

ORIGINAL RESEARCH PAPER

Digital marketing: consumers' purchase intention towards e-commerce platform for urban region

A. Mohd Ali<sup>1\*</sup>, S. Manogaran<sup>2</sup>, K. Selvarajan<sup>2</sup>, N.I. Tajuddin<sup>3</sup>, M.R. Mohd Johan<sup>4</sup>, U. Munikrishnan<sup>2</sup>

<sup>1</sup> Department of Marketing, Faculty of Business and Management, UCSI University, Kuala Lumpur, Malaysia

<sup>2</sup> Department of Management Studies, Faculty of Business and Management, UCSI University, Kuala Lumpur, Malaysia

<sup>3</sup> Pusat Tamhidi, Universiti Sains Islam Malaysia, Kuala Lumpur, Malaysia

<sup>4</sup> Faculty of Accountancy, Finance and Business, Tunku Abdul Rahman University of Management and Technology, Kuala Lumpur, Malaysia

ARTICLE INFO

Article History:

Received 12 October 2023

Revised 26 January 2024

Accepted 02 February 2024

Keywords:

Brand awareness

Digital marketing

E-promotions

Perceived convenience

Personalization

ABSTRACT

**BACKGROUND AND OBJECTIVES:** One of the "15 Guiding Principles" designed to achieve the 2030 aim highlights the importance of giving priority to exploration in the digital economy as a crucial element in defining the future economy. Consumers' interest in using social media and e-commerce platforms for their shopping activities is rising in this day of modern technology. However, based on a study conducted by the Small Medium Enterprise Corporation indicated that a substantial majority of small and medium enterprise entrepreneurs acknowledge the importance of incorporating digital technology into their fundamental business operations. Nevertheless, there is a noticeable discrepancy between the level of awareness regarding these technologies and their actual adoption. Therefore, the research objectives are to determine the relationship between perceived convenience, E-promotion, brand awareness, and personalization toward consumers' purchase intention.

**METHODS:** Data was collected from a wide range of individuals in urban areas using probability sampling methods. This study aims to gain a deeper understanding of the various factors that can impact individuals' intentions. A sample size of 385 participants from the e-commerce sector in the Klang Valley, Malaysia. Therefore, stratified sampling is employed by considering pertinent characteristics such as location, age, and intention to use e-commerce. The analyses were conducted using SmartPLS software to measure the influence of digital marketing on consumers' purchase intention.

**FINDINGS:** The variables of E-Promotion ( $\beta=6.601$ ,  $p<0.05$ ), Brand awareness ( $\beta=3.975$ ,  $p<0.05$ ), and Personalization ( $\beta=4.152$ ,  $p<0.05$ ) had a statistically significant impact on Customer Purchase Intention. Nevertheless, the variable of Perceived Convenience does not have a significant impact on Purchase Intention ( $\beta=1.646$ ,  $p<0.05$ ). Consequently, e-promotion was deemed the most influential component, followed by personalization in second place, and brand awareness in third place.

**CONCLUSION:** The findings are expected to assist businesses in identifying the factors that influence the purchase intentions of urban consumers on an e-commerce platform. These encompass micro, small, and medium-sized enterprises (MSMEs), which serve as the foundation of Malaysia's economic development. The process of digitalization is anticipated to enhance opportunities for micro, small, and medium enterprises (MSMEs) to grow and flourish. The potential of digitalization to enhance integration across economic sectors and promote cost effectiveness through a collaborative economy is evident. This aligns with the goals stated in the My Digital Economic Blueprint, which is scheduled to be implemented by 2030.

DOI: [10.22034/IJHCUM.2024.03.08](https://doi.org/10.22034/IJHCUM.2024.03.08)



NUMBER OF REFERENCES

48



NUMBER OF FIGURES

2



NUMBER OF TABLES

7

\*Corresponding Author:

Email: [Aeshah@ucsiuniversity.edu.my](mailto:Aeshah@ucsiuniversity.edu.my)

Phone: +60179812045

ORCID: [0000-0002-6023-2271](https://orcid.org/0000-0002-6023-2271)

Note: Discussion period for this manuscript open until October 1, 2024 on IJHCUM website at the "Show Article."

## INTRODUCTION

There are “15 Guiding Principles” that have been set to achieve the target by 2030, one of the guiding principles is the future economy where exploration in areas of the digital economy is given priority. The impact of the digital economy is wide-ranging and transformative. It can influence society, business, and government. The opportunities digital economy for businesses such as online businesses provide channels to expand market reach domestically and globally; and greater opportunities for local products to be marketed and sold via e-commerce (MyDIGITAL, 2021). Since the formation of the modern state of Malaysia in 1963, Wahab et al. (2022) assert that Klang Valley has been at the forefront of development. Klang Valley, like other cities in developing countries, has undergone substantial urbanization and is regarded as the fastest-growing region (Department of Statistics Malaysia, 2011). The urbanization rate in the Klang Valley has surpassed 91.4%, and the region’s economic growth can be enhanced by e-commerce, which will generate new job opportunities. E-commerce platforms often provide small business owners with the opportunity to broaden their market penetration. This phenomenon possesses the capacity to foster innovation and contribute to the growth of the urban economy. Moreover, the enhanced availability of goods facilitated by e-commerce has the potential to boost urban economic activity and consumption. Therefore, the engagement of the urban population with e-commerce platforms is likely to impact the various aspects of urbanization (Somasundram, 2020). From a business perspective, digital marketing strategies are more effective than traditional ones at raising brand awareness and garnering consumer feedback (Sama, 2019). Digital marketing includes websites, mobile apps, social media, and digital collaborations. These platforms allow companies to advertise and promote their goods, and consumers may browse posts, and share their experiences associated with the products and services (Sama, 2019). Wherein, E-commerce is a platform for buying and selling products or services through the internet. A digital marketing and e-commerce platform are interdependent, with the help of digital marketing, e-commerce may generate a significant amount of revenue by assisting in the acquisition of customers and the creation of brand value. In this age of

advanced technology, consumers are increasingly interested in utilizing e-commerce and social media applications for their shopping activities. Websites, mobile apps, social media, and online partnerships are all examples of digital marketing which has a major impact on consumers’ shopping behavior. E-commerce uses digital marketing techniques to increase brand value and attract new clients to generate significant revenue growth. Consumers no longer only rely on traditional material or word-of-mouth recommendations when evaluating a purchase in today’s market. As highlighted by Tran et al. (2020), they aggressively seek out and prioritize product reviews across numerous channels where the product is available. Customers view articles and share them, and companies can advertise and promote their products on these platforms. Additionally, Opeodu and Gbadebo (2017) have emphasized the important role that advertising plays in influencing consumer choices across a range of digital media channels. The significance of digital media platforms in influencing customer choices and purchasing behavior is highlighted by this. E-commerce uses digital marketing to generate revenue because it helps build brand value and a consumer base. Before making a purchase, customers study the product reviews on all the platforms where the product is listed rather than relying primarily on the content or word of mouth (Tran et al., 2020). According to Opeodu and Gbadebo (2017), who examined the impact of several digital media platforms, advertisements on these platforms are crucial in influencing consumers’ decisions.

### *Problem statement*

The profound impact of technological advancements on business operations and growth is undeniable. There is a growing trend among businesses to utilize technology as a means of optimizing their operational processes. Based on the findings of the Shared Property Vision 2030, a study conducted by the SME Corporation indicated that a substantial majority of SME entrepreneurs, 79.7%, acknowledge the importance of incorporating digital technology into their fundamental business operations. Nevertheless, there is a noticeable discrepancy between the level of awareness regarding these technologies and their actual adoption. As reported by Izwan (2022) in the New Straits Times, Azlan Ahmad, The Access Group’s (AG) head of Startup and Small Business

Sales, stated that many SMEs are largely focused on ensuring their immediate sustenance that they do not have the time to consider the long-term benefits of digitalization or the potential consequences of not embracing it. There are “15 Guiding Principles” that have been set to achieve the target by 2030 by the government, one of the guiding principles is the future economy where exploration in areas of the digital economy and cashless be one of the attributes given priority (Minister of Economic Affairs, 2019). Naeem (2019) stated that many firms are researching how technologies of social networking influence consumers to exchange what they need and want. Therefore, it shows that there is a gap between SME entrepreneurs from different industries in using the digital economy as they are at different levels of digital literacy in business. Several intriguing scientific areas deserve further study. According to Saima and Khan (2020), future research should explore the influence of influencer marketing in social media from various angles, such as brand awareness. According to Chen *et al.* (2018) additional factors should be incorporated into the study of social commerce to achieve different outcomes regarding the purchasing behavior and intention of consumers. Additionally, according to Dakduk *et al.* (2020), more surveys and comparisons on the use of mobile services need to be conducted in various technological contexts to better understand the relationship between the digital environment and purchasing behavior. Researcher Sama (2019) made a similar suggestion, stating that future studies should focus on a new digital medium that influences consumers. Future studies are anticipated to include an array of attributes, including information accessibility, usability, and interaction (Liu Yang *et al.*, 2019). Therefore, the research objectives are to determine the relationship between perceived convenience, E-promotion, brand awareness, and personalization toward consumers’ purchase intention.

#### *Literature review*

##### *Underpinning theory*

The Stimulus-Organism-Response (S-O-R) model explains how the environment (Stimulus) might affect human behavior (Mehrabian and Russell, 1974). Different environmental cues operate as stimuli and influence the internal experience of people (Organisms), which in turn causes people

to react (Armawan *et al.*, 2022). According to Liu *et al.* (2019), an individual’s thoughts and feelings are their organism, meanwhile the individual (Response) because of the stimuli (Koay *et al.*, 2021). The S-O-R model is commonly applied to identify a consumer’s behavior in an online platform. Hence, the S-O-R model is used in this study to identify the purchase intention of a consumer with the influence of digital marketing in an e-commerce platform. Therefore, the stimulus of this research is digital marketing consists of perceived convenience, e-promotion, brand awareness, and personalization. Digital marketing influences the consumer as organisms to react toward consumers’ purchase intention either to buy or not.

##### *Purchase intention*

Purchase intention refers to the willingness of a consumer to purchase any products or services. It can be seen as a primary market forecast response for determining the impact of consumer purchasing behavior, incorporating the demand for new products (Mathew and Soliman, 2020). Purchase intention is generally used to examine the new distribution channel’s implementation to guide managers to determine if the concept is worth further development and decide on their geographic markets and consumer segments to target through the channel. Their significance lies in the fact that intentions are reflected as the key predictor of actual behavior. Then, the study is of the utmost importance for the success of any e-commerce platform (Pena-Garcia *et al.*, 2020).

##### *Digital marketing*

Digital marketing is defined as a proposal of traditional marketing where the strategies and drives are on the internet. Digital marketing has become a sensation that carries out customization and distribution together to achieve marketing goals. Digital marketing is a combination of technology intersection and multiple devices such as smartphones (Mathew and Soliman, 2020) which creates a new phase of concept to do marketing on the Internet. The technologies have contributed to digital marketing advancement, for instance, advertising through display, affiliate marketing, marketing of search engines, email marketing, mobile marketing, and social media marketing (Dwivedi *et al.*, 2019). Digital marketing content which is known

as "activities" refers to the matters of accessibility of available electronics and a value creation process such as creating, communicating, and delivering value to customers and stakeholders (Mathew and Soliman, 2020). According to Dwivedi *et al.* (2019), companies should make sure to pay attention to align their organization's objectives with digital marketing, and also marketer needs to understand how digital advertising affects customers (Stewart *et al.*, 2018). Digital marketing space is important as where it enables companies to reach their customer as they make strategies for effective development, delivering the right information, and enriched innovations (Mathew and Soliman, 2020). This is because a huge amount of people will access online to search and obtain information about a product (Stewart *et al.*, 2018) to decide on digital marketing increases.

#### *Perceived convenience*

Convenience refers to whether a process, goods, or service is expected to enhance the easiness of accessibility which saves resources and decreases dissatisfaction. Convenience in e-commerce is recognized as an effort and time saver, for its flexibility of ordering a product at any time and place (Mou *et al.*, 2019). Perceived convenience is described as the level of degree for time, place, and easiness of performance that a person feels when using Information Technology (IT) (Mathew and Soliman, 2020). The benefits of convenience and ease of use have a positive influence on mobile digital content (Mathew and Soliman, 2020) and overall expectation of the value of e-commerce (Mou *et al.*, 2019). For example, the convenience of using digital content marketing will increase the desire to use it in selecting products and services based on the tourism industry (Mathew and Soliman, 2020). According to Mou *et al.* (2019), buyers' objectives are to spend less money and involve less risk in buying a product anytime and anywhere manner. Furthermore, they have also mentioned that mobile devices' compatibility is essential as it will increase the convenience perception. Therefore, consumers are motivated to choose e-commerce because of the features where it can compare prices and collect information quickly which seems effortless. According to Mathew and Soliman (2020), perceived usefulness is the stage at which an individual perception about the results, and also, they also believe it is effortless if there is

a new technology. They have stated that perceived usefulness impacted the consumer's attitudes to technology use. It has a positive influence and is playing a strong role in shaping consumer behaviors toward shopping online as well as influencing the pattern of digital marketing. In addition, it has been asserted that the perceived usefulness of mobile technology and mobile digital content significantly impacts the convenience associated with their utilization. Furthermore, the level of user-friendliness is associated with the consumer's perception and desire for a seamless experience when utilizing the network. Pena-Garcia *et al.* (2020) have asserted that there exists a favorable influence on the consumer's perception of electronic commerce. The simplicity of the online shopping process contributes to a favorable perception of e-commerce among online consumers.

*H1: Perceived convenience has a relationship with consumers' purchase intention.*

#### *E-promotions*

Promotion plays a crucial role in the marketing mix strategy. The primary objective of promotion is to attract and retain customers, thereby stimulating their interest in purchasing or repurchasing a company's products and services. Additionally, it aims to persuade customers to switch their brand preferences from one to another (Zhu *et al.*, 2020). Coupons, rebates, discounts, promo codes, and buy-one-get-one-free offers are all examples of promotions that businesses use to entice customers to purchase their goods. When these promotions are conducted online, they are referred to as "E-Promotions" (Zhu *et al.*, 2020). E-promotion, also referred to as electronic promotion, is a contemporary approach that leverages technology to conduct promotional activities through online platforms. It is a marketing campaign that is used to communicate by an organization about the benefits of the product to the potential target market to inspire and stimulate quick responses to the sales of goods and services and increase the sales volume (Hanaysha, 2018). Additionally, the e-commerce platform often announces discounts and which products are in sale before the e-promotion is stated to attract customers, as well, consumer welcome the e-promotion based on social compound, the strength, and range of promotion (Khouja and Liu, 2020). Promotions are

carried out by companies to encourage consumer purchases and fast responses as to where the benefit of promotion will influence consumer purchase intention. According to Hanaysha (2018), promotion is a predictor of consumers' behavior and choice of brand and consumers are responding positively when experiencing promotions which significantly affect consumer purchase intention. However, some buyers often complain about the increase in price before the e-promotion which might change their options for a retailer, and after the e-promotion, consumers participate in it which will change the perception of the brand and retailers (Khouja and Liu, 2020). It shows that immediate consumer behavior changes are traced when a promotion is offered among online buyers.

*H2: E-promotion has a relationship with consumers' purchase intention.*

#### *Brand awareness*

Brand awareness is a marketing term that refers to the extent how much a consumer recognizes a product by its name. Building brand awareness is a vital step towards promoting a new product or reviving an older brand. Generally, brand awareness creates a set of qualities that distinguish the product from its competition. According to Koay et al. (2021), establishing brand awareness is commonly regarded as a fundamental factor for the survival of businesses. This is achieved through active engagement on social media brand pages, which involves the dissemination of information and communication with both new and existing customers. The primary objective of these efforts is to cultivate brand awareness plus enhance brand image, in the end leading to increased sales of the products offered. Researchers Saima and Khan (2020), asserted that a positive brand experience will lead to a stronger consumer base. Therefore, it can be said that a product that has more brand awareness is known to generate more sales. Depth means the process of making it easy for a consumer to recall a brand of a product, while width indicates a situation where, at the time of purchase, the brand name of a product comes to the consumer's mind immediately (Chi et al., 2009). When the depth and width of the brand of the product work at the same time in the minds of consumers, consumers will choose to purchase the product. This shows that the product has high brand awareness and that it will generate

a higher rate of sales. Hence, brand awareness is identified to have a strong influence on product selection and can act as a basis of consideration when purchasing a product (Hasan and Sohail, 2020). Moreover, there is a positive correlation between purchase intention toward consumer willingness to acquire a product. Purchase intentions can serve as a significant indicator for forecasting consumer behavior. A positive commitment is when the customers have the intention to purchase which encourages consumers to make the real purchase. Hence, it is known that a high level of brand awareness can develop a customer's purchase intention. Hasan and Sohail (2020), mentioned that brand awareness variables on consumer's purchase intention showed a positive and significant effect.

*H3: Brand awareness has a relationship with consumers' purchase intention.*

#### *Personalization*

Personalization brings forward the meaning of meeting the needs of the customer more effectively and efficiently, making interactions faster and easier and therefore increasing customer satisfaction and the likelihood of repeat visits. This is achieved when the system tailors an experience based on previous consumer behaviors. For instance, Shoppe customizes its home page for each user based on their search history and the products that they have browsed previously. The main concern of an e-commerce marketing platform is that the content that is marketed should be tailored according to the preference of the consumer. Researcher Liu et al. (2019) have mentioned about two types of personalization that occur before and following an online search, highlighting the various consumer aims for each type. One of the main advantages of personalization is a decrease in overloaded information by providing customers with the right information they are looking for. Previous studies also found that a personalized offering will attract the attention of a customer, and increase the purchase intention (Liu Yang et al., 2019). According to the researchers Liu Chao et al. (2019), found that one aspect of marketing communication that can be significantly managed through the personalization of online shopping platforms is preserving face (reputation) within a group, which is relevant for a prospect who may be influenced by Confucian values.

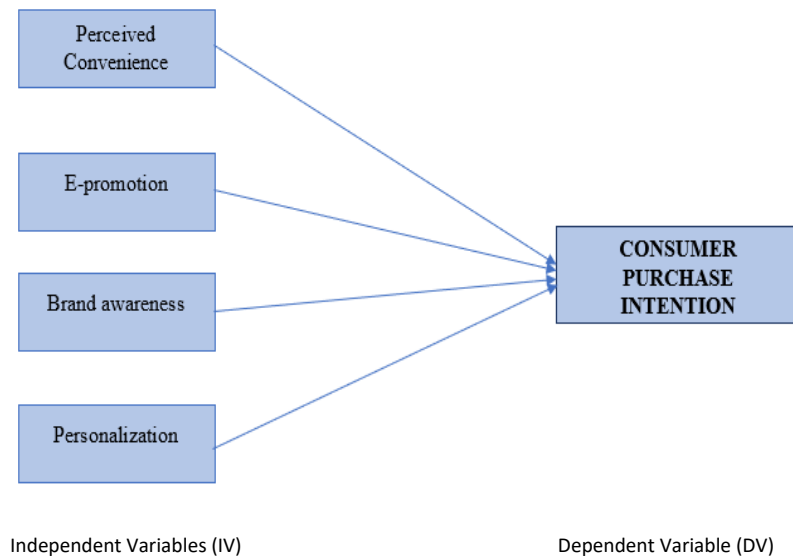


Fig. 1: Conceptual framework

*H4: Personalization has a relationship with consumers' purchase intention.*

Fig. 1 shows the conceptual framework which lies in the independent and dependent variables. The independent variables for this research are perceived convenience, E-promotion, brand awareness, and personalization whereas the dependent variable is consumer purchase intention. All the variables are adapted from the previous researcher such as perceived convenience is adapted from Mathew and Soliman (2020) and Duarte et al. (2018), E-promotion is adapted from Hanaysha (2018) and Zhu et al. (2020), brand awareness is adapted from Hasan and Sohail (2020) and Martins et al. (2018), and Sama (2019) and personalization is adapted from Yadav and Rahman (2018) and Liu et al. (2019). The dependent variable; consumer purchase intention is adapted from the prior researcher, Martins et al. (2018), Pena-Garcia et al. (2020), and Tran (2020), and slight changes are made based on the requirement of this research objective as the independent variable will influence the dependent variable. The primary objective of this study is to examine the influence of digital marketing on consumers' purchase intention in Klang Valley, Malaysia in 2021.

## MATERIALS AND METHODS

The current study used a quantitative technique as

its method. Based on Hanaysha (2018), quantitative methodology is considered the optimal approach due to its ability to collect data without necessitating extensive skills from a wide range of individuals within the targeted group to complete the questionnaire. Hence, probability sampling methods were applied for the selection of a sample from a population in Klang Valley, Malaysia. A stratified sampling is employed based on the relevant characteristics such as location, age, and intention to use e-commerce. A methodology is deemed appropriate for this study as it encompassed a sample size of 385 participants. Following Krejcie and Morgan (1970), the recommended sample size is 384 for a population of 1,000,000. Therefore, the study distributed 385 questionnaires to fulfill the recommended sample size. The questionnaire employed in this study is self-administered and chosen for its convenience and cost-effectiveness. The measurement items included in the questionnaire were adapted and modified from a past study conducted by Tran et al. (2020). The questionnaire comprises three distinct sections (A, B, and C) that are delineated by different features and factors to gather data. Section A is designated to conceal the demographic information of the respondents, including variables such as age, gender, occupation, frequency of daily internet usage on mobile devices, and experience with online

purchasing. Additionally, Section B of the study will serve to obscure the data about the independent factors, while Section C will address the aspect of the dependent variable that demonstrates the relationship between the independent variables. The survey will employ a five-point Likert Scale ranging from 1 (strongly disagree) to 5 (strongly agree) to evaluate participants' responses to the questions. The scale employed in this study serves the purpose of assessing the respondent's level of agreement or disagreement with each statement that forms the basis of the independent and dependent variables (Dewi *et al.*, 2020). In addition, employing this scale offers several benefits, including a higher response rate and improved response quality, as well as a reduction in respondent aggravation or frustration respondent (Shareef *et al.*, 2019) when completing the provided questionnaire. The participants in this study consisted of working adults residing in the Klang Valley region who use e-commerce platforms. In urban areas, 79.3% of consumers are engaged in e-commerce activities (Malaysian Communications and Multimedia Commission, 2022), therefore, Klang Valley can represent Malaysia in e-commerce activity. The selected respondents were between the ages of 20 and 59. To ensure the validity of the participation criteria, three screening questions will be asked before the respondents can answer the survey questions. For example, the age of respondents; location of respondents; and do you have experience with e-commerce. If the respondents fulfill all the criteria, respondents can click the next page of the question to start answering. If one of the criteria is not fulfilled by respondents, automatically the message will pop up as "Thank you for being interested in this survey, unfortunately, you are not the right respondent for this survey". This study employed a convenience sampling method to choose participants, specifically targeting working people who often use e-commerce platforms. The questionnaires were distributed through an online platform to the target population group. This study adopted a quantitative approach as it is suitable for huge and large data (Hanaysha, 2018). Hence, the present study employed the SmartPLS software to assess the effect of digital marketing on consumers' purchase intention. Before starting the actual data collection, this study conducted a pre-pilot test including a sample of 50 participants residing in the Klang Valley region, ranging in age from

20 to 59 years. A pilot was conducted to verify the inference and to clarify that the source of information and interaction characteristics were successful (Dong *et al.*, 2018) before the actual data collection. As suggested by (Mou *et al.*, 2019), a pilot study is carried out to ensure the research survey is understandable and the survey items are appropriate.

## RESULTS AND DISCUSSION

### *Measurement model*

The first stage of the two-step procedure involves evaluating the measurement model. A systematic PLS evaluation includes the estimation of the variables' reliability and validity using criteria associated with reflective and formative measurement model criteria. The application of the inner path model is justified when the adequacy of the observed latent variables' validity and reliability is considered satisfactory for subsequent analysis. Fig. 2 illustrates the measuring model.

Before doing Confirmatory Factor Analysis (CFA), an initial test is performed to assess the internal consistency of the data. Composite Dependability (CD) and Cronbach's Alpha (CA) are employed to evaluate the internal consistency dependability of the measurement model. CR is a metric that assesses the extent to which a construct is accurately represented by its assigned items, whereas CA is employed to evaluate the dependability of the construct (Cronbach, 1951). A measurement model is considered to have sufficient internal consistency reliability when the Composite Reliability (CR) and the Average Variance Extracted (AVE) of each construct are both greater than the threshold value of 0.7 (Hair *et al.*, 2014). Table 1 shows that the CRs of the indicators range from 0.870 to 0.896. Therefore, the findings suggest that the items employed to represent the constructs possess sufficient levels of internal consistency reliability. Convergent Validity pertains to a collection of indications that are presumed to assess the same underlying concept (Kline, 2005). Convergent Validity measures the degree of correlation between items that are expected to represent the same underlying concept. It is often assessed by calculating the Average Extracted Variance (AVE) (Jin *et al.*, 2013). Convergent validity is considered acceptable when the constructs have an average variance extracted value of at least 0.5 or higher. All constructs in this study exhibit Average Variance Extracted (AVE) values

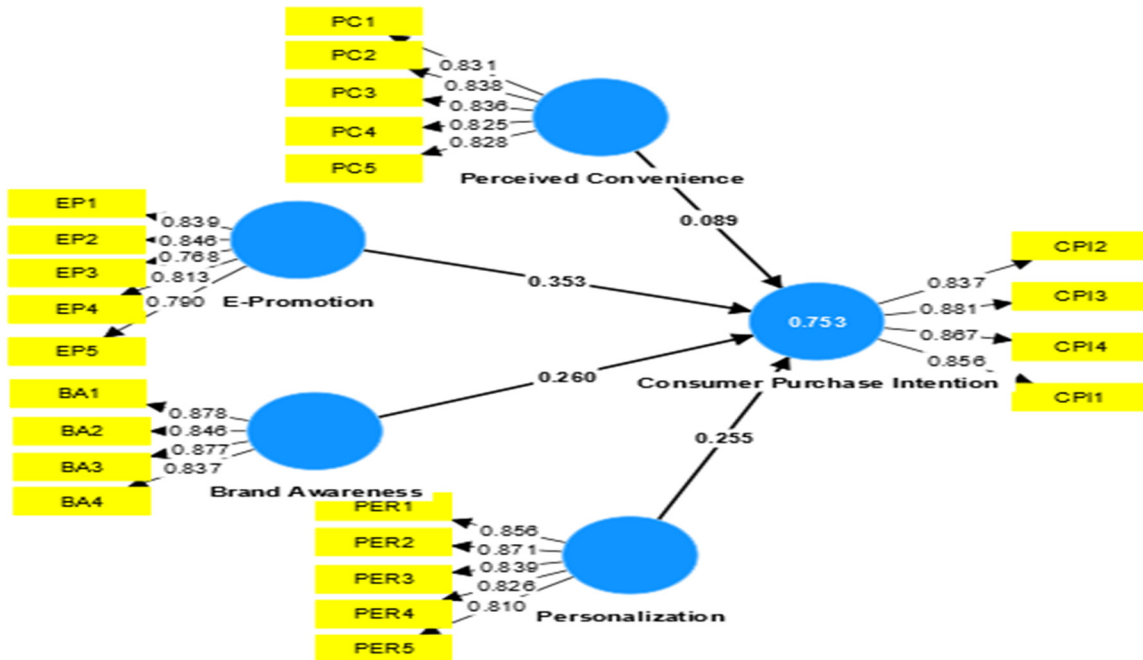


Fig. 2: Measurement model

that range from 0.657 to 0.740. The output as shown in Table 1, denotes that the indicators used for the constructs have exhibited satisfactory convergent validity.

#### Structural model

Smart PLS is utilized to execute some tests. The subsequent sections will examine the tests employed to evaluate the soundness of the structural models utilized in this work. The structural model's validity is assessed through the use of the coefficient of determination and route coefficients. The Coefficient of Determination ( $R^2$ ) quantifies the prediction accuracy of the model (Samimi and Nouri, 2023). The  $R^2$  value quantifies the proportion of variability in the dependent variables that can be accounted for by the independent variables (Aravind et al. 2016; Cheraghipoor et al. 2024).  $R^2$  levels, as defined by Richter et al. (2016), may be categorized as considerable, weak, and moderate, corresponding to the values of 0.67, 0.19, and 0.33, respectively. Therefore, R-squared is considered moderate when a small number of external latent variables are responsible for explaining the endogenous latent variable in the inner route model structures, as seen

in Table 2. The  $R^2$  changes of 0.751 indicates that with the addition of one interaction term, the  $R^2$  has changed about 75.1%.

The effect size ( $f^2$ ) quantifies the magnitude of influence that a certain construct has on an endogenous construct, which is referred to as the independent variable. When assessing  $f^2$ , any values below 0.02 are considered negative, meanwhile, values of 0.02, 0.15, and 0.35 are categorized as having positive modest, medium, and large effects, respectively (Cohen, 1988). In Table 3, the results of the effect size denote that all relationships have an effect size between small to large except for Perceived Convenience (PC) which has a negative influence.

The Fornell-Larcker method can identify the construct that has a higher degree of shared variance with its indicators compared to the indicators in other constructs. To achieve this, Fornell and Larcker (1981) suggested that the value of the AVE for each construct needs to be higher than the value of the correlation with the other constructs. The Fornell-Larcker values for each construct are presented in Table 4. The AVE values are displayed in bold and arranged diagonally to facilitate comparisons with correlation values in other constructs, which may



Table 1: Outer loadings

Construct	Items	Loadings	AVE	CR
Perceived Convenience	PC1	0.831	0.692	0.889
	PC2	0.838		
	PC3	0.836		
	PC4	0.825		
	PC5	0.828		
E-Promotion	EP1	0.839	0.657	0.870
	EP2	0.846		
	EP3	0.768		
	EP4	0.813		
	EP5	0.790		
Brand Awareness	BA1	0.878	0.739	0.882
	BA2	0.846		
	BA3	0.877		
	BA4	0.837		
Personalization	PER1	0.856	0.707	0.896
	PER2	0.871		
	PER3	0.839		
	PER4	0.826		
	PER5	0.810		
Consumer Purchase Intention	CPI1	0.856	0.740	0.883
	CPI2	0.837		
	CPI3	0.881		
	CPI4	0.867		

Table 2: Coefficient of determination  $R^2$

	R Square	R Square Adjusted
Std Decision Making	0.753	0.751

Table 3: Assessment of effect size  $f^2$

	Consumer Purchase Intention (CPI)
Perceived Convenience (PC)	0.011
E-Promotion (EP)	0.207
Brand Awareness (BA)	0.064
Personalization (P)	0.063

Table 4: Fornell-Larcker criterion

	Brand Awareness	Consumer Purchase Intention	E-Promotion	Perceived Convenience	Personalization
Brand Awareness	0.86				
Consumer Purchase Intention	0.806	0.86			
E-Promotion	0.749	0.787	0.812		
Perceived Convenience	0.759	0.709	0.637	0.832	
Personalization	0.839	0.795	0.717	0.776	0.841

be made by examining the columns and rows. The study results indicate that all the AVE values are higher than the other construct correlation values, which suggests that there is adequate discriminant validity. The circumstance implies that the constructs utilized in this study are distinct and do not share any common elements with other constructs.

Discriminant Validity refers to the extent to which two conceptually similar concepts may be differentiated from each other. Table 5 demonstrates that the loading of each indication is greater than its other cross-loadings. This demonstrates that the things are organized based on their optimal suitability and simultaneously differentiated from the other elements.

The Heterotrait-Monotrait (HTMT) criteria is an additional approach utilized for evaluating the

discriminant validity. If the HTMT value is less than 0.90, it indicates that there is discriminant validity between two reflective notions (Hair et al., 2014). The value range shown in Table 6 is between 0.719 to 0.943.

Overall, Fornell-Lacker, Cross loading and Heterotrait-Monotrait (HTMT) provide evidence for the construct validity. As shown in Tables 2, to 6, all model evaluation criteria have been upheld for measurements of reliability and validity. Overall, the indicators utilized in this study have been verified as suitable and sufficient for application in the structural model. Table 7 sums up all the significant tasting results for the structural model. There are three out of four hypotheses that are met and show significance. Only one hypothesis is not significant.

According to the result, as illustrated in Table

Table 5: Cross loadings

	Perceived Convenience	E-Promotion	Brand Awareness	Personalization	Consumer Purchase Intention
BA1	0.671	0.63	0.878	0.747	0.665
BA2	0.691	0.597	0.846	0.71	0.644
BA3	0.677	0.635	0.877	0.721	0.709
BA4	0.576	0.706	0.837	0.707	0.743
CPI2	0.517	0.674	0.612	0.633	0.837
CPI3	0.619	0.707	0.706	0.689	0.881
CPI4	0.583	0.653	0.665	0.679	0.867
CPI1	0.708	0.675	0.778	0.73	0.856
EP1	0.497	0.839	0.584	0.608	0.668
EP2	0.523	0.846	0.674	0.592	0.654
EP3	0.398	0.768	0.502	0.491	0.564
EP4	0.534	0.813	0.605	0.564	0.636
EP5	0.618	0.79	0.664	0.645	0.666
PC1	0.831	0.489	0.602	0.644	0.559
PC2	0.838	0.548	0.631	0.641	0.604
PC3	0.836	0.518	0.636	0.639	0.571
PC4	0.825	0.55	0.642	0.647	0.581
PC5	0.828	0.54	0.641	0.656	0.628
PER1	0.69	0.636	0.735	0.856	0.701
PER2	0.69	0.575	0.728	0.871	0.652
PER3	0.63	0.58	0.707	0.839	0.63
PER4	0.644	0.613	0.669	0.826	0.7
PER5	0.606	0.605	0.685	0.81	0.652

Table 6: Heterotrait-Monotrait Ratio (HTMT)

	Heterotrait-monotrait ratio (HTMT)
Perceived Convenience -> Brand Awareness	0.858
Perceived Convenience -> E-Promotion	0.719
Perceived Convenience -> Consumer Purchase Intention	0.795
Personalization -> Perceived Convenience	0.869
Personalization -> Brand Awareness	0.943
Personalization -> E-Promotion	0.808
Personalization -> Consumer Purchase Intention	0.89
E-Promotion -> Brand Awareness	0.848
E-Promotion -> Consumer Purchase Intention	0.896
Consumer Purchase Intention -> Brand Awareness	0.906

Table 7: Path Coefficient

	Original sample (O)	Sample mean (M)	Standard Deviation (STDEV)	T-statistics ( O/STDEV )	P-values	Significance Level
Perceived Convenience -> Consumer Purchase Intention	0.089	0.09	0.054	1.646	0.1	Not Significant
E-Promotion -> Consumer Purchase Intention	0.353	0.35	0.053	6.601	0	Significant
Brand Awareness -> Consumer Purchase Intention	0.26	0.261	0.065	3.975	0	Significant
Personalization -> Consumer Purchase Intention	0.255	0.256	0.061	4.152	0	Significant

7, the result of the path coefficient reveals that E-Promotion ( $\beta=6.601$ ,  $p<0.05$ ), Brand awareness ( $\beta=3.975$ ,  $p<0.05$ ), Personalization ( $\beta=4.152$ ,  $p<0.05$ ) has significant effects over Customer Purchase Intention. However, Perceived Convenience has no significant effects on Purchase Intention ( $\beta=1.646$ ,  $p<0.05$ ). Therefore, the most significant factor ranked first was e-promotion, second was personalization and third was brand awareness.

*Discussion*

*The direct effect of perceived convenience on consumers' purchase intention*

The study found that perceived convenience (H1) was not a significant factor influencing consumers' purchase intention in an e-commerce platform in

the Klang Valley region. Chowdhury (2023), defines perceived convenience as the advantages connected to consumers' perceptions that online purchasing is more straightforward, has fewer risks, offers a wide selection of products, and is more reasonable and convenient than traditional shopping. Unfortunately, the findings indicate that the participants do not regard perceived convenience as an inherent attribute of the e-commerce platform. This probably is due to their difficulty in accessing and locating desired products as they must spend some time to search and identify desired products. The respondents also stated that they found it challenging to interpret the graphics and content in the product advertisement when seeing it online. The finding of this study supports Duarte et al. (2018) that perceived convenience plays

a key role in influencing consumers' decision to buy. In addition, the participants expressed difficulties in accessing and engaging with the seller for additional information and support. According to [Jebarajakirthy and Shankar \(2021\)](#), the provision of post-benefit services by service providers, such as efficient complaint management and accessible support teams, plays a crucial role in motivating customers to utilize online channels. Hence, the effect of perceived convenience on consumer purchase intention is insignificant due to the inconvenience associated with shopping via digital devices. Therefore, it is unable to improve the overall convenience shopping experience for consumers.

*The direct effect of e-promotion on consumers' purchase intention*

The E-Promotion (H2) was recognized as the significant factor that influences the consumers' purchase intention in an E-Commerce platform. The results of the present study show that respondents are considering various e-promotion methods, such as email promotion, pop-up promotion, and SMS promotions, which capture their attention and influence their online purchase intention. This observation is similar to [Zhu et al., 2020](#). In addition, this study demonstrates that the digital presentation of seasonal promotions and price deals effectively captured the attention of the respondents, serving as an appealing factor of electronic promotion. This outcome lines up with the previous research conducted by [Hanaysha \(2018\)](#), which highlighted the positive impact of online promotions on consumer purchase intention. In addition, respondents' express excitement and interest in the elements of electronic promotion, such as seasonal promotions or price incentives, including customer coupons, rebates, promo codes, and online store discounts. Previous research has indicated that consumers exhibit price sensitivity when they possess a greater knowledge of promotional activities ([Khouja and Liu, 2020](#)). This result is further proved by the present study. This finding indicates that customer purchase intention is influenced by the presence of online promotions among online purchasers. Hence, there exists a notable correlation between E-Promotion and consumers' intention to make a purchase.

*The direct effect of brand awareness on consumers' purchase intention*

Brand Awareness (H3) was found to be the significant factor influencing the consumers' purchase intention in an E-Commerce platform. In other words, the digital marketing factor, brand awareness was significantly and positively influencing the consumers' purchase intention in an e-commerce platform in Klang Valley. According to the study's findings, consumers who have high levels of brand awareness will be more likely to make a purchase decision. Additionally, they notice and remember the brand or logo that appears on a digital platform, demonstrating their brand awareness. The finding of this study is similar to [Hasan and Sohail, 2020](#). In addition, the results of this study on brand awareness are similar to prior research indicating that individuals exhibit brand familiarity when they encounter it frequently in online platforms ([Martins et al., 2018](#)). Furthermore, these findings corroborate the notion that individuals are more inclined to make purchases of products that are frequently advertised online ([Sama, 2019](#)). The significance of a strong brand lies in its ability to develop compelling advertisements that effectively capture the attention of customers, hence fostering brand recognition and awareness among online individuals ([Rosmayani and Mardhatillah, 2019](#)). Moreover, the findings indicate that the behavior of respondents are more observable in terms of brand awareness when making digital product purchases. Therefore, the effect of brand awareness on consumers' purchase intention in an e-commerce platform is a significant factor which is consistent with the findings of [Hasan and Sohail's \(2020\)](#).

*The direct effect of personalization and consumers' purchase intention*

The personalization (H4) of digital marketing factor was found to be a significant factor as it influences the consumers' purchase intention in an e-commerce platform in Klang Valley. Based on the outcomes of this study, it can be inferred that the respondents' priorities are personalization, as they express a preference for products that are tailored to their wants and needs. This study confirms the findings of previous research by [Yadav and Rahman \(2018\)](#), which demonstrated the effectiveness of personalization in meeting the needs and understanding of respondents in digital

marketing. Other than that, respondents agreed that personalization in an e-commerce platform that stores all their preferences and offers extra services with a good prediction of their wants and needs would attract them and affect their purchase intention. This is because personalization provides users with suitable websites to offer them the potential products that they need with similar characteristics. Hence, personalization has a significant relationship with consumers' purchase intention which indicates that prior study findings (Liu Yang *et al.*, 2019) are true as personalization attracts customer attention and its increases purchase intention.

#### *Contributions of study*

The obtained outcomes of this study extended the existing knowledge base and theoretical development to revalidating the important relationship of elements that impact customer purchase intention. This study provided empirical evidence on the significant factors that influence the consumer purchase intention in an e-commerce platform in Klang Valley, such as perceived convenience, brand awareness, e-promotion, and personalization. This study proved that three factors (i.e., brand awareness, e-promotion, and personalization) play a significant role in the consumer purchase intention in an e-commerce platform in Klang Valley. This study additionally provided practical insights for sellers to enhance their understanding of digital marketing. One of the factors that does not significantly influence consumer purchase intention in an e-commerce platform is perceived convenience. The effect of perceived convenience on consumer purchase intention is negligible, as it results in a cumbersome shopping experience when using digital devices. The graphics and text presented lack convenience for customers in accessing the necessary information. Hence, it is imperative for sellers to offer customers a seamless shopping experience, as the perceived convenience holds significant importance. Customers are inclined towards utilizing e-commerce platforms due to the benefits it offers, such as the capability to swiftly compare prices and gather information, thereby presenting a straightforward and convenient experience. The lack of user-friendliness in digital content marketing is likely to hinder customers' willingness to employ it for product and service selection within the e-commerce sector. Additionally, it is imperative for an e-commerce platform to consistently offer regular e-promotion bargains on its items and services. E-promotions have

the potential to facilitate and encourage consumers to engage in product switching or trial experiences with alternative offerings. E-mails and pop-up promotions help to attract and increase the interest of consumers which in return influence their purchase intention. E-promotion is a significant component in the marketing mix strategy for capturing new consumers and motivating existing customers to inform and persuade the consumer to buy or rebuy the company's products and services, as well as seek customers to transfer brands from one to another. Hence, the sellers should consider and increase e-promotional deals to attract new and existing consumers. Subsequently, brand awareness helps a consumer to recognize a product just by its name. A product that has a brand and is well-known by consumers is more likely to influence consumer purchase intention. Hence, products that are sold in an e-commerce platform should create an awareness and stand out from other products in the market. Building brand recognition is a crucial step in advertising a new product or revitalizing an existing one. In general, creating brand awareness produces a collection of characteristics that set the product apart from its competitors. Furthermore, it is crucial for businesses to establish brand awareness as a fundamental element for their survival and success. This can be achieved by engaging with new and existing customers through social media brand pages, with the aim of enhancing brand awareness and brand image. Ultimately, this will lead to an increase in product sales on an e-commerce platform. Apart from that, an e-commerce platform should also personalize their digital marketing strategies to attract prospective customers to shop using e-commerce platform. To influence a consumer purchase intention, the e-commerce platform should understand the needs and wants of the consumers and customize its home page for each user based on their search history and the products that they have browsed previously. The primary objective of an e-commerce marketing platform is that the material that is promoted is suited to the consumers' preferences. In addition, the marketing department of an e-commerce platform must engage in data mining by analyzing customer activities such as browsing, searching, purchasing, reviewing, and collecting. This analysis allows for the prediction and examination of consumer demand for goods and services, as well as the provision of personalized products and services. This will aid in exerting influence and enticing a greater number of new and current users.

## CONCLUSION

Finally, this research analyzed the factors of digital marketing (1) Perceived Convenience, (2) E-Promotion, (3) Brand Awareness, and (4) Personalization that influences the consumers' purchase intention in an E-commerce platform in Klang Valley. The findings of this study indicate that the first research question examined the influence of perceived convenience (H1) on customer purchase intention. The results revealed that perceived convenience does not significantly assist customers in terms of e-commerce. Customers' perception of e-commerce does not improve the simplicity of customers' shopping activity, thereby not impacting their purchase intention. For example, customers are unable to shop at anytime and anywhere they want; it is not easy to access and find any product that they need; it is not easy to reach and interact with the seller; graphics and text in the product advertisement are not easy to understand. This study provides evidence that e-promotion (H2) has an impact on customer purchase intention. E-promotion elements such as customers receiving email; message promotions; pop-up promotions; getting seasonal promotions and price deals digitally attracted their attention as well as shopping decisions. Consumers tend to be price sensitive when promotional activities are known to take place because it is much cheaper. Concerning the third research inquiry, the findings of this study indicate that brand awareness (H3) positively influences customer purchase intention. Customers' purchase intention is affected when brand names are frequently advertised through digital platforms. For example, consumers can recognize and recall the brand characters well; customers tend to be familiar with and aware of a particular brand's products and services that are available in the market; and customers tend to trust the brand's ability. As for the final research question, consumer purchase intention was also influenced by personalization (H4) because the action of digital marketing facilitates personalized to meet the consumers' requirements. For example, personalization content makes purchase recommendations as per customers' requirements; digital marketing facilitates personalized information search directly to customers' interest and buying behavior that predicts what customers might want when surfing the internet. The study has two limitations. Firstly, it just concentrates on examining the direct relationship between the proposed variables. Secondly, it does not consider any specific

e-commerce platform. However, the limitations of the study have yielded two recommendations for future research. Firstly, it is recommended to incorporate a third variable, such as a moderator or mediator, to explore the indirect relationship further. Secondly, it is suggested to concentrate on specific e-commerce platforms to gain a more comprehensive understanding of the subject matter. Consequently, the replication and extension of this study will facilitate the examination of the generalizability of the findings, thereby establishing a robust basis for the external validation of the proposed framework in this investigation, aiming to enhance comprehension of consumer purchasing intention within an e-commerce platform. The obtained findings of this study were expected to benefit all businesses including Micro, Small, and Medium Enterprises (MSMEs) that form the backbone of Malaysia's economy, especially in their evaluation of the factors that influence the consumer purchase intention in an e-commerce platform. In general, this study has enhanced the business's comprehension of digital marketing, thereby contributing to the economic and social activities that involve the production and use of digital technology by individuals and businesses towards Malaysia's economic growth objectives by the year 2030 in My Digital Economic Blueprint of implementation.

## AUTHOR CONTRIBUTIONS

Aeshah Mohd Ali, Sharmini Manogaran, Kausalya Selvarajan, Nur Ilyana Ismarau Tajuddin and Uma Thevi Munikrishnan performed the literature review, analyzed and interpreted the data, prepared the manuscript text, and manuscript edition. Aeshah Mohd Ali, Sharmini Manogaran, Kausalya Selvarajan compiled the data and manuscript preparation. Aeshah Mohd Ali, Sharmini Manogaran, Kausalya Selvarajan, and Mohd Remie Mohd Johan conceived the idea and reviewed the manuscript.

## ACKNOWLEDGEMENT

The authors would like to express their thankfulness to all the editors and reviewers who offered insightful feedback for improvement on this manuscript.

## CONFLICT OF INTEREST

The authors declare no potential conflict of interest regarding the publication of this work. In addition, the ethical issues, including plagiarism,

informed consent, misconduct, data fabrication, falsification, double publication, submission, and redundancy, have been entirely witnessed by the authors.

### OPEN ACCESS

©2024 The author(s). This article is licensed under a Creative Commons Attribution 4.0 International License, which permits use, sharing, adaptation, distribution and reproduction in any medium or format, as long as you give appropriate credit to the original author(s) and the source, provide a link to the Creative Commons license, and indicate if changes were made. The images or other third-party material in this article are included in the article's Creative Commons license, unless indicated otherwise in a credit line to the material. If material is not included in the article's Creative Commons license and your intended use is not permitted by statutory regulation or exceeds the permitted use, you will need to obtain permission directly from the copyright holder. To view a copy of this license, visit: <http://creativecommons.org/licenses/by/4.0/>

### PUBLISHER'S NOTE

Tehran Urban Planning and Research Centre remains neutral with regard to jurisdictional claims in published maps and institutional affiliations.

### ABBREVIATIONS

AVE	Average Extracted Variance
$\beta$	Statistical test that compares the means of two samples
BA	Brand Awareness
CA	Cronbach's Alpha
CFA	Confirmatory Factor Analysis
CPI	Consumer Purchase Intention
CR	Composite Reliability
DV	Dependent Variable
EP	E-Promotion
$f^2$	effect size
HTMT	Heterotrait-Monotrait Ratio
$H_1$	Hypothesis one
$H_2$	Hypothesis two
$H_3$	Hypothesis three
$H_4$	Hypothesis four
IV	Independent variable

M	Mean
O	Original sample
P	Personalization
PC	Perceived Convenience
P Values	Probability Value
$R^2$	Coefficient of determination
SmartPLS	Smart partial least squares
SME	Small and Medium Enterprise
S-O-R	Stimulus-Organisms-Response
STDEV	Standard Deviation

### REFERENCES

- Aravind, J.; Kanmani, P.; Sudha, G.; Balan, R., (2016). Optimization of chromium(VI) biosorption using gooseberry seeds by response surface methodology. *Global J. Environ. Sci. Manage.*, 2(1): 61-68 (8 pages).
- Armawan, I.; Sudarmiati; Hermawan, A.; Rahayu, W.P., (2022). The application SOR theory in social media marketing and brand of purchase intention in Indonesia: systematic literature review. *J. Posit. Psychol.*, 6(10): 2656-2670 (15 pages).
- Chen, C.; Hsiao, K.; Wu, S., (2018). Purchase intention in social commerce: an empirical examination of perceived value and social awareness. *Libr. Hi Tech.*, 36(4): 583-604 (22 pages).
- Cheraghipoor, M., et al., (2024). A Feasibility Study for the Preparation of Green Copper-Colored Mica Pearlescent Pigments. *Adv. J. Chem. A.*, 7(3): 338-346 (9 pages).
- Chi, H.K.; Yeh, H.R.; Yang, Y.T., (2009). The impact of brand awareness on consumer purchase intention: the mediating effect of perceived quality and brand loyalty. *J. Int. Manage.*, 4(1): 135-144 (10 pages).
- Chowdhury, R., (2023). Impact of perceived convenience, service quality and security on consumers' behavioural intention towards online food delivery services: the role of attitude as mediator. *SN Bus. Econ.*, 3(29): 1-23 (23 pages).
- Cohen, J., (1988). *Statistical power analysis for the behavioral sciences*. Academic press.
- Cronbach, L.J., (1951). Coefficient alpha and the internal structure of tests. *Psychometrika*, 16: 297-334 (38 pages).
- Dakduk, S.; Santalla-Banderali, Z.; Siqueira, J.R., (2020). Acceptance of mobile commerce in low-income consumers: evidence from an emerging economy. *Heliyon.*, 6(11): 1-15 (15 pages).
- Department of Statistics Malaysia (2011). *Population Distribution and Basic Demographic Characteristic Report 2010*.
- Dewi, C.K.; Mohaidin, Z.; Murshid, M. A., (2020). Determinants of online purchase intention: a PLS-SEM approach: evidence from Indonesia. *J. Asia Bus. Stud.*, 14(3): 281-306 (26 pages).
- Dong, X.; Chang, Y.; Liang, S.; Fan, X., (2018). How online media synergy influences consumers' purchase intention: a perspective from broadcast and interactive media. *Internet Res.*, 28(4): 946-964 (19 pages).
- Duarte, P.; Silvab, C.S.; Ferreira, M.B., (2018). How convenient is it? delivering online shopping convenience to enhance customer satisfaction and encourage e-WOM. *J. Retail. Consum. Serv.*, 44: 161-169 (9 pages).
- Dwivedi, Y.K.; Rana, N.P.; Slade, E.L.; Singh, N.; Kizgin, H., (2019). Editorial introduction: advances in theory and practice of digital marketing. *J. Retail. Consum. Serv.*, 53: 1-4 (4 pages).
- Fornell, C.; Larcker, D.F., (1981). Evaluating structural equation models with unobservable variables and measurement error. *J. Mark.*,

- 8(1): 39-50 **(12 pages)**.
- Hair, J.F.; Ringle, C.M.; Sarstedt, M., (2014). PLS-SEM: indeed a silver bullet. *J. Mark. Theory Pract.*, 19(2): 139-152 **(14 pages)**.
- Hanaysha, J.R., (2018). An examination of the factors affecting consumer's purchase decision in the Malaysian retail market. *PSU Res. Rev.*, 2(1): 7-23 **(17 pages)**.
- Hasan, M.; Sohail, M.S., (2020). The influence of social media marketing on consumers' purchase decision: investigating the effects of local and nonlocal brands. *J. Int. Consum. Mark.*, 33(3): 350-367 **(18 pages)**.
- Izwan, I., (2022). Digitalize for productivity gains. *New straits times*.
- Jebarajakirthy, C.; Shankar, A., (2021). Impact of online convenience on mobile banking adoption intention: a moderated mediation approach. *J. Retail. Consum. Serv.*, 58: 1-12 **(12 pages)**.
- Jin, X.; Kotlarsky, J., (2012). A conceptual framework of knowledge integration in multisourcing arrangements.
- Khouja, M.; Liu, X., (2020). A retailer's decision to join a promotional event of an e-commerce platform. *Int. J. Electron. Commerce.*, 24(2): 184-210 **(27 pages)**.
- Kline, R.B., (2005). Principles and practice of structural equation modeling. New York: The Guilford Press.
- Koay, K.Y.; Ong, D.L.T.; Khoo, K.L.; Yeoh, H.J., (2021). Perceived social media marketing activities and consumer-based brand equity testing a moderated mediation model. *Asia Pacific J. Mark. Logist.*, 33(1): 53-72 **(20 pages)**.
- Liu, C.; Bao, Z.; Zheng, C., (2019). Exploring consumers' purchase intention in social commerce: an empirical study based on trust, argument quality, and social presence. *Asia Pacific J. Mark. Logist.*, 31(2): 378-397 **(20 pages)**.
- Liu, Y.; Li, Q.; Edu, T.; Jozsa, L.; Negricea, I.C., (2019). Mobile shopping platform characteristics as consumer behavior determinants. *Asia Pacific J. Mark. Logist.*, 32(7): 1565-1587 **(23 pages)**.
- Malaysian Communications and Multimedia Commission, (2022). e-Commerce Consumer Survey 2022.
- Martins, J.; Costa, C.; Oliveira, T.; Gonçalves, R.; Branco, F., (2018). How smartphone advertising influences consumers' purchase intention. *J. Bus. Res.*, 94: 378-387 **(10 pages)**.
- Mathew, V.; Soliman, M., (2020). Does digital content marketing affect tourism consumer behavior? an extension of technology acceptance model. *J. Consum. Behav.*, 1-15 **(15 pages)**.
- Mehrabian, A.; Russell, J. A., (1974). An approach to environmental psychology. The Cambridge, M.I.T. Press.
- Minister of Economic Affairs (2019). Shared Property Vision 2030.
- Mou, J.; Cohen, J.; Dou, Y.; Zhang, B., (2019). International buyers repurchase intentions in a Chinese cross-border e-commerce platform: a valence framework perspective. *Internet Res.*, 30(2): 403-437 **(35 pages)**.
- MyDIGITAL (2021). Malaysia Digital Economy Blueprint.
- Naeem, M., (2019). Role of social networking platforms as tool for enhancing the service quality and purchase intention of customers in Islamic country. *J. Islam. Mark.*, 10(3): 811-826 **(16 pages)**.
- Opeodu, O.I.; Gbadebo, S.O., (2017). Factors influencing choice of oral hygiene products by dental patients in a Nigerian teaching hospital. *Ann. Ib. Postgrad. Med.*, 15(1): 51-56 **(6 pages)**.
- Peña-García, N.; Gil-Saura, I.; Rodríguez-Orejuela, A.; Siqueira-Junior, J. R., (2020). Purchase intention and purchase behavior online: a cross-cultural approach. *Heliyon*, 6(6): 1-11 **(11 pages)**.
- Richter, N.F.; Cepeda G.; Roldán, J.L.; Ringle, C.M., (2016). European management research using partial least squares structural equation modelling (pls-sem). *Eur. Manag. J.*, 34(6): 589-597 **(9 pages)**.
- Rosmayani; Mardhatillah. A., (2019). Model of intention to behave in online product purchase for Muslim fashion in Pekanbaru, Indonesia. *J. Islam. Mark.*, 11(6): 1419-1441 **(23 pages)**.
- Saima; Khan, M.A., (2020). Effect of social media influencer marketing on consumers' purchase intention and the mediating role of credibility. *J. Promot. Manage.*, 27(4): 1-21 **(21 pages)**.
- Sama, R., (2019). Impact of media advertisements on consumer behaviour. *J. Creat. Commun.*, 14(1): 54-68 **(15 pages)**.
- Samimi, M.; Nouri, J., (2023). Optimized Zinc Uptake from the Aquatic Environment Using Biomass Derived from Lantana Camara L. Stem. *Pollution*, 9(4): 1925-1934 **(10 pages)**.
- Shareef, M.A.; Dwivedi, Y. K.; Kumar, V.; Davies, G.; Rana, N.; Baabdullah, A., (2019). Purchase intention in an electronic commerce environment: a trade-off between controlling measures and operational performance. *Inf. Technol. People*, 32(6): 1345-1375 **(31 pages)**.
- Somasundram, S., (2020). Impact of e-commerce on the urban landscape. IGI Global.
- Stewart, K.; Kammer-Kerwick, M.; Koh, H.E.; Cunningham, I., (2018). Examining digital advertising using an affect transfer hypothesis. *J. Res. Interact. Mark.*, 12(2): 231-254 **(24 pages)**.
- Tran, L.T.T., (2020). Online reviews and purchase intention: a cosmopolitanism perspective. *Tour. Manage. Perspect.*, 35: 2-13 **(12 pages)**.
- Wahab, M.A.; Md-Zin, S.M.; Yaban@Julius, M., (2022). What would be better for urban mapping in the Klang Valley? SPOT or Sentinel-1. *IOP Conf. Ser. Earth Environ. Sci.*, 1064: 1-15 **(15 pages)**.
- Yadav, M.; Rahman, Z., (2018). The influence of social media marketing activities on customer loyalty: a study of e-commerce industry. *Benchmarking: Int. J.*, 25(9): 3882-3905 **(24 pages)**.
- Zhu, B.; Kowatthanakul, S.; Satanasavapak, P., (2020). Generation Y consumer online repurchase intention in Bangkok: based on Stimulus-Organism-Response (SOR) model. *Int. J. Retail. Distrib. Manage.*, 48(1): 53-69 **(17 pages)**.

#### COPYRIGHTS

©2024 The author(s). This is an open access article distributed under the terms of the Creative Commons Attribution (CC BY 4.0), which permits unrestricted use, distribution, and reproduction in any medium, as long as the original authors and source are cited. No permission is required from the authors or the publishers.



#### HOW TO CITE THIS ARTICLE

Mohd Ali, A.; Manogaran, S.; Selvarajan, K.; Ismarau Tajuddin, N.I.; Mohd Johan, M.R.; Munikrishnan, U., (2024). Digital marketing: consumers' purchase intention towards e-commerce platform for urban region. *Int. J. Hum. Capital Urban Manage.*, 9(3): 473-488.

DOI: 10.22034/IJHCUM.2024.03.08

URL: [https://www.ijhcum.net/article\\_711371.html](https://www.ijhcum.net/article_711371.html)

