data from sales and marketing operations can be submitted to the MIS and converted into useful reports. Connect a MIS to a company intranet, or internal communications network, to have access to information on various business units, departments, and even employees. Smart intelligence systems that monitor competitors' websites, industry trade publications, and marketplace observations by employees and managers can provide access to information about the target market environment (DeVault, 2020).

Marketing research and data linked into the MIS include information from syndicated and custom research reports, which can be gathered via secondary research or new primary research. The more particular and original the information marketing research information gives on the business environment, competitors, and customers, the more valuable it will be to the company (DeVault, 2020).

2.2 Quality of Content

Blogs, white papers, e-books, case studies, how-to guides, question and answer pieces, forums, news and updates, photos, banners, infographics, podcasts, webinars, videos, or content for micro blogging and social media sites are all examples of content. All recent updates to Google's algorithm, whether Panda, Penguin, or Hummingbird, indicate that content is the most essential measure to consider when filtering search results. Create material on any topic that is creative and then cleverly link it to business. Content must be customized for various platforms. For example, mobile phone material should be concise and brief. Remember that a good method will engage readers and pique their desire to learn more. Good content is shared and is the most effective approach to brand a firm (Bala & Verma, 2018). Consumers purchase for one of two reasons: to satisfy their experiential (pleasure) or goal-oriented (efficiency) demands (Wolfinbarger & Gilly, 2001). Instead, then focusing on the brand, the information offered by content marketing aims to focus on the consumers' demand for information and enjoyment. As

a result, depending on the online shopping aim, the type of material format is likely to have varying effects on the attitudes and purchase intentions of the online consumer. A goal-oriented shopper, for example, should consider user generated content (UGC) to be more valuable content forms because it reduces the amount of search effort.

On the other hand, videos, and tutorials (VT) may be seen as more valuable by a buyer eager to spend time and be engaged when purchasing online. Content marketing can be used to boost brand awareness, trust, authority, credibility, loyalty, and authenticity. Furthermore, by offering relevant material, it can increase search engine optimization (Lieb, 2011). The most crucial elements are the content's high quality and credibility, as well as how well it fits with the target audience, the brand, and the media environment (Baetzgen & Tropp, 2013).

Numerous factors set online purchasing apart from traditional retail, including the inability to visually inspect a product's quality prior to purchase. Therefore, the online buyer must rely on the quality of the information they can find online to determine the quality of the product they want to buy before completing the online transaction. Information quality relates to how a consumer feels about the caliber of the data displayed on a website. Usefulness of the material and completeness of the information are the two components that make up quality. (Hur et al., 2011). The terms relevance, accuracy, benefit, and timeliness all allude to how useful the information is. The utility of an informational environment is perceived by a consumer and is closely correlated with the information's quality. (Milhinhos, 2015, as cited in Kellers et al., 2013). Even the most stunning and well-designed website may not be pleasing to the user unless it offers information of interest, therefore content of sufficiently high-quality information is of particular relevance to them (Caruana, 2002). As the effectiveness of a website's design influences users' purchasing decisions (Liang & Lai, 2002), customers who rate the quality of their customer service favorably are more inclined to buy a product in a certain retail setting. Companies that offer users high-quality, relevant information enhance their chances of appearing in the top search results. Therefore, a website's effectiveness and success depend on how users value and rate the quality of its interactions and offerings (Zhang & Prybutok, 2005).

2.2.1 Digital content and information systems

Each company wants its content to be outstanding and draw in more consumers. The most popular sorts of digital content for marketing are text-based contents, videos, infographic, customer reviews. And a company's website is the foundation of its content strategy. Websites have evolved into a crucial business tool for boosting revenue, boosting brand awareness, obtaining conversions, and much more.

Particularly for items where buyers can read reviews and provide comments about personal experiences, blogs as a tool for digital marketing have effectively generated an influence for growing sales income. When included into a company's overall strategic marketing plan, internet reviews have shown to be quite effective (Zhang, 2013). According to Helm, Möller, Mauroner, and Conrad (2013), online services have a greater impact than conventional communication channels. It has been demonstrated via research that users who adopt social media see increases in their self-esteem and satisfaction, which is a motivating indicator for businesses and marketing professionals (Arnott, 2013). Consumers' mental processes are impacted by web experiences, which improves their online purchasing decisions (Cetine, Cristiana, and Rădulescu, 2012). Given that it emphasizes the significance of digital content marketing, this study is quite helpful to marketing professionals.

Digital content has replaced conventional advertising and marketing strategies nowadays. Singapore-based businesses have evaluated the usefulness and efficacy of digital content marketing tools for obtaining objectives. (Teo, 2005). More significantly, the fast advancement of technology and shifting market dynamics have contributed to the expansion of digital marketing (Mort, Sullivan, Drennan, Judy, 2002).

Accessibility, navigation, and speed are three crucial elements of digital content that must be present for marketing to be effective for firms (Kanttila, 2004). Word-of-mouth WOM on social media is another tested method for succeeding with digital marketing and for popularizing the platform (Trusov, 2009). WOM is also associated with recruiting new members and boosting website traffic, all of which contribute to an increase in marketing presence.

An incredible instance from social media with the help of Facebook, companies can now engage with millions of individuals about their goods and services, expanding their marketing prospects.

Only if the management are completely aware of how to connect the clients and improve their experience via communication tactics is this achievable (Mangold, 2009). Marketing professionals need to have a thorough understanding of online social marketing initiatives and programs as well as how to use performance assessment indicators to their advantage. The accessibility and use of social media by the youthful audience is changing market dynamics throughout the world. The use of strategic integration techniques in an organization's marketing communication strategy is crucial (Rohm & Hanna, 2011).

2.3 Consumer attitudes about Digital Marketing advertising

Mohan Kumar and Shiva Shanthi (2016) claim to have researched consumer attitudes regarding online advertising in Mysore. Both an exploratory and a descriptive research strategy were used in the study. The study used a 100-person sample size and convenience sampling as its sampling method. The study discovered that consumers' perceptions of online shopping are influenced by the five dominating factors of convenience, accessibility, scope, appeal, reliability, experience, and clarity. Additionally, it was discovered that demographic parameters like age, gender, wealth, and marital status had an impact on consumers' attitudes about online marketing. The study concluded that online marketing is seen as a benefit for both the marketer and the consumer in meeting their wants and requirements (TP & Shanthi S, 2016). According to Iftikhar & Khan (2017), in an online setting, they evaluated the effects of email marketing, mobile marketing, and retargeting consumer purchasing behavior. The research has a quantitative focus. A sample size of 124 respondents was used to represent the community of customers who liked online shopping and were familiar with the digital environment. All three factors had a favorable impact on customer purchasing behavior, indicating that marketers can increase consumer purchases by using these tools effectively. Email marketing has proven to be particularly effective in this regard. A favorable effect on customer purchasing behavior was disregarded due to some problems emails are either ignored or filtered as spam or garbage. Targeting again is an online advertising concept that is quite fresh.

In order to determine whether or not customers in Trichy were aware of digital marketing and how it affected their purchasing decisions, researchers looked at how it affected consumer

buying decisions. Survey responses from 50 participants were gathered for the study. The results showed that consumers are aware of digital marketing and that they prefer to make purchases of electronic devices and other commodities through digital channels. People are aware of digital channels regardless of their educational background, and customers prefer using digital channels to purchase any kind of products. Additionally, it was shown that there was little connection between peoples' monthly incomes and the kind of goods they preferred to purchase via digital channels (Ranjith & Mahalaxmi, 2016). According to Lodhi & Shoaib (2017), the effects of e-marketing advertisements on consumers' intentions to buy. It was discovered that e-marketing has advanced to the point where businesses must adopt it if they hope to succeed in the corporate sector. Due to the extensive use of the internet by consumers, demand and selection changed swiftly, which is why e-marketing has been adopted by today's advertising agencies and industries. Companies promote their goods and services globally using e-marketing. Additionally, it was discovered that individuals prefer to view e-marketing advertisements to those on TV, billboards, magazines, books, pamphlets, newspapers, etc. The study came to the conclusion that e-marketing is positively correlated with all independent e-marketing variables, including print media, network marketing, goods and services marketing, rapid moving consumer goods marketing, social media, online purchasing, and global marketing. Sivasankaran (2017) examined the effect of digital marketing on young people's purchasing patterns. The sample size for the study, which combined primary and secondary data, was 100 respondents drawn at random from the Kanyakumari District. According to the study's findings, young people's purchase decisions, purchasing power, product knowledge, etc., have a higher impact on both individual and family purchasing decisions. Additionally, it was discovered that although most of today's youth have access to digital media, they are unaware of how to use it to its full potential.

Nizar & Janathanan (2018) pinpointed the influence of social media marketing on customer purchasing behavior in relation to digital marketing. Since a questionnaire was given to the general population to collect information about the effects of social media marketing on consumer purchase behavior, the research is based on the survey methodology. Google forms were distributed, and 184 replies were collected. Three interviewees from Dialog Axiata participated in the interviews. The use of journal papers from earlier scholars was also used for

primary research. The study discovered that a number of factors, including cost-effective information, contentment, consumer trust, and online shopping experience, affect consumers' purchasing decisions.

The impact of e-marketing on Pakistani consumers' online purchasing habits. Between November 2015 and June 2016, 800 online users were given surveys to complete. Later, 726 questionnaires that had a 90% accuracy in response rate were determined to be valid for additional analysis. Analytical hierarchy process (AHP) and structural equation modeling (SEM) were used to test the research hypotheses. The study found a strong correlation between electronic marketing (EM) and online customer purchasing patterns in Pakistan. Additionally, it was discovered that the various e-marketing sub-items and online consumer behavior are positively correlated (Waheed & Yang, 2017). According to Zgódka (2011) focused on information search while summarizing the decision-making process of the customer. It clarified how to utilize search engines and gives a greater knowledge of how they aid in customers' decision-making processes by lowering the cost of information search, increasing involvement in the process, and enhancing search capabilities. The study came to the conclusion that having too much information about available options not only hinders consumer decision-making but also lessens the efficacy of that decision. The article also made the case that consumers may investigate further and have a greater possibility of discovering a product with higher characteristics coupled with the cost savings associated with information searches. Milhinhos (2015), aims to comprehend consumer attitudes and buy intentions in order to understand how to employ content marketing to promote conversion. The study's findings suggested that content marketing on commercial product sites is important for influencing consumers' views and intentions to buy. Additionally, it was shown that consumers are not driven by a particular content marketing approach unless the content is sufficiently complicated; in this situation, user-generated content is an effective tactic for product sites. However, tutorials and videos are not.

2.4 Buying patterns of consumers on the Internet

Online buying behavior has entered a revolutionary stage because of the development of the internet, for both buyers and vendors (Dhanapal et al., 2015, Ling et al., 2010). The ubiquity of smart devices and quicker access to information online are contributing to a faster annual growth in the number of online shoppers (Hsu et al., 2017). Nevertheless, even though a buyer buys the same goods from both platforms, conducting business online is different and riskier than doing it in a local market (Kim & Song, 2010, Ling et al., 2010, Pappas, 2016). To engage in purchasing activities on an online platform, a consumer must interact with the virtual world through the website's user interface (Kim & Song, 2010). This raises trust and security concerns that must be resolved for the transaction to be successful. To effectively analyze consumer behavior on the e-commerce platform, the marketer should implement new methods. (Ling et al., 2010).

Website retailers are attempting to determine ways to promote customer engagement on the e-commerce platform in order to boost revenues (Dhanapal et al., 2015). According to Moon et al. (2017), a user-friendly website interface, complete product details, product coupons, or price discounts during special events draw more customers to merchant websites. However, Pappas (2016) believes that customers prefer to buy from vendors who offer better products and lesser data security risks. As a result, a number of important aspects, such as purchase intent, trust, a company's reputation, website usability, customer reviews, and so on, influence customers' online shopping behavior. A person's purchasing intention is seen as a component of their cognitive behavior if they decide to buy a product from a particular brand because they expect to do so (Ling et al., 2010). According to (Limbu et al., 2012), customers' willingness and interest to conduct a transaction on a website platform about a good or service is referred to as their online purchase intention.

Consumers' desire to interact with a business out of a sense of confidence in its capacity to deliver on its promises for the quality of its goods and services is represented by trust (Limbu et al., 2012; Pappas, 2016). Trust is considered to be one of the most important criteria for the success of an online marketplace, where consumers give their private information for the transaction regarding a good or service, according to Kim & Song (2010) and Limbu et al. (2012). In addition, Limbu et al. (2012) discovered that the most important elements for a website's credibility are

its privacy and data security policies. To create client trust, Pappas (2016) advised online businesses to concentrate on branding their products as well as their online sales channel.

Along with privacy and security concerns, Limbu et al. (2012) noted that a company's reputation, including branding, product quality, warranty and return policies, and post-sale support, encourages customers to make purchases and return to the firm website for future purchases. According to a 2016 survey by Pappas, online businesses are now putting more of an emphasis on encouraging repeat business by cultivating strong client relationships. In addition, Limbu et al. (2012) noted that a company's ethical practices with regard to product quality and data security would contribute to the development of a long-lasting business relationship.

Additionally, the website's usability, which includes factors that facilitate and expedite order processing, loading time, data presentation, website navigation, availability, and accessibility to product information, supports the consumers' involvement (Limbu et al., 2012; Pappas, 2016). According to Kim & Song (2010), in order to attract customers to an eCommerce platform, the website manager or retailer should respond to customer questions, deliver products of high quality on time, and provide dependable support at every stage of the buying process. This will have a positive effect on the consumers' ability to gain their trust. According to Limbu et al. (2012), users should have the option to save or not save their personal and financial information on the website, which would lower the danger of private data leakage. Limbu et al. (2012) also recommended that the website's privacy policy be easy to comprehend so that users may be informed of the website's use case and the protection of their personal information, which will assist users decide whether to complete the transaction or not.

Customers' participation in various digital and social media platforms has led to the emergence of customer reviews as a new deciding element when choosing a retailer's online channel. eWOM is regarded as one of the most significant variables that directly influences consumers' purchasing intention and behavior, according to Kim & Song (2010). Customers rely on word-of-mouth (WOM) from other customers to obtain accurate information that will lower the risk of a transaction on an online platform (Kim & Song, 2010). However, if the quality of the customer evaluation is subpar, then uncertainty grows and the likelihood of purchases decreases (Mudambi & Schuff, 2010).

2.5 E-commerce and Digital Marketing

An e-commerce company can frequently survive by relying not only on the strength of the product but also on a dependable management team, on-time delivery, good service, good business organizational structure, network infrastructure and security, good website design, as well as a number of other factors including Offer affordable prices, prompt, helpful, and friendly purchasing services, thorough and understandable information about products and services, and a variety of extras like coupons, deals, and discounts. Pay close attention to details, such as a proposed purchase, and offer a sense of community so that people can talk and provide comments. Promote trade activities (Burhanudin et al., 2022).

To be competitive, it is regarded as essential to comprehend the usage and dynamics of various web marketing results. Going one step further, we think that using web analytics tools to keep track of the firm's and its competitors' digital marketing results may indicate a new level of marketing interactions between businesses (Ponzoa & Erdmann, 2021).

Manufacturers might opt to develop their target market to the worldwide market or solely focus on specific market segments by implementing e-commerce information technology. E-commerce can provide something reasonably priced, of high quality, and competitively confident for small and medium-sized businesses. The biggest barrier, then, is not cost but rather how small and medium-sized enterprises can display the goods or services they offer through their website and can be done through online sales (Burhanudin et al., 2022).

New business models and technological advancements have accelerated the evolution of digital marketing and the related academic e-marketing literature during the past ten years, changing the information that businesses can use to influence their decisions (Verhoef et al., 2021). Manufacturers can immediately receive information through the website when they use e-commerce to update the price list or tailor the goods or services offered. something that typically. e-commerce will accelerate implementation and integration times that currently take a lengthy period. It is not impossible to implement innovative business models or reengineering, to specialize highly, to boost productivity, or to focus more on the needs of the consumer using e-commerce (Burhanudin et al., 2022).

E-commerce requires employees to be competent, committed, creative, and flexible in order to adapt to any changes in the environment. These employees must also be lean, empowered, and capable of decentralizing authority. They must also be knowledge-based workers who can quickly adopt new technologies and environmental changes. They must also be willing to experiment with new goods, services, and procedures. Finally, they must be able to manage change strategically. E-commerce has produced a new business model based on online services in the market space, which has resulted in the redefinition of organizational structure (Burhanudin et al., 2022).

3 Research model and hypothesis

Our research question is to identify how digital marketing affects consumers decision making. This study proposes an experimental model of customers' perception in the adoption of information technology and content quality of digital marketing. The suggested model is depicted in Figure 2. The suggested model is based on two hypotheses. Ajzen and Fishbein's (1972) theory of reasoned action (TRA) and the technology acceptance model (TAM) (Davis, 1989). TRA is a typical psychological behavioral model used to predict human behavior, and it states that perceptions impact intentions, and intentions influence conduct (Ajzen and Fishbein, 1972). According to the TAM, two features of innovative technology impact behavioral intention: perceived usefulness and perceived ease of use. The research model (shown in figure 2) is made up of nine elements that represent the concept of customers' perceptions of utilization of information systems on digital marketing and its content quality. The model aims to bring together a large number of characteristics known to influence customer trust in e-commerce and buying decisions. These characteristics were drawn from numerous behavioral changes & trust models proposed in the literature. This study model has two goals: to describe the components of digital marketing and information systems that contribute to customers' perceptions of digital marketing content quality and to explain how this content quality influences their faith in e-commerce and their decision-making attitude. The proposed model is based on the Business-to-Consumer (B2C) scenario and outlines the responsibilities of important components in the

decision-making process. The theoretical foundation upon which each component is built is described here.
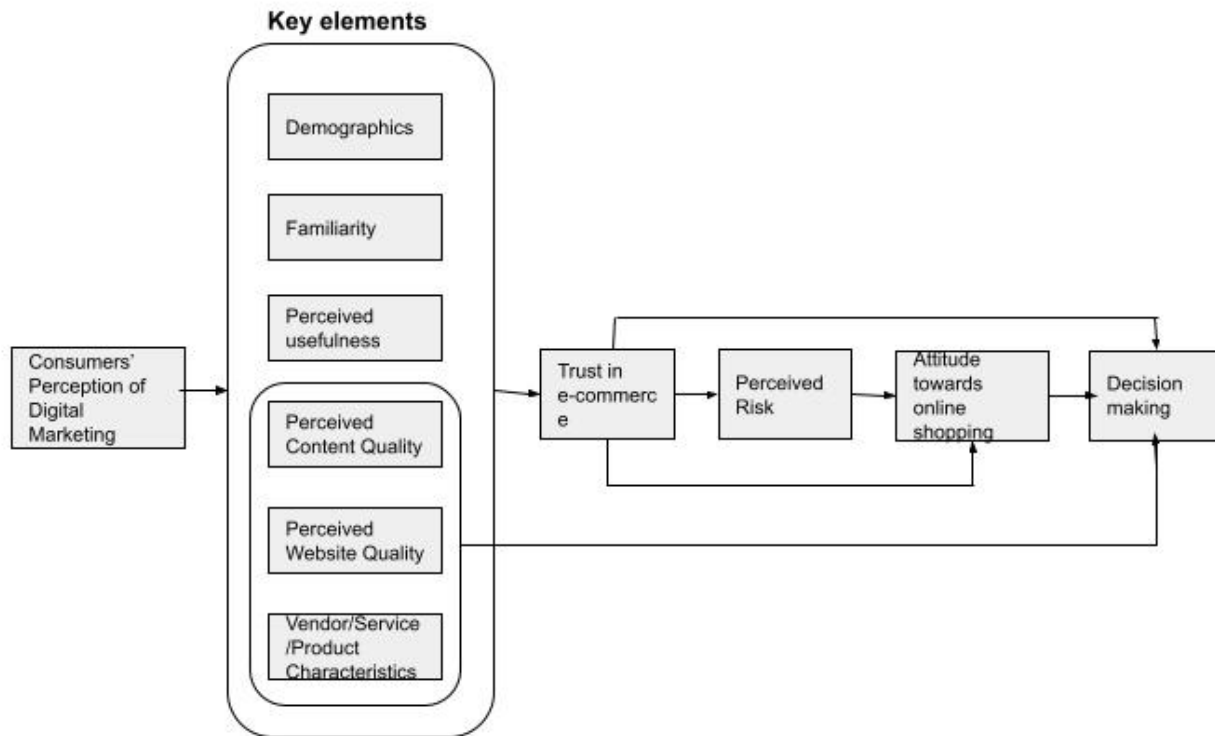

Figure 2 Conceptual Model

3.1 Consumers' perception of content on digital marketing

Consumer perception is defined as a marketing concept that includes a consumer's perception, awareness, or consciousness of a business or its goods. The consumer gathers product information and evaluates it to create a relevant image of a certain product. This is what is known as consumer perceptions. When a consumer sees commercials, campaigns, customer reviews, social media comments, and other related materials about a product, they form an opinion about it (Cooltrack, 2019). Perception, according to Armstrong and Kotler (2012), is a mechanism through which humans handpick, integrate, and derive information to construct a substantial image of something. Because of the perceptual process, which combines careful attention, deliberate distortion, and careful memory, a person can acquire many perceptions of the same

occurrence. When it comes to selective attention, consumers have a propensity to screen out information that is irrelevant to them and that they are exposed to. This means that in order for the marketer to get seen, they must work more to ensure that they make an impact. Selective perception occurs when people perceive things in a way that best suits them and supports what they already think. Furthermore, people tend to remember what reinforces their attitude and ideas. Finally, selective retention implies that there is a greater likelihood that customers will remember the brand's positive marketing points, and as a result, marketers must work harder to get their marketing arguments over (Armstrong and Kotler, 2012).

H1: Consumers' perception towards content quality of digital marketing positively affects decision making.

3.2 Demographics

Demographics are an essential set of elements to consider when seeking to understand and respond to customers. Age, gender, income, education, marital status, and mobility can all have a substantial impact on consumer behavior. People with different economic levels also prefer to purchase things of varying quality. As a result, different socioeconomic groups frequently purchase in quite diverse ways. This suggests that money might be a significant factor in determining the target population. Many expensive apparel stores, for example, cater to higher-income customers, whereas Kmart caters to middle- and lower-income groups.

H2: Demographics positively associated with consumers' decision making.

3.3 Familiarity

According to Lichtenstein and Fischhoff, (1977), familiarity is based on person's self-report of how much he or she knows about the product. Consumer familiarity represents the consumer's brand-related knowledge (Alba and Hutchinson 1987). Exposure to the brand in commercials or at a store, awareness of the brand name, and past purchase and/or utilization of the brand may all contribute to increased brand familiarity. Previous study offers some insight into how brand familiarity influences consumer purchasing decisions. For instance, Hoyer and Brown (1990)

discovered that when consumers were questioned to choose a brand from a specified choice set, those who were familiar with a brand managed to choose the known brand even though it was comparatively poorer in quality, whereas people who were completely new with the brands in the specified choice set sampled more brands and chose the higher-quality brand. The authors contend that brand recognition may affect consumers' information processing habits and final brand decision in light of the study's findings. As a result, most people who are unfamiliar with the e-commerce environment, particularly in the initial phases of e-commerce, will have an impact on consumer's decision making.

H3: Familiarity positively associated with trust in e-commerce.

3.4 Perceived usefulness

PU measures the extent to which the customers feel that using the technology improves his or her work performance. One of the independent components in the Technology Acceptance Model is perceived usefulness (PU). It is "the degree to which a person believes that applying a particular technique would enhance his or her performance at work" (Davis, 1989).

H4: PU of e-commerce website positively affects consumers' trust in e-commerce

3.5 Perceived content and website quality & Vendor/Service characteristics

Information is the content that describes a product portfolio on an e-commerce website. Such content should be appropriate, comprehensive, tailored, and simple for an online customer to grasp, according to Hsieh and Tsao (2014). As a result, according to DeLone and McLean (2003), information quality refers to the caliber of a website's content. A consumer's choice to buy anything online is made faster with better information. Therefore, compared to other e-commerce websites with low information quality, ones with a higher information quality is more likely to attract online shoppers and ultimately result in a sale (Tsao et al., 2016). Consumer impressions of a vendor's public perception, inventiveness, product and service quality, and dedication to customer satisfaction all play a role in the vendor's reputation (Kong & Hung, 2006; Yixiang Zhang et al., 2011). Based on an assessment of the vendor's previous performance and

conduct, customers can evaluate the reputation of the provider. Reputation is linked to brand equity and business credibility; it is also regarded as a mark of reliability. However, it is difficult to establish, but simple to lose. To achieve this, the seller must continue to be driven to uphold their established reputation (Al-Ghaith, Sanzogni, & Sandhu, 2010; Lee et al., 2015).

H5: High perceived content in e-commerce websites positively influences consumers' decision making.

3.6 Perceived Risk

The fact that threats and unpredictability are discerned in the online environment is the primary factor why trust is vital for online activities and exchanges. Risk and trust are inextricably linked; if there is no risk, there is no need for trust (Luhmann, 1988). According to Featherman and Pavlou (2002), consumer perceived risk has a detrimental impact on e-service adoption intention. Trust influences risk, which influences behavior (Gefent et al., 2003). Hence the following hypothesis is formulated:

H6a: Consumers' trust in e-commerce negatively affects perceived risk.
H6b: Perceived risk negatively affects attitude towards online shopping.

3.7 Trust in E-commerce

Three distinct phases of trust may be identified, according to Rousseau and Sitkin et al. (1998): the building of trust, where trust is established; the stabilizing of trust, where trust already exists; and the dissolving of trust, when trust is lost. Because they sometimes have to pick between a plethora of identical products offered by web merchants, online shoppers frequently are unfamiliar with the first developmental stage of trust, making the establishment of that trust particularly crucial in this context. The web interface can be thought of as the "online shop" where initial impressions are made because online vendors are faceless (McKnight & Chervany 2002).

H7: Consumers' trust in e-commerce positively influences consumers' decision making.

3.8 Attitude towards shopping

In recent years, there have been extensive studies on attitudes towards shopping related to internet shopping. The majority of them have made an effort to pinpoint variables that affect or contribute to attitudes and behaviors related to online purchasing. The researchers appeared to focus on several aspects from varying angles and viewpoints. Based on an online survey of 425 U.S. undergraduate and Fresh graduates, Case, Burns, and Dick (2001, p.873), "internet knowledge, income, and education level are especially effective determinants of Internet transactions among university students." Ho and Wu (1999) find that there are five kinds of factors—logistical support for e-stores, product qualities, technological features of websites, information characteristics, and homepage appearance have favorable connections with online buying behavior. In their 1999 study, Schubert and Selz looked at the information, consent, and settlement stages of the quality characteristics of e- commerce sites. They examine the e-commerce community's connected elements as well.

H8: Consumer's attitude towards shopping positively influences consumers' decision making.

4 Methodology

This chapter is essential since it describes the methodology used for the study. The structure of this chapter is as follows: thesis design, research approach, research strategy quantitative approach, data collecting, and data analysis.

Understanding the key principles of research philosophy is crucial in the majority of studies. Positivist approach, Critical Realism, Interpretive approach, and Postmodernism/Pragmatism are a few examples of the four main ideologies that serve as the foundation for organizational research (Saunders et al., 2019). The study's guiding philosophy is critical realism. The focus of critical realism is on a social reality made up of social structures that exist regardless of the various ways in which social researchers and other actors in various social situations might

construct and interpret this reality (Reed, 2001). This idea is employed since the nature of digital marketing in consumer behavior research, a field in which this study falls, is highly contextual and depends on the environment, the individuals participating in development, and the activities occurring. The flaw with positivism is because it ignores context, while theories like interpretivism reject the idea of establishing causality since they are more focused on subjectivity and meaning than on underlying dynamics. Critical realism, which combines universal law with plain meaning, might provide a middle ground. Critical realists argue that reality is somewhat but not entirely socially created (Boru, 2018). A critical realism perspective is being used to understand the social events connected to the creation of new structures, such as digital marketing that targets consumer behavior patterns, and analyze the processes involved with such structures (Volkoff et al., 2013).

4.1 Thesis Design

The study had a descriptive design, which meant that the quantitative approach was utilized, with data obtained and processed. It is classified as descriptive research since respondents must pick from preset categories. These inquiries will not provide new insights into the challenges as would exploratory research. Grouping the replies into specified categories, on the other hand, will offer statistically noteworthy data. This allows us to assess the impact of our findings on the larger population under study, as well as the variations in our responders' opinions, attitudes, and behaviors over time. The research strategy, on the other hand, includes a thorough review of the literature, the development of a research model, and pilot testing. In descriptive research, quantitative data is prioritized when reviewing data (Alloghani, 2019).

The steps that follow include data collection, data analysis, integration of results, discussion of results, and making conclusions based on quantitative consequences. The figure below depicts the research workflow.
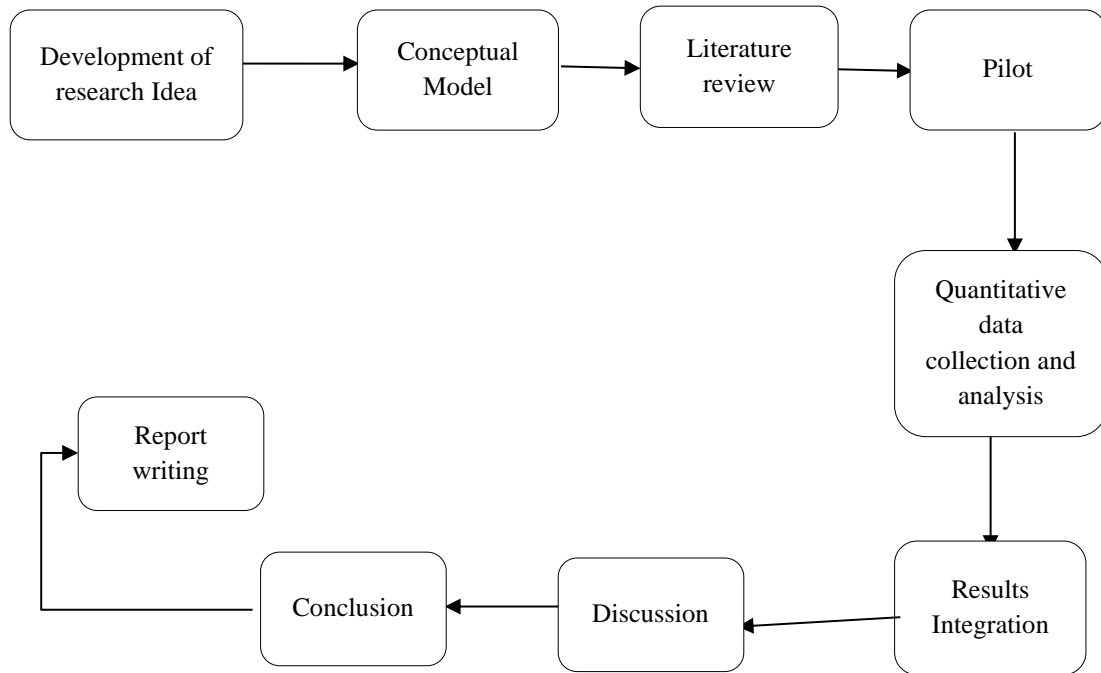
Figure 3 Research Workflow Diagram

The study commenced with a desk review, which involved the development of study goals. Surfing the web and public opinion stated on social media concerning some facts from e-commerce websites inspired the research topic. A conceptual model was then developed and improved with the help of a literature review. A research question was established after identifying gaps in the literature. The design and implementation of piloting is the next step in the workflow. The pilot study's completion paved the way for genuine data collecting and analysis. Following the pilot phase, quantifiable data was collected and analyzed representing the model of descriptive research.

The findings are combined, and conclusions are drawn.

4.2 Research Approach & Strategy

The quantitative method is the most useful for measuring data when there are many responders (Saunders et al, 2019). The quantitative research approach was used to examine the data and produce insightful survey results. The main goal of quantitative research is to produce numerical data by using statistics, logic, and mathematics (Allwood, 2011). The organization of instruments used in quantitative research is based on established measurements and variables that are related to the study topic (Mahoney,2009). Generalization is easier in quantitative research, and it adopts a randomly selected sample size that represents the target population. These are the other specific components of the statistical analytic approaches used (Mahoney, 2009). The quantitative research approach was used to assess the data and draw insightful conclusions from the survey.

Techniques on the second tier of the approach are described as deduction, induction, and abduction. The deductive strategy entails first formulating a theory based on academic literature, then gathering data, and finally planning a study to support the theory (Saunders et al, 2019). The availability of reliable and in-depth literature is a prerequisite for using this strategy. On the other hand, an inductive approach is defined as starting with data gathering and moving on to creating a theoretical framework. The abductive method also blends the inductive and deductive procedures into a hybrid strategy (Amankwah, 2021). The deductive method is most suited for this research since it can be guided by underlying concepts and assumptions found in recent literature produced in a variety of social contexts. To optimize the use of information technology in digital marketing, our purpose of this study is to determine if consumers' decision-making behavior is affected by digital marketing. Based on this, we created a conceptual model to understand the behavioral pattern of consumers, which we then refined and tested with information from books, internet, and other sources. Data was gathered, processed, and presented after the creation of a questionnaire, along with the results.

The research plan serves as a link between the research philosophy and data collection. The research's strategy will determine the best course of action for addressing the research challenge and achieving its objective. The final goal is to use the research technique to respond to the

inquiry. The research method employed was a survey. Since it enables researchers to gather substantial amounts of data to address the who, what, where, when, and how questions regarding any given topic or issue, the survey strategy is frequently used when adopting the deductive approach (Saunders et al., 2019).

4.3 Data Collection

Data collection is divided into two categories by Hox & Boeije (2005): primary data and secondary data. Primary data are defined as unique data that was acquired specifically for a study project using techniques that were designed to address the research challenge. Secondary data, on the other hand, refers to material obtained by other researchers or for purposes other than study (Hox & Boeije, 2005). Both primary and secondary data were incorporated into this research. This research uses regular consumers who use the internet to make purchases as its primary data source, therefore questionnaires were developed and disseminated to put the data collected into context. Nettskjema was used to generate the primary data survey, which was powered by the University of Oslo. The questionnaire was created, then given out to groups of college students, classmates, and shared online for more variations of answers were expected. A total "110" participants answered the surveys. Based on the surveys we analyzed the data and to have a deeper understanding of the research topic, it was also necessary to review other scientific papers or earlier research. The secondary data gathered for this study came from journal articles, websites, online newspapers, books, and statistics.

4.4 Sampling Procedure

The restricted time, accessibility, and cost of surveying a large population, according to Saunders et al. (2019), make it difficult. The population of this study, which examines the impact of digital marketing on shifting consumers' purchasing decisions, requires the determination of a sample size given the limited resources available. So, non-probability sampling is the sample method was not employed. Non-probability sampling is described by (Saunders et al., 2019) as the probability of each case being selected from the total population is unknown and it is impossible to answer research questions or to address objectives that require to draw statistical inferences about the

characteristics of the population. Convenience sampling was utilized in this study because it is very successful, straightforward, and affordable. The target audience was any general consumers who make purchases after viewing digital advertising. Potential respondents had their recent personal experience with online shoppers reviewed before they were given surveys (Sarstedt et al., 2017).

4.5 Instrumentation

Questionnaires are one of the most effective methods for data collection in the field of survey methodology (Saunders et al, 2019). Every participant fills out an identical questionnaire, making it possible to obtain large samples of data quickly. Online distribution of the survey took place at https://nettskjema.no. This survey tool outputs data straight to an excel file, SPSS and Smart PLS in order to prevent errors in data transmission from data entry to data collection.

The study's questionnaire design was adapted from the literature (Omar & Atteya, 2020, Khan, 2019). The goal of this study was to provide business sectors with useful information and a unique opportunity to view digital marketing. As a result, the research's future direction suggested applying this instrument to survey internet shoppers. This study follows this guidance to the point. A questionnaire is created consisting of 9 constructs theoretically based on a thorough analysis of the literature and rooted in contemporary ideas. The components were assessed using multi-item scales that were derived from the literature and provide accurate and clear results in addition to meaningful assessment.

4.6 Validity and reliability

Validity and reliability are terms used to assess the caliber of research. They demonstrate the accuracy of a methodology, procedure, or test. Validity is concerned with the correctness of a measure, whereas reliability is concerned with the consistency of a measure. It's important to consider reliability and validity when we are creating our research design, planning our methods, and writing up our results, especially in quantitative research. Failing to do so could lead to several types of research bias and seriously affect our work (Middleton, 2022). According to (Hair et al., 2019), if the results for Cronbach's alpha and composite reliability (rho a) are above the 0.70 threshold, it indicates that all construct measures are reliable. Based on his research, our conceptual model's CDM, DG, FM, PCWQ/VC, PU are reliable as in table 1 that they are above 0.70. But ATS, DM, PR, TE are not reliable.

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
ATS	0.688	0.753	0.861	0.757
CDM	0.766	0.741	0.828	0.496
DG	0.731	0.901	0.829	0.62
DM	0.361	0.361	0.758	0.61
FM	0.818	0.822	0.891	0.732
PCWQ/VC	0.808	0.812	0.854	0.395
PR	0.523	0.685	0.791	0.659
PU	0.721	0.725	0.843	0.643
TE	0.546	0.555	0.764	0.52

Table1 Reliability and Validity

5 Data analysis and result

For this study's data collection, survey questionnaires were employed. There were 110 responses to the surveys after they were posted online. The questionnaire was divided into two parts. The responders' gender, age and education were evaluated in the first segment, and the factors under research were assessed using a five-point (1–5) Likert scale spanning from strongly disagree to strongly agree. Consumer perception towards digital marketing, familiarity, demographics, perceived usefulness, perceived website and content quality, vendor characteristics, trust in e-commerce, perceived risk, attitude towards online shopping are among these variables. Perceived content quality, website quality and vendor characteristics were counted together as one variable. Finding out who was participating in the survey and what demographic they belonged was the first step in the process. The literature was used to glean the second aspect. This questionnaire omitted the demographic inquiries and the last inquiry, which required respondents to provide a written summary of their complete experience. The form for the survey is in Appendix A.

5.1 Descriptive statistics of demographic sample

This information includes descriptive statistics on the survey respondents. 110 people responded to the poll. University students perfectly fit the characteristics of online service and product customers since they are younger and more educated than offline service users (McKnight et al., 2002), which is why university students were used in this research.

Given that 60.9% of participants were seen between ages of 18 and 29, which reflects the participants' youth, it is appropriate that university students serve as the study's sample. Additionally, the ratio of male to female were [58.2 percent to 40.9 percent]. This represented that 17.3 percent men were more interested in digital marketing than women. The selection of university students was made in order to exclude any gender bias and ensure that the findings could be applied generally.

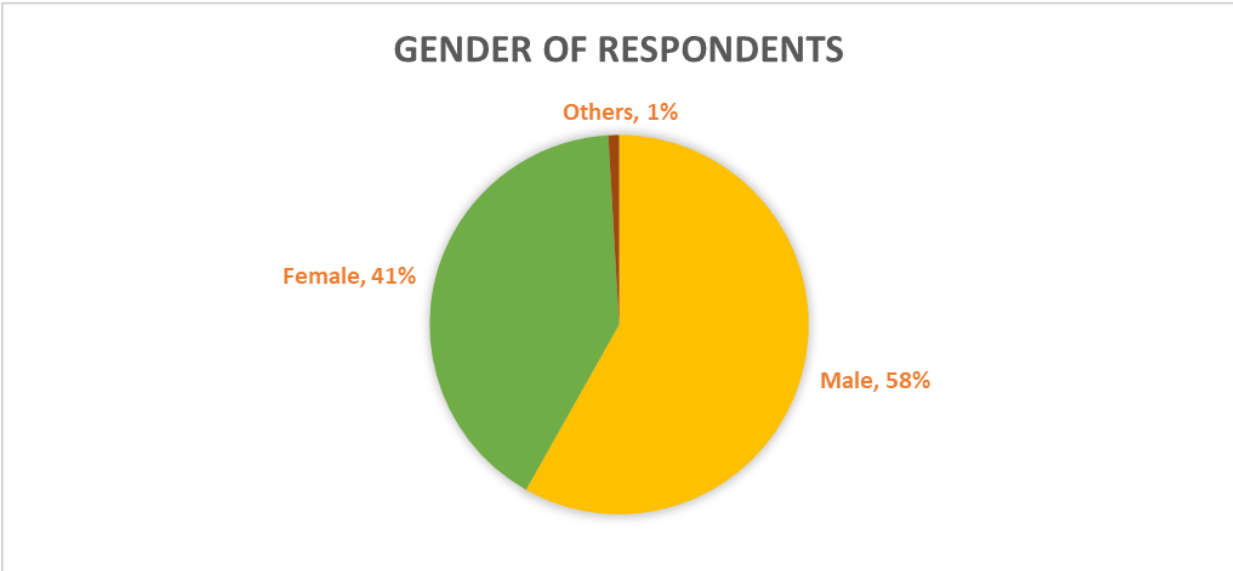| Gender of respondents					
		Frequency	Percent	Valid Percent	Cumulative
Valid	Male	64	58.2	58.2	58.2
	Female	45	40.9	40.9	99.1
	Others	1	0.9	0.9	100.0
	Total	110	100.0	100.0	

Table 2 Gender of respondents

Figure 4 Gender Frequency Pie Chart

Male participants made up 58% of the sample, while female participants made up the 41%, as seen in the pie chart and table above. The remaining 1% disclosed them as "other" category.

Age of respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18 to 29 years	67	60.9	60.9	60.9
	30 to 39 years	22	20.0	20.0	80.9
	40 to 49 years	15	13.6	13.6	94.5
	50 to 59 years	3	2.7	2.7	97.3
	60 to 69 and above	3	2.7	2.7	100.0
	Total	110	100.0	100.0	

Table 3 Age of respondents
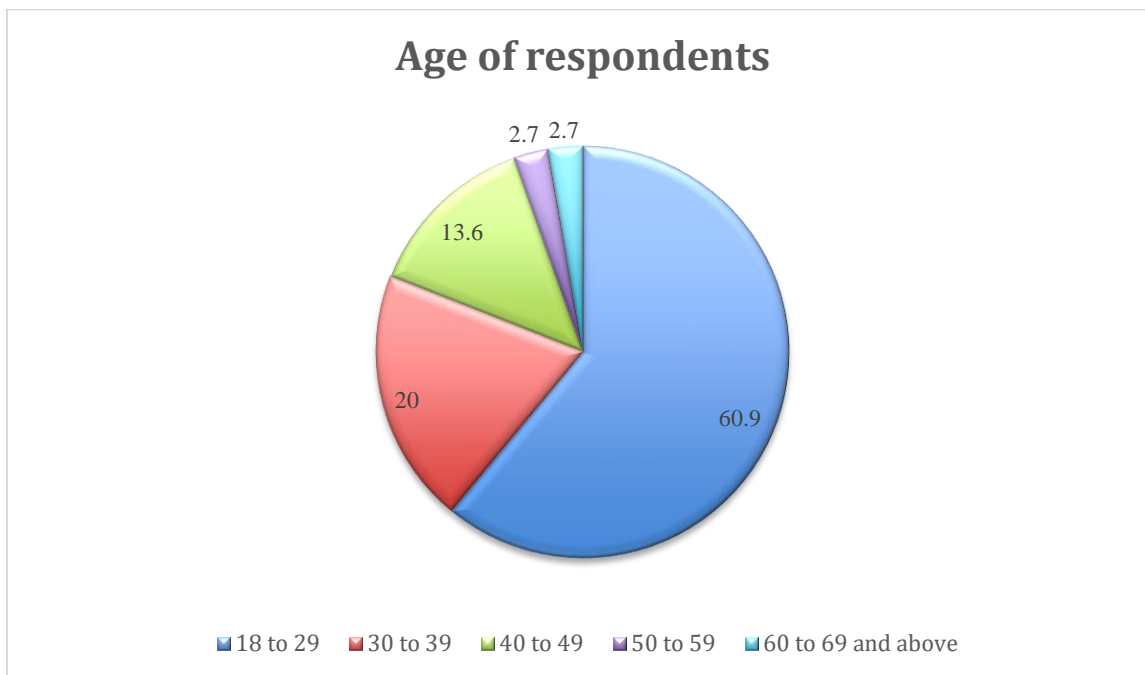
Figure 5 Age of respondents

Most of the respondents were under 30. Their age range was the widest, ranging from 18 to 29, and they made up 60.9% of all responses. The age groups with the fewest responses 3 each, or 2.7 percent each which are 50 to 59 and 60 to 69 and above, as seen in the pie chart and table above.

5.2 Descriptive analysis of variables

Nine variables were characterized using the item scores as a benchmark. The illustrative data are presented in Table 5. Responses were given on a 5-point scale, with each participant's responses covering the whole range. The frequency distributions for the constructs ranged from -1.17 to -0.59 (skewness). Because the skewness was constantly negative, it may be concluded that respondents did not frequently focus their responses on one edge of the 5-point Likert scales. The highest median scores, which denote the highest levels of support, are given to familiarity (4), decision-making (4), perceived usefulness (4), demographics (4), perceived content and website quality/vendor characteristics (4), and trust in e-commerce. Consumer perception of digital marketing (3.7) had the lowest median ratings but showed the greatest level of support (3.58), whereas attitude toward online shopping (4.0) is likewise among the highest median ratings but has the lowest levels of acceptance (2.98).

Below we have given a table of the variables we used and their short forms.

DM	Decision Making
FM	Familiarity
TE	Trust in E-commerce
CDM	Consumer's perception towards digital marketing
DG	Demographics
PCWQ/VC	Perceived content and website quality/ vendor characteristics
PU	Perceived usefulness
PR	Perceived risk
ATS	Attitude towards online shopping

Table 4 List of variables

Descriptive Statistics of Constructs

	Mean	Median	Mode	SD	Skewness
CDM	3.58	3.7	3.8	1.07	-0.77
DG	3.77	4	4	0.96	-1.08
FM	3.96	4	4	0.88	-1.17
PU	3.79	4	4	0.88	-0.85
PCWQ/VC	3.56	4	4	0.99	-0.63
TE	3.58	4	4	0.99	-0.59
PR	3.77	4	4	0.96	-0.71
ATS	2.98	4	4	0.91	-1.07
DM	3.83	4	4	0.95	-0.81

Table 5 Descriptive Statistics of Constructs

5.3 Results

The data was analyzed using partial least squares. We created a model on Smart PLS based on our conceptual model. Where we implemented our 9 variables and analyzed the model (Figure 6). PLS is immune to a variety of data structure problems, including skew distributions and regressor errors (Cassel et al. 1999). Its usefulness as an analytical strategy has been demonstrated by a number of information systems studies (Subramani 2004). The hypotheses were tested using Smart PLS 4. The range of hypotheses was H1–H9. The route coefficients and the appropriate significant level are shown in Table 6.0.
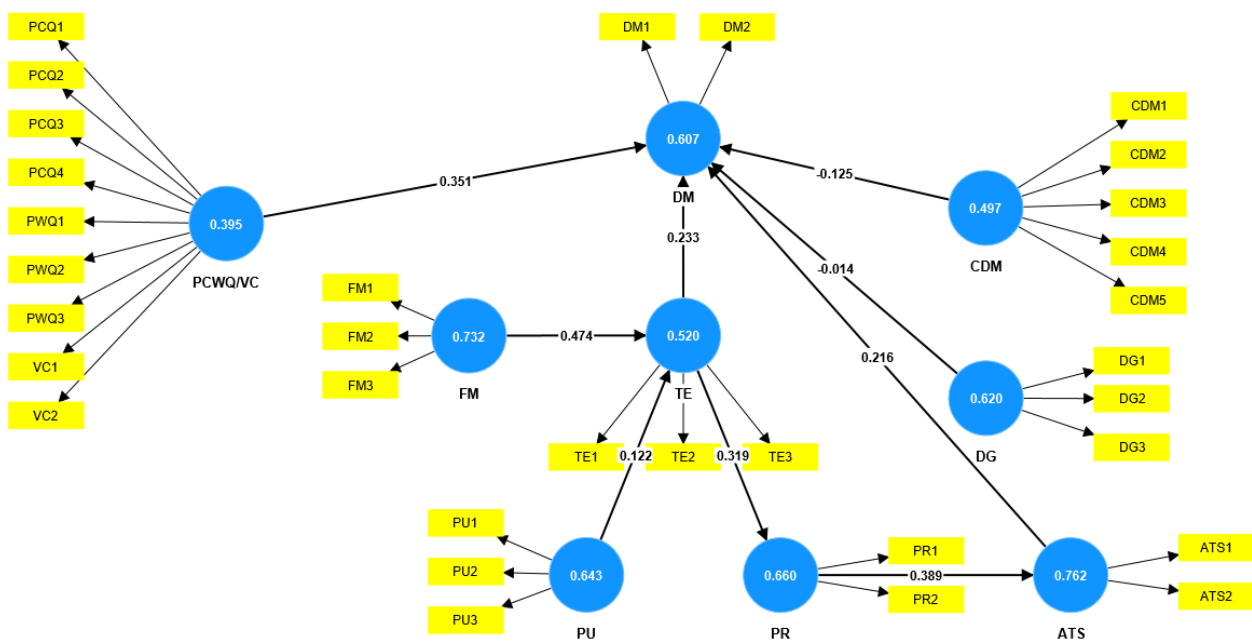
Figure 6 Model in Smart PLS

Statistical Significance of path co-efficient

	R Square	Significance F	Coefficients	T Statistics	P-value
ATS -> DM	0.367	0.068	0.241	2.562	0.011
CDM -> DM	0.367	0.017	-0.149	2.968	0.334
DG -> DM	0.367	0.000	-0.008	0.056	0.956
TE -> DM	0.367	0.054	0.237	2.200	0.028
PCWQ/VC ->DM	0.367	0.103	0.340	3.317	0.001
FM -> TE	0.302	0.044	0.482	4.083	0.000
PU -> TE	0.302	0.014	0.114	0.966	0.334
TE -> PR	0.103	0.115	-0.321	3.103	0.002
PR -> ATS	0.151	0.178	-0.389	3.951	0.000

Table 6 Statistical Significance of path co-efficient

Perceived content, website quality and vendor characteristics were the best predictors of decision making (path 0.34), trust in e-commerce (path 0.24), attitude towards online shopping (0.24) are the most important factors respectively. According to the path co-efficient, decision-making is associated with higher levels of perceived website and content quality, vendor characteristics, as well as lower levels of consumers' perception of decision-making and

demographics. Whereas familiarity (0.49) has the strongest association with trust in e-commerce, which is the second highest path predictor of decision making.

First off, consumers' impression of the importance of digital marketing content (CDM) is not significantly correlated with decision-making (path = -0.15, t = 2.97, p > 0.05, R^2 = 0.37), therefore H1 was not supported). In addition, demographics do not significantly influence decision-making (path = -0.008, t = 0.06, p > 0.05, R^2 = 0.37); as a result, H2 was not supported.

Familiarity (FM) has been discovered to be a significant predictor of trust in e-commerce and as a result, is positively associated with trust in e-commerce (TE). Hence, H3 is supported, (path = 0.48, t = 4.08, p < 0.05, R^2 = 0.30). The perceived usefulness (PU) of e-commerce websites is not significantly correlated with consumers' trust in e-commerce. Therefore, H4 is not supported (path = 0.11, t = 0.97, p > 0.05, R^2 = 0.30).

Perceived content and website quality & vendor characteristics are found to be substantially associated with decision making (path = 0.34, t = 3.32, p < 0.01, R^2 = 0.37). Which supports hypothesis H5.

Two ideas were distinguished between risk perception. We first looked at how trust in online purchasing affects perceived risk, and then we evaluated how attitude toward shopping affects perceived risk. The results showed a significant relationship between perceived risk and e-commerce trust (path = -0.32, t = 3.10, p <0.01, R^2 = 0.10). H6a is acknowledged since it lends credence to the notion. Additionally, attitudes toward shopping are negatively correlated with perceived risk (path = -0.39, t = 3.96, p <0.01, R^2 = 0.16). Hypothesis H6b is therefore also acceptable.

According to our findings, trust in e-commerce is found to be positively associated with decision making (path = 0.24, t = 2.20, p < 0.05, R^2 = 0.37). So, it is confirmed that our hypothesis H7 is accepted.

The collected data demonstrates that a consumer's opinion regarding online buying is a favorable and significant predictor of their decision-making behavior. It supports H8 by proving that one's attitude toward online purchasing has a significant impact on one's ability to make decisions (path = 0.24, t = 2.56, p 0.05, R2 = 0.37).

In conclusion, the data support the following hypotheses: H3, H5, H6a, H6b, H7, and H8, but not H1, H2, or H4. The results will be covered in more detail in the next chapter.

6 Discussions and Findings

As our research question is "How does digital marketing affect consumers' decision?". The aim of this study is to gain a better understanding of the influence of digital marketing on customers' purchasing decisions as well as how information systems influence this adoption. The objective is to ascertain whether digital marketing has a real impact on online goods and services. Numerous surprising conclusions are drawn through data analysis. The findings and insights from the results are highlighted in this chapter. The findings of the research are outlined in the first part. The study's weaknesses are mentioned in the subsequent sections. The next two parts go through the implications for both research and practice. Finally, possible improvements are presented.

When it comes to digital marketing advertisements, there are various characteristics connected to customer purchasing behavior. To determine if they have an influence on customers' purchasing decisions, five main constructs were defined and evaluated. These factors are consumers' perception on content quality of digital marketing, demographics, trust in e-commerce, attitude towards shopping, perceived quality of contents, websites & vendor characteristics. The model incorporates research from literature that explains the role of trust in e-commerce. Trust in e-commerce established a two-way correlation with decision making and perceived risk. In total nine constructs were created, and all nine hypotheses were established. However, not every hypothesis is validated by the survey's results.

The results showed that three of the five important constructs significantly influenced consumer decision-making. Consumer decision-making is found to have a considerable impact on respondents' attitudes regarding online purchasing, perceptions of the quality of websites' and vendors' contents, and faith in e-commerce. However, it was not demonstrated that demographics in terms of the quality of digital content were a significant factor in altering customers' purchasing behavior. Additionally, it was discovered that consumers' prior opinions

about the substance of digital marketing did not significantly influence their choice of course of action.

Trust in e-commerce was found to benefit from consumer decision-making as well. Additionally, perceived risk and e-commerce trust are negatively correlated. Which confirms past study showing that risk and trust are indissociably connected; if there is no risk, there is no need for trust (Luhmann, 1988). According to Featherman and Pavlou (2002), consumer perceived risk has a detrimental impact on e-service adoption intention. Nevertheless, our data shows that customers can either buy the goods as planned or they might remove them from their shopping cart and stop making purchases due to a lack of faith. According to the data gathered for this survey, nearly all of the respondents had the same problem, abandoning their shopping carts and selecting an alternate eCommerce site in order to discover the ideal product at the ideal price. It indicates the relation between trust in e-commerce, perceived risk and attitude towards shopping. Our study findings demonstrated that perceived risk has also a negative correlation with attitude towards online shopping. Which supports a previous study where researcher found that "trust influences risk, which influences behavior" (Gefent et al., 2003).

Finally, the results showed that modifying customers' buying choice behavior is closely correlated with desire to shop. As a result, the likelihood that a consumer's choice will change increases when there is a high desire to purchase a good or service after viewing content in an advertisement. It indicates that digital marketing has a significant influence on consumers' decision-making behavior. Below in table 7 we have given a summary of findings of all hypotheses that supported our research and not supported as well.

Summary of findings

Variable	Results	Findings
CDM	path = -0.15 p > 0.05	The results show that consumers' attitudes on digital marketing have minimal impact on whether they have previous thoughts about it. It doesn't significantly influence how customers make decisions. H1 is not supported.

DG	path = - 0.008 p > 0.05	The results demonstrate that consumers' demographic factors have no influence on how they make decisions while watching digital contents as ads. It has little impact on the choices consumers make while acquiring goods or services. H2 cannot be used.
FM	path = 0.48 p < 0.01	Consumers' purchasing behavior is positively influenced by consumers' familiarity with a particular company's goods or services. Therefore, hypothesis H3 is accepted.
PU	path = 0.11 p > 0.05	Consumers' confidence in e-commerce is not substantially connected with the perceived utility (PU) of e-commerce websites. Hypothesis H4 is thus not supported.
PCWQ/VC	path = 0.34 p < 0.01	The perceived quality of content, websites and vendor characteristics are found to be strong, and it has been determined to be a key factor in how consumers make decisions. The H5 hypothesis is substantiated.
TE	path = 0.24, p < 0.05 path = -0.32 p < 0.05	The results show that people believe in online shopping. Which demonstrated that trust in e-commerce has a positive impact on decision making. Additionally, it shows a negative relationship between perceived risk and attitude towards shopping. Therefore, the following two hypotheses are accepted: H6a and H7.
PR	path = -0.39 p < 0.05	Additionally, the study finds a negative correlation between attitudes toward shopping and perceived risk. The H6b supposition is verified.
ATS	path = 0.24 p < 0.05	Before making a final selection, a consumer's attitude about purchasing is quite important while shopping online. As a result, there is a significant positive relationship between

		shopping attitude and behavior. H7 is therefore supported, as a result.

Table 7 Summary of findings

6.1.1 The importance of contents while seeing digital ads

Even though the end construct examined was intention to utilize information systems in digital marketing, the study's major focus was on consumers' decision making (DM). When asked if they change their decision-making behavior, consumers' responses were in the middle with strongly agree, agree and disagree representing the common responses. However, agree being the greatest number of responses it indicates that consumers do change their decision when seeing contents of digital marketing. But after verifying different constructs by them.

Digital content aids in pushing a product into consumers' minds so that they are conscious of it. Consumers in this situation may already be familiar with the brands, or occasionally digital content can assist customers in identifying the product that best suits their requirements. Digital content not only offers details on a good or service, but it also makes it easier to find new goods from a shop, new or old. Consumers get interested in learning more about new items as they become acquainted with them, which leads them to visit websites of different brands and outlets. Data gathered shows that some responders were confident in the intended brand, while others were not, and some responders even retained many brands in their selection to discover relevant things that fit their budgets yet came from the targeted companies. Additionally, rather than relying just on corporate websites, respondents used a variety of websites and blogs to gather all the information. It clearly indicated that contents on websites have a positive input on consumers' decision making.

6.1.2 Different roles of the antecedents of decision making

To understand how perceptions of consumer works on digital marketing, one must first understand how contents works as a digital advertisement with the help of information technology. Many businesses utilize social media as their primary form of advertising. For instance, this is the situation with cellphone operators (Fondevila et al., 2020). Social media platforms allow additional consumer behavior patterns centered on sharing adverts, which is one

of its benefits. This promotes the market's businesses' sustainability. Traditional societal patterns of behavior are being altered by social media. Social media is becoming a more popular alternative to traditional information sources including radio, television, and periodicals. Therefore, as the internet is currently the finest platform for reaching the greatest number of people, businesses must develop successful online advertising tactics (Poornima et., al, 2019).

With the exception of CDM, DG & PU (consumers' perception of the usability of digital marketing content, demographics, and perceived usefulness), all other variables presented as predictors of determinants of consumers' decision-making behavioral changes, according to our data study. With an R-squared value of 0.37, the findings showed that these variables accounted for 37 percent in terms of the variance in decision-making. These elements are sometimes referred to as decision-making predecessors, or items that set the stage or facilitate making judgements.

The field of digital marketing is likewise shaped by the environment's continual, fast growth in all domains. For a consumer-business connection to be effective, trust must be developed in the product, brand, or company. An important aspect of establishing trust and influencing content receptivity is the use of advertising as a communication technique that attracts a lot of attention and emotions. Companies use a variety of steps to make their contents more appealing to receivers and look for novel approaches to catch customers' interest. The results demonstrate additional significant factors that indirectly influence decision-making behavior.

These elements are familiarity, attitude toward purchasing, perceived risk, and trust in e-commerce. Customers believe that the system or service must be straightforward and reliable in order for them to determine what to buy and what not to. The content of a platform or services should be easy to navigate and comprehend in order to increase acceptability of digital marketing. It is vital to note that considering consumers' perceptions might assist managers in creating business strategies that are more precise (Liu, 2020). Marketing is a path to more income, as any business owner is conscious (Altman, 2020). Nevertheless, the appropriate type or mixture of kinds of advertising must be used based on the target market for whom the product is designed. In terms of monetary stability, it can help the business's marketability at the same time.

6.2 Limitations

Despite our trust in the results, several restrictions were found. The first restriction was a deadline—the full study project had to be finished within a semester's few months. The sample size is the second restriction brought on by time restrictions. The sample size is small and might not seem enough to draw broad conclusions. We encountered difficulties as well in obtaining our desired response. Even though we met our goal, it would be ideal to have more responses so that analysis could yield more accurate insights. Utilizing the software was the third difficulty we encountered. Which application to choose was a challenge for us whether SPSS or Smart Pls. After extensive testing and experimentation, we determined that we must use both smart pls and SPSS. For descriptive analysis, we must use SPSS, and in order to determine the statistical significance of our variables' path co-efficient, we must utilize Smart PLS, a software that can integrate numerous independent variables into dependent variables.

The Fourth issue was that the study focused on specific characteristics rather than examining others, like the standard of the products, the advantages of online shopping, the reliability of advertisements and websites, and the overall level of consumer confidence in e-commerce sites.

6.3 Implications for practice

By providing customers with content that tells a brand's narrative and educates them about it, a digital marketer may create value for their customers and make them purchase. In addition, in order to sustain customers' interest in digital marketing, it is crucial to understand the audience and the fundamental components of digital marketing. Given that respondents in the study believe that perceived content and website quality/vendor features have a favorable impact on consumer purchasing decisions, digital marketers would be prudent to encourage customers and bloggers to create and share digital content based on their feedback. The digital marketer should concentrate on producing video, text and audio content that tells a story rather than a product message and, ultimately, provides emotional value to the customer based on their requirements and desire.

This study found that social media platforms such as Facebook, Instagram, YouTube, and LinkedIn received the highest percentage of agreeing and strongly agreeing that they are a great platform for creating and distributing digital content, indicating the importance of selecting social media as a platform. This discovery backs with (Erkan & Evans, 2016). As a result, the digital marketer should interact with clients on social media platforms where digital content is co-created with users.

It would be beneficial for the digital marketer to comprehend customer psychology during the decision making or purchasing process so that the appropriate contents could be provided depending on the customers' wants in relation to the corporate product. The management should keep track of the customer's journey in order to successfully complete a sale and establish a long-term commercial relationship. It is the role of the digital marketer to improve the reputation of the company as well as the ecommerce platform by offering help to the consumers, as clients take into account product reviews, easy return policy, product as stated, insure highly secure transaction system, corporate reputation, after-sales service when making purchasing decisions.

6.4 Future Directions

It is necessary to conduct additional research on content quality, with participation from people everywhere. More variants would result in a larger sample size, which would produce more accurate means, reveal outliers, and enable more accurate generalizations of the findings. Digital marketers can focus their content from an artificial intelligence point of view in order to develop the best strategies for long-term client relationships. Like how numerous new technologies like IoT, big data, AI, AR, and many more can be utilized to test or develop high-quality content. Consumers generally have faith in online purchases, but they are not aware of bogus websites and advertisements that need to be looked into deeper. There also must be some criteria or standards in place to guard against fraud in online purchases. To fully grasp how and why improving content quality is crucial for boosting sales, more study is required.

7 Conclusions

Since the research question of our study was on how digital marketing affects consumers' decision-making, because of the use of information technology, businesses today need ongoing access to consumer data that assists in the creation of campaigns for their target audiences. It becomes challenging for marketers to target consumers with customized advertisements when information about consumer preferences is not readily available due to technological advancements. We discovered in our research that, as a result of the ongoing development of technology. The activity of users on a brand's website is continuously monitored by a number of apps and analytical tools. The adoption of these apps has improved advertising, which can now be utilized to increase revenue at a lower cost. Therefore, we can conclude that the usage of IT applications for customization has boosted the efficacy of advertising. Which helps us to understand how digital marketing is influencing consumers' buying decision.

It should be noted that even though our chosen participants concluded that social network advertising significantly influences individuals, they also felt that social networks are oversaturated with advertising. However, it was neither one of the forms that consumers would trust the most nor one of the forms that would worry them the most. Our findings do not imply that established methods of informing consumers about marketing, such as trusted radio commercials or brochures (promoting food, cosmetics, apparel, and shoes), that have a reasonably high degree of customer influence, should be entirely changed. The intention is to take into account incorporating more contemporary forms of advertising in the promotion; customers found blogs to be more dependable as forms of advertising, and social networks allow for more interaction and two-ways. The results also show that out of five important variables, three crucial ones—trust in e-commerce, attitude toward shopping, perceived quality of contents, websites, and vendor characteristics—have the most influence on a consumer's decision-making process. The results showed a strong link and significance among decision making, faith in e-commerce, and attitude toward shopping in terms of how consumers behave when seeing digital adverts. This suggests that customers' choices influence their willingness to believe in digital marketing in a positive way.

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Appendix A: Questionnaire

You are welcome to participate in the survey on the influence of consumer purchasing behavior on viewing digital advertising. People will be required to complete a survey about their thoughts and opinions after viewing the content of a digital advertisement. The questionnaire may be completed in about 12-15 minutes. Your involvement in this study is entirely voluntary. There are no risks that could be foreseen with this project. But if you don't feel comfortable answering, you are free to leave the survey at any time if. Your opinions are crucial to us, so please share them. Your survey responses will be kept private and encrypted, and only aggregate data from this study will be shared. In accordance with data protection laws (GDPR), we will process your personal information in confidence (the General Data Protection Regulation and Personal Data Act). We might make use of the participant's basic demographic data, such as gender, level of education, and age range. The project paper will not reveal any of the participants' identities. You can reach us (Hossain, Golam) by email at hossainahmed3030@gmail.com and pranto313@gmail.com if you have any questions at all about the survey or the procedures. This survey is being conducted as part of our master's thesis research. We appreciate your time and help very much. By selecting the next page button below, kindly begin the survey right away.

Section I
The introductory inquiries seek background information about you.
1. Gender
       ☐A. Male
       ☐B. Female
       ☐C. Others
       ☐D. Don't want to answer

2. Age
       ☐ 18 to 29 years
       ☐ 30 to 39 years
       ☐ 40 to 49 years
       ☐ 50 to 59 years
       ☐ 60 to 69 years
       ☐ 70 to 70 years
       ☐ 80 years and above

3. Education Level

☐ Primary Education
☐Senior High School
☐Vocational Education
☐University Bachelor
☐University Masters
☐ PhD

Section II

On a five-point scale, please circle the number you want to respond to each statement.

1. Strongly disagree 2. Disagree 3. Neither 4. Agree 5. Strongly Agree

Effectiveness of Digital Marketing We are asking these questions because we want to analyze how digital marketing is effecting the consumers	Strongly Agree	Agree	Neither	Disagree	Strongly Disagree
I find Facebook more effective in digital marketing	☐	☐	☐	☐	☐
I find Instagram more effective in digital marketing.	☐	☐	☐	☐	☐
I find LinkedIn more effective in digital marketing	☐	☐	☐	☐	☐
I find YouTube more effective in digital marketing	☐	☐	☐	☐	☐
I find TikTok more effective in digital marketing	☐	☐	☐	☐	☐

Consumer Perception of Digital Marketing We want to analyze what people thinks about digital marketing	Strongly Agree	Agree	Neither	Disagree	Strongly Disagree
I am aware that digital marketing uses my data, but it also helps me quickly find desired goods and services	☐	☐	☐	☐	☐
Irrelevant digital advertisements are annoying	☐	☐	☐	☐	☐
I am aware that how cookies work in digital marketing	☐	☐	☐	☐	☐

Demographics We want to analyze how gender, age, education and location effects digital marketing	Strongly Agree	Agree	Neither	Disagree	Strongly Disagree
I can see customize ads based on my gender and location	☐	☐	☐	☐	☐
I can see job advertisements based on my education level and my background. For example: LinkedIn, Facebook jobs	☐	☐	☐	☐	☐
Digital marketing targets my ads based on my age. For instance- Kids' advertisements and 18+ advertisements	☐	☐	☐	☐	☐

Familiarity We want to analyze how much familiar are you with digital marketing channels	Strongly Agree	Agree	Neither	Disagree	Strongly Disagree
I know where to look for my products/services in online	☐	☐	☐	☐	☐
I am familiar with marketing channels like Facebook, Instagram, LinkedIn, YouTube, TikTok. etc.	☐	☐	☐	☐	☐
I understand how to conduct advanced searches on social media, Google, or other websites to take advantage of digital marketing opportunities	☐	☐	☐	☐	☐

Institution-based trust We want to analyze how trust works towards digital marketing	Strongly Agree	Agree	Neither	Disagree	Strongly Disagree
believe all websites are safe to put my debit/credit card information to purchase goods/services	☐	☐	☐	☐	☐
Making purchases online is easy for me.	☐	☐	☐	☐	☐
I don't trust websites unless they are well-known or well-liked.	☐	☐	☐	☐	☐

Perceived usefulness We want to analyze if you are getting benefits from the digital marketing or not.	Strongly Agree	Agree	Neither	Disagree	Strongly Disagree
Convenient, time saving and faster products while choosing various goods and services	☐	☐	☐	☐	☐

Flexibility in payment and delivery methods	☐	☐	☐	☐	☐
Due to the refund policy, shopping is risk-free	☐	☐	☐	☐	☐

Perceived Content Quality We want to analyze if content quality of digital ads effects your buying behavior or not	Strongly Agree	Agree	Neither	Disagree	Strongly Disagree
When content is based on funny, inspiring, or emotional ideas, I will buy it.	☐	☐	☐	☐	☐
Content demonstrating how everyone uses a particular product has convinced me to purchase the same good or service.	☐	☐	☐	☐	☐
I bought that product because the content demonstrated its effectiveness.	☐	☐	☐	☐	☐
When I see any discount content, I purchase that item**.**	☐	☐	☐	☐	☐

Perceived Website Quality We want to analyze how do you react when using different websites	Strongly Agree	Agree	Neither	Disagree	Strongly Disagree
Most online websites are easy to navigate and user friendly	☐	☐	☐	☐	☐
Websites are appealing to see	☐	☐	☐	☐	☐
Provides filtering option	☐	☐	☐	☐	☐

Vendor/Service/Product Characteristics We want to analyze if characteristics of vendor/service/product effects your buying decision	Strongly Agree	Agree	Neither	Disagree	Strongly Disagree
E-commerce websites are monitored well & I feel confident making purchases	☐	☐	☐	☐	☐
The majority of online sellers can generally offer their customers top-notch service	☐	☐	☐	☐	☐

Trust in E-commerce We want to analyze how do you trust any e-commerce websites	Strongly Agree	Agree	Neither	Disagree	Strongly Disagree
I am confident that encryption and other internet-based technological security will make purchase safe	☐	☐	☐	☐	☐
I am aware of my personal information like debit, credit, age, name, and number is not saved, sold, or used by e-commerce	☐	☐	☐	☐	☐
When I make a purchase, I assume the goods or services will be as described on their website	☐	☐	☐	☐	☐

Perceived Risk We want to analyze how much risk you take while purchasing anything using e-commerce sites	Strongly Agree	Agree	Neither	Disagree	Strongly Disagree
I am aware that my credit card information might be stolen while purchasing online	☐	☐	☐	☐	☐
Risk of refund	☐	☐	☐	☐	☐
Not of the same standard as described	☐	☐	☐	☐	☐

Attitude towards online Shopping We want to analyze because your attitude towards online shopping is important for digital marketing.	Strongly Agree	Agree	Neither	Disagree	Strongly Disagree
I'd like to compare prices using various websites	☐	☐	☐	☐	☐
Customer reviews are important to determine the quality of products or services	☐	☐	☐	☐	☐
Opportunity to talk with the sellers for more information	☐	☐	☐	☐	☐

Intention to Shop We want to analyze what you intend to do when you see digital ads	Strongly Agree	Agree	Neither	Disagree	Strongly Disagree

I intend to give my card information for purchasing online	☐	☐	☐	☐	☐
I intend to give apps permission to when I decide to make online purchase.	☐	☐	☐	☐	☐
I agree their terms and condition for refund and others	☐	☐	☐	☐	☐

Decision Making We want to analyze what helps a customer on decision making	Strongly Agree	Agree	Neither	Disagree	Strongly Disagree
I typically wait for a coupon or discount before making a purchase	☐	☐	☐	☐	☐
I verify the online store where I intend to make a purchase	☐	☐	☐	☐	☐

Purchase We want to analyze how likely you are to purchase on online websites after seeing digital ads.	Strongly Agree	Agree	Neither	Disagree	Strongly Disagree
I prefer to buy things from online websites	☐	☐	☐	☐	☐
I would like to repeat purchase from online websites	☐	☐	☐	☐	☐

Please describe your overall online shopping experience

_____

_____

_____