
Measuring of Customer Engagement and Purchase Intention regarding Digital Marketing: a Pilot Study

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ABSTRACT

The most pervasive aspect of e-retailing is digital marketing, which has integrated itself into customers' daily lives. One of the marketing channels for direct customer communication and sales is digital marketing. Because it affects how customers make purchases online, customer intention and buy decision are significant concerns for online sellers. This study examines how customers interact with digital marketing and their intentions to buy. The validity and reliability of the instruments were examined in this pilot study. 119 respondents were chosen at random and asked questions via an online survey to gather information about their involvement, buy intention, and decision. The study's future research directions are also outlined in this document.

Keywords: Digital Marketing, Customers Engagement, Purchase Intention, Purchase Decision

Introduction

A unique strategy for online marketing, digital marketing entails connecting with customers using a range of platforms, such as blogs, emails, social media, mobile apps, and search engine optimization. The goal of search engine optimization is to reach consumers in a more personal way by delivering advertisements through various mediums.

People's entire way of life has changed as a result of digitization, moving from traditional retail to online shopping. The convenience of purchasing goods and services through digital platforms has become a need for consumers, particularly those who live in urban areas.

The retail industry can gain substantially from digital marketing as it allows for a drastic transition from conventional sites to online merchants that operate minimum budget (NDA, 2016). The Internet and Smartphone usage have expanded due to developments in information and communication technology (ICT), which has boosted digital trading in the Indian business. (Patro&Rao, 2017). To accomplish marketing objectives, digital marketing combines traditional marketing communication with digital technology. Because the Internet has created a trading marketplace, businesses have been implementing digital marketing to acquire momentum in maintaining an accessible and intelligent trade procedure (Dastane, 2020). These days, businesses have access to amazing digital marketing opportunities because to the Internet. Businesses can do more with a combination of digital marketing channels than just post information about their goods and services online. They can increase customer base, attract new clients, and increase return on investment.

The dynamic field of digital marketing is directly linked to the swift advancement of digital technology, such as smart phones, innovative products, the Internet of Things (IoT), and artificial intelligence (AI). Future marketing techniques and the revolution in consumer purchasing will be influenced by these technologies. According to Dastane (2020), Customers who use mobile commerce receive better value than those who use traditional or electronic businesses, which may encourage them to make more online transactions.

This means that by providing a rich webpage experience with educational text, images, and music, businesses may reach customers at any time and from any location, outperforming traditional media due to increased user awareness (Jenyo Gabriel & SoyoyeKolapo, 2015).

Component of Digital Marketing

❖ **1.1 SEO-Search engine optimization**

To start the journey on the Internet, search engines are essential. The success of the search engine lies with proper optimization and patience. When consumers, users, and Marketers want to get information or search the products/services through the Internet; they can get help from search engines like Google, Yahoo, etc

❖ **Website**

A website is the online address of the business or brand. The proper official website address is significant to market the products and services. The website address must contain some of the features like I) It has to be user-friendly ii) It should speak about the business iii) It should include all the contact information iv) It should be responsive v) It should be professional, clean, and easy to navigate

❖ **Social media**

Social media is an essential and unavoidable part of digital marketing. Social media channels like Face-book, Twitter, LinkedIn, YouTube, etc., give the platform direct contact with the customers and understand the customers' expectations

❖ **Content marketing**

It is used to share videos, blog posts, social media posts ,photos ,etc ,to different online platforms to build its reputation and brand awareness and gain more online consumers.

❖ **Email marketing**

Email is used to invite customers to share product information, offers, and discounts. It can be used to touch the customers for a healthy relationship.

2. Factors influencing digital marketing

Digital marketing is one of the recent technologies that exist in the market. The companies are improving their business by using digital marketing techniques like mobile marketing, email marketing, video marketing, etc. Here are some of the factors that exist in digital marketing that follow under:

❖ **Target market**

It is used to target a particular group of customer's to share product advertisements and online content. It should be aligned and suitable to attract the customers to cover the customers.

❖ **Channels**

An organization can select the channels to share the information based on cost- effectiveness. The online marketing domain covers many platforms, covering millions of online users.

❖ **Technology**

It is one of the essential factors affecting digital marketing, which is to be updated continuously.

❖ **Big data**

Big data is a powerful topic among business planners and market strategists. More companies will adopt comprehensive data policies and acquisitions to know customer behavior and leverage the company's overall profit and performance.

❖ **Content**

Content marketing is essential in digital marketing to improve consumer conversation and retention.

Purchase Intention

Consumer purchase intention is a complex process that is typically connected to their behavior perception and perspective. As such, it has become essential for creating digital marketing and online bargains. (Akbariyeh, Tahmasebifard&Mirabi 2015).However, an appealing website's online services and design can influence a customer's purchasing preference more significantly by controlling their goals and encouraging them to visit the website for product research and investment

Literature Review

Investigating the indirect relationship between client purchase intention and digital marketing is the aim of this study. As a result, the technology acceptance model (TAM), proposed by Ajzen (1985, 1991), and developed by Davis et al. (1989), served as the foundation for the theory of planned behavior (TPB). The idea of behavior-based planning builds upon the theory of reasoned action, which describes contemporary theoretical frameworks, utilized to comprehend consumer behavior and behavioral goals (Lavuri, 2021). Additionally, the TAM is a well-liked theoretical paradigm that explains why people accept various technologies and technical tools, claim Huang and Wang (2019). Furthermore, in keeping with the findings of (Al-Emran et al. 2020), the TAM framework was chosen due to its significance, the paucity of information on security issues, and people's attitudes about technology tools and platforms and their impact on behavior and purchase intentions. Reaching consumers with marketing and promotional messages through a range of digital and interactive channels—such as social media, mobile marketing, SEO, and other similar innovative and technology platforms—is known as digital marketing (Garzaro et al., 2021). Digital marketing encompasses a wide range of platforms and techniques; including affiliate marketing, social media, mobile marketing, and search engine optimization, and more (Hien and Nhu, 2022). Nevertheless, the three digital marketing channels that the writers of this report's analysis include are social media marketing, email marketing, and mobile marketing.

Several studies on the topic have found a strong relationship between purchase intentions and digital marketing. Alwan and Alshurideh (2022) discovered a strong and favourable correlation between purchase intention and digital marketing. Additionally, social media marketing greatly and favourably influences consumers' intentions to make purchases, according to Anas et al. (2023). Moreover, Moslehpour et al. (2021) discovered a favorable correlation between digital marketing, purchasing intentions and social media in their individual study. In contrast, Hien and Nhu (2022) discovered no meaningful correlation between social media and purchases purpose, hence disproving the theory they put forward.

Hien and Nhu (2022), the study's authors, likewise found no significant relationship between email marketing and purchase intentions. Previously, Nawaz and Kaldeen's (2020) study had discovered a strong and favorable correlation between email marketing and sales goals. They emphasize that product knowledge obtained through email marketing is beneficial. To bolster this discovery, Astoriano et al. (2022) discovered a strong correlation between purchase intention and email marketing. Regarding mobile marketing, the increasing usage of mobile phones has given marketers excellent commerce chances to connect with both existing and new clients on a regular basis (Gana and Koce, 2016). Making a contribution referring to research on purchase intentions and mobile marketing, Salem and associates (2018). Maseeh et al. (2020) found that there is a strong and positive correlation between mobile marketing and purchase intentions. Hannan et al. (2023) discovered a noteworthy affirmative influence on consumer buying choices in the banking industry. Furthermore, Nasrullah and Busman (2023) discovered that choosing to become a digital marketing was discovered to have a big impact on bank customers. Since the digital marketing's impact on purchases Although intention has fluctuated throughout literature, it is vital to do up further research on this connection, particularly in the developing economies in which fewer research has been done.

Dzandu et al. (2022) state that positive impacts, sensory appeal, attentiveness, feedback, interaction, and perceived user control all have an impact on the customer experience, which is linked to engagement. A key component of any business strategy is engaging customers, who offer businesses the opportunity to build and nurture enduring connections with them and evoke their emotional connection to the brand (Li and Han, 2021). Customer interaction is the extent to which an organization and other customers communicate and are involved clients looking to cooperate by exchanging information and expertise that will benefit both parties the following way (Wagner and Majchrzak, 2006). This interaction can be enhanced by communicating with clients through mobile apps and messaging services (Brill et al., 2019; Mogaji and Nguyen, 2022a, b), responding to client questions, providing guidance on services as well as answering typical transaction queries

(Malaxmi&Rajinith) 2016 The study demonstrates that regardless of educational background, people are aware of digital channels and prefer to use them when making any kind of transaction. It also demonstrates that the kind of product people choose to buy through digital channels is not much influenced by their monthly income.

Most people favor technological devices and shopping products to purchase via digital channels, and the study revealed that the buying of convenience goods has increased between individuals via digital media. Convenience product sales will rise when their ads have a greater effective reach products via online platforms. Customers'

satisfaction with the products they purchased via digital channels is seen as a good indicator for the development of these channels in the consumer decision-making process. Sivasankaran, Dr. (2017) This study claims that customer-focused industries are seeing a faster evolution in the buying habits of their customers. Consumer behavior varies depending on a number of aspects, including the product, price, features, quality, packaging, purchasing patterns, social position, customer age, and generation. Conversely, the hardest demographic to interact with is youth. The youth of today have shifting tastes, which has an impact on their purchasing habits because they primarily follow the beat of taste and fashion in accordance with the passing of time. As a result, marketers devote excessive amounts of time and money in the market. The main concern is the impact of digital marketing on young people's purchasing habits. The majority of today's youngsters have access to digital media, but they don't know how to use it to its full potential, according to the survey. In order to accomplish the objectives of the study, the researchers randomly selected 100 children.

Anjali (2017) according to the study, educated people prefer to purchase goods through internet channels and are more conscious of digital media. The majority of today's youth have access to digital media, but they indicate that they are not fully aware of how to utilize it. The researchers chose 100 kids at random to help them achieve the study's goals. Online Platforms altered consumers' perceptions of the buying process to a larger degree. Customers are generally happy with the goods obtained by use of the internet. People prefer shopping items the most, and the number of convenience goods purchased has increased via the internet.

Consumers go through three levels of trust in an online environment, according to Cheskin's 1999 study (quoted Yoon, 2002). Establishing control over personal data and search result related information is the first step towards building trust. The second phase involves verifying trust by making sure the security of the details. This stage is necessary for both internal and extrinsic trusts to link to the buying intention. As a result, showing the third party authorization boosts customer confidence in the online retailer. The website owner attempts to convey the website's quality and guarantee by using these symbols on the page. Third-party assurance verifies the vendor's commitment to acting in an ethical way by allowing online transactions to be conducted safely (Shankar, Urban, & Sultan 2002). The procedure for the Retaining the increased security is the last step in the establishment of trust. Currently, guests are more worried about technology related to brands and search engines, which ultimately leads to intrinsic trust as a component of the purchase intention.

Digital marketing and customer engagement have been shown to be positively correlated (Astoriano et al., 2022). Their results corroborate those of other research (e.g., Nawaz and Kaldeen, 2020; Kaihatu, 2020), which discovered a strong interaction between customer interaction and digital marketing. Consequently, indicating a better digital marketing initiatives lead to more consumer involvement as a consequence. It was discovered that consumer interaction had a considerable impact on purchase intention. (Addoetals,Clement, 2021). Additionally, Ebrahimi et al. (2023) and Prentice et al. (2019) discovered a favorable correlation between customer engagement and purchasing intentions in their research on identity-driven customer interaction with regard to inclinations to buy. Likewise, Zheng et al.

(2022) have discovered a favorable correlation between customer involvement and buying goals. They based their definition of engagement on actions like likes, visits, remarks and distributions. Rather (2019) defined trust as the extent to which a party has faith in another party on the basis of that party's dependability, honesty, transparency, and general capacity to fulfill commitments. According to Sembada and Koay (2019), trust is the conviction that individuals will respond as predicted has a crucial role in building and keeping up connections. Trust is a crucial component in the commercial relationship that exists between companies and clients, and is regarded as a pertinent and helpful variable in figuring out how customers behave (Yu et al., 2021).Gupta. N (2023), in their study provided that digital marketing is encompasses with several factors like personal preferences, purchasing power, capabilities, perception, success factors and hindrance factors that help the marketer in gaining competitive advantage over digital marketing. Additionally encouraging users to make purchases on digital and social media platforms (Ebrahimi and others, 2023).

Table 1: Descriptive statistics of items and Cronbach's alpha(Factor-Wise)

Item-Total Statistics				
Measurement Items	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
The website has an easy-to-use interface.	134.4874	559.930	.532	.963
Website shows better-quality content	134.5378	562.268	.589	.962
Website offers easy access to text and graphics	134.4286	560.688	.611	.962
Websites makes use of dynamic and Interactive Elements	134.4622	559.759	.610	.962
Draws customers with eye-catching promotions like flash sales	134.3782	557.373	.633	.962
Promptly makes changes to the product line and mix.	134.4286	555.230	.706	.962
Offers membership to make purchases at a discounted cost.	134.3782	560.017	.545	.963
Provides offers and discounts based on a user's location	134.5630	563.977	.458	.963
Product are available at a affordable cost	134.4790	559.048	.582	.962
Gives Customer discount or exclusive pricing	134.5210	558.692	.595	.962
Accessibility to several online methods of payment	134.3529	553.281	.697	.962
Provides after-delivery payment option	134.4034	552.955	.698	.962
Platform for certified transactions featuring a payment gateway	134.5042	551.981	.721	.962
Offers enough security features to provide them a sense of safety	134.5378	554.793	.665	.962
Prevents misuse and maintains the privacy of personal information.	134.6134	557.527	.585	.962
It is preferable to shop in the comfort of one's own home.	134.4874	555.896	.629	.962
Products are delivered in the time frame stipulated.	134.4034	557.480	.662	.962
The items that were shipped out are appropriately packed.	134.4118	555.854	.658	.962
The products that were ordered and delivered match exactly.	134.4790	559.336	.576	.962
Provides a functional mechanism for tracking shipments.	134.4874	554.896	.651	.962
Satisfied with the services delivered by e-traders	134.4118	558.973	.647	.962
Purchasing products via a digital platform is a fun experience.	134.4202	558.924	.582	.962
My preference is to buy things digitally.	134.4622	558.437	.649	.962
Reputable brand names are used to carry goods and services on this website.	134.4958	556.472	.659	.962
There is enough data available to compare	134.5630	555.367	.603	.962

different options.				
There are plenty of tools for making decisions.	134.4958	556.913	.607	.962
The website offers adequate details about the business, its offerings, and its services.	134.5462	556.725	.634	.962
Prior to going shopping, I'll get advice from friends on forums and groups.	134.5294	555.082	.652	.962
I consider the advice of my friends to be trustworthy.	134.5546	554.215	.678	.962
I think that my friends,, reviews are trustworthy	134.5294	557.133	.581	.962
When I want to shop on this website, I will take other people's product reviews into consideration.	134.5126	556.286	.599	.962
I think that this web site usually fulfills the promises it assumes	134.4874	555.557	.681	.962
Nothing on this website is misleading.	134.6134	562.612	.490	.963
This website, in my opinion, has adequate experience selling the goods and services it provides.	134.6471	552.722	.710	.962
Most of the information on this website regarding its goods and services is accurate	134.4958	556.388	.636	.962
I often visit pages of brands I follow on Digital marketing platforms	134.4706	556.302	.671	.962
I often read posts of brands I follow on Digital marketing platforms	134.4790	557.896	.608	.962
I often comment on brands pages on Digital Marketing Platforms	134.4370	562.774	.558	.963
I follow brands pages of my interest to get information (e.g., new products).	134.4622	556.810	.640	.962

Table 2: Factors and their Cronbach's alpha Value (Construct –wise)

Website Design	WD1	The website has an easy-to-use interface.	0.808
	WD2	Website shows better-quality content	
	WD3	Website offers easy access to text and graphics	
	WD4	Websites makes use of dynamic and Interactive Elements	
Innovation	I 1	Draws customers with eye-catching promotions like flash sales	0.757
	I 2	Promptly makes changes to the product line and mix.	
	I 3	Offers membership to make purchases at a discounted cost.	
	I 4	Provides offers and discounts based on a user's location	
Price Offerings	PO1	Product are available at a affordable cost	0.832
	PO2	Gives Customer discount or exclusive pricing	
	PO3	Accessibility to several online methods of payment	
	PO4	Provides after-delivery payment option	
Security & Privacy	SP 1	Platform for certified transactions featuring a payment gateway	0.781
	SP 2	Offers enough security features to provide them a sense of safety	
	SP 3	Prevents misuse and maintains the privacy of personal information.	
	SP 4	It is preferable to shop in the comfort of one's own home.	
Delivery	D1	Products are delivered in the time frame stipulated.	0.823

	D2	The items that were shipped out are appropriately packed.	
	D3	The products that were ordered and delivered match exactly.	
	D4	Provides a functional mechanism for tracking shipments.	
Purchase decision	PD1	Satisfied with the services delivered by e-traders	0.78
	PD2	Purchasing products via a digital platform is a fun experience.	
	PD3	My preference is to buy things digitally.	
Technological Oriented Perspective	TOP1	Reputable brand names are used to carry goods and services on this website.	0.799
	TOP2	There is enough data available to compare different options.	
	TOP3	There are plenty of tools for making decisions.	
	TOP4	The website offers adequate details about the business, its offerings, and its services.	
Social Oriented Perspective	S1	Prior to going shopping, I'll get advice from friends on forums and groups.	0.846
	S2	I consider the advice of my friends to be trustworthy.	
	S3	I think that my friends,, reviews are trustworthy	
	S4	When I want to shop on this website, I will take other people's product reviews into consideration.	
Trust	T1	I think that this web site usually fulfills the promises it assumes	0.864
	T2	Nothing on this website is misleading.	
	T3	This website, in my opinion, has adequate experience selling the goods and services it provides.	
	T4	Most of the information on this website regarding its goods and services is accurate	
Customer Engagement	CE1	I often visit pages of brands I follow on Digital marketing platforms	0.832
	CE2	I often read posts of brands I follow on Digital marketing platforms	
	CE3	I often comment on brands pages on Digital Marketing Platforms	
	CE4	I follow brands pages of my interest to get information (e.g., new products).	

Results & Findings

The study's internal consistency of the construction is measured by reliability..A construct is reliable is the Alpha value is greater than .70 (Hair et al., 2013).Construct Reliability was assessed using Cronbach's Alpha. The Result Revealed that Website Design with Four items ($\alpha = 0.808$) and the Innovation with Four Items ($\alpha=0.757$) and Price & offerings with Four items ($\alpha =0.832$) and Security & Privacy with Four items ($\alpha =0.781$) and the delivery with four items ($\alpha =0.823$) and purchase decision with three items ($\alpha =0.78$) and Technological Oriented Perspective with Four items ($\alpha =0.799$) and Social Oriented Perspective with Four item ($\alpha=0.846$) and Trust with four items($\alpha=0.864$) and Customer Engagement with four items ($\alpha=0.832$). CRONBACH'S ALPHA of 0.93 was estimated from reliability test that indicates the high level of internal consistency in the questionnaire. It is concluded that the question in questionnaire were easily understandable by the respondents. Therefore the same questionnaire was used for the final study without any modification.

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