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Intervening analysis of internet marketing between the relationship of brand awareness and online purchase decision of mobile products among the students of Heis in Pakistan

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Abstract

Objectives: This study has investigated the role of internet marketing to build brand awareness which definitely leads a quick purchase decision. The main objective of the study was to investigate the components of brand awareness which directly cannot be cause of purchase decision for the mobile products but the use of internet marketing specifically social media advertising will be helpful in improving the brand awareness which increases the chances of purchase decision. **Methodology:** The study is quantitative and based on the philosophy of positivism because of the large population and its quantitative nature. Population includes all android mobile users of district Khairpur who uses the social media. Population was unknown so the Roscoe (1975) sampling techniques have used to select sample for the study and according to that, sample become three hundred and fifty. By using convenient sampling method, respondents are selected from the 3 universities of district Khairpur and primary mode of data collection has used to obtain responses on the five point's Likert-scale randomly. **Analysis:** Data was analyzed and interpreted through a robust technique SEM, performed in AMOS 22 version in which CFA and path analysis has done. **Conclusion:** According to study's interpretation results it is concluded that brand awareness has positive and significant impact on the online purchase decision of mobile products and internet marketing partially mediates the relation between Awareness and online purchase decision of mobile product.

Keywords: Brand image; Social media advertising; Purchase decision

1 Introduction

Nowadays, marketing is changing more rapidly than ever. Recently, the media is structured in traditional and non-traditional ways. TV and newspapers are an example of

traditional media [1]. Now these entrepreneurs are using the Internet to view, browse and exchange information, thoughts and experiences of companies. Have a good or negative experience with sharing, Facebook, YouTube, and Twitter [2–4]. Reliable sources of product and company information and information are more reliable and more reliable than traditional marketing on Internet networks. According to researchers in traditional markets, consumers talk about these products to about seven to ten people, but now the Internet lets everyone share experiences with someone else. From a marketing standpoint, the Internet network is now an important part of an organization's media, which has revolutionized and guided the marketplace [5]. It also offers new opportunities to access potential encryption. Businesses have created two important opportunities for all Internet users. First, companies now communicate the majority of Internet access tools, which can be employed for a variety of marketing purposes, such as marketing communications, market research, customer service, product management, and word of mouth (WOM) marketing. Second, the market uses the Internet as an important part of its strategic planning. It has the power to produce, competitive positioning and achieve consumer value, at least for budget and time. The Internet has found that a brand plays an important role in that. Consumer-based brand invention assesses the mind and the mental evaluation of the store; as a result, it is of great value to the object. There are four main models of Branch Academy: Consumers are ethical communities and organizations, customer loyalty and quality standards. Globally, the Internet and its platforms (such as Facebook, Twitter, Myspace, and London) are propagating online activity in terms of average time or industry and engagement and number of active users [6]. It is assumed that the time spent on Internet sites increases the rate of Internet development three times. Social networking site visitors who use the Internet are presented at least once a year, from 41% in 2008 to 65% in 2014.

The organization of this paper depends following aspects: section 1 introduction shows the importance of brand awareness and its relationship with buying decision, section 2 shows the keywords and the mediation of brand awareness with buying decision with Internet marketing, section 3 shows the previous work of brand awareness, Internet marketing and buying decision particularly in mobile phones buying perspective, section 4 shows the brief description of the analysis tools and techniques used to evaluate the results, using the SPSS and AMOS latest versions. In the last section 5 shows the discussion and conclusion of the complete paper.

1.1 Brand awareness

Brand awareness is defined as "the presence of the brand in the consumer's mind". This means, brand awareness is the ability of a user to identify or remember a code in their product group. Brand features can be assumed as "one that connects to a brand. This may include customer imagery, product maps, customer terms, company awareness, product / service features, signs and logos" [7,8]. Nevertheless, the practice indicates that there are age-old warnings and unknown models known as brands, especially those with strong qualifications who create a unique brand image [9,10]. Ideas, facts and examples that are included in the organization's network: These organizations are responsible for brand posting and marketing in a variety of ways. They are important, as well as a positive direction towards the brand. In addition, depending on the many experiences or exhibitions they create, brand associations are very effective. The purpose of the paper is to create media awareness through internet marketing tools. Branding is a popular topic; an important work has also been done by academics and researchers on the launch of new product and brand awareness [11]. Recent research on brand potential market factors, the most important source for a company to take advantage of competition, such as increase revenue and profitability through internet employment for brand building [12]. The real environment requires operational integrity that requires a lot of responsibility in the process of branding and technical communication, as they (the dead people) help influence brand expression in their construction, distribution, development and representation [7]. In the short run of the companies of the time such power was created to deliver viral messages, to engage in the distribution of their information or to become a brand or company advocate. However, companies need to know how to manage the online communication process and can positively affect information with customers. As a research object, the growth in brand equity through communication employment on the Internet is new. Thus, there is no sense of scope in this field. It is not yet clear how to use Amazon properly if it will increase the value of users of the equity building process brand. Thus, the need for in-house support on consumer participation in the brand academy through social media has recently become a popular and other channel in home.

1.2 Literature reviewed

Global development and use of technology advancements in marketing, advertising and promotion are expanding as Focus focuses on companies [13]. Researchers who recognize that technology has become an important factor in development and have gained access to all marketing global technologies, at the same time, advertising and promotion generally influence the psychological, emotional, and social factors that control behavior, the elements that are incorporated into technology-based marketing [13]. As a result, in the presence of global expansion and new technology, companies need to look at four essential

"pins" of markets: production, cost, location and promotion [13,14]

The Internet can be described as "consumer-generated media" for sharing information about interest information to others, which is a new source of information [15,16] one of the four worlds) uses almost one social network site in the world, which is about 1.73 billion people. In 2017, the global social network audience is estimated at 2.55 billion people [16,17]. When conducted as an Internet marketing tool, most investigations have included mobile and other technologies on the web to "share, discuss, discuss, discuss and edit user generated content [16,18]. Unlike print or television advertising, the Internet is not an advertising platform and as a result, companies can determine how consumer information and engagement can affect the way they are browsing. Positive comments in the market for the Internet can have a positive impact, but negative comments can also be part of the brand's discussion and cannot be controlled by the company using Internet marketing [9,12]. A t t he same time, these participants participate in a decision-making or marketing project [19]. To help marketers and branding (i.e. Twitter, YouTube and Facebook) participants have been famously introduced as a TV Internet platform on advertising mergers in Social content [20,21]. In Face-book format, advertisers provide information about their ads and specific products, provide users with observable or "liked" content (display approval of particular content), and then additional similar content. More consumers engage in behavioral advertising around ads or comment on Facebook about specific products, which are similar to those products and products [22]. Since then, the Internet has had a significant impact on how markets are structured, how they deliver brand information, and how they increase ad engagement [10].

Social domain-related content, such as sites and customer-centric merchants, is a new way to introduce consumers [23]. The value of this approach is based on the kind of compassion that the Internet should use, and when it is social. Only a decade ago, it was an online activity pornographic, but only a decade later, it has shifted to social networking [24]. As a result, approximately 93% of businesses use some society for marketing and branding [25,26]. Restored more than 200 million online users in the United States, spending 29 hours online, product evaluation and networking. A large part of this social networking is the use of the Foundation, spent on the social network leader (often hourly) [27].

Due to the increasing use of merchants there has been a great change in the awareness and communication of the brand to follow the ethics of the traders. An important shift is the fact that brands are not only stable responses and organizations, but are part of the social process [14,28]. Brands are now viewed as an ongoing process created through their intervention and negotiation of the various segments [25,26,29]. Branch egagement and brand value, then, are connected to social interaction and respond to social mechanisms within social media [30]. Researchers are aware of consumer decision-making facilitation and the importance and importance of brand relationships.

The old way of marketing and advertising can be applied over time in internet marketing soccer. "Traditions, organizations create ads and customers use them. Advertiser intentions are reasonably clear: organizations use these messages (usually broadcast or media printers) to present their content or present. Their marketing tactics have been used. Being sophisticated scientists is more sophisticated than they often are. A well-known representative will engage in advertising within the first few seconds, or will be appearing or appearing completely. These companies find these companies cost effective to engage with the population of internet users advertise their ads and connect to social networks. "In 2013 alone, 43% of all research surveys were completed in the United States, with an estimated $ 1.8 billion in online revenue" [31], While Online provides a responsive tool for understanding the Internet, there is an effective mechanism to facilitate new marketing strategies [32]. At the expense level, companies want to make sure that they want to use the current approach on social mechanisms to buy with the best options to engage in internet marketing campaigns [33]. The fact is that brand internet offerings are developed, with 86% of markets being an important and comprehensive factor in Internet production [34]. "Social day-to-day is the culmination of the relationship between consumer and brand storytelling, which promotes consumer-brand relationships, reflects the general opinion of merchants, and engages with online content" [35].

1.3 Research problem and research questions

The research purpose is to number the approaches which satisfy customers and how to encourage awareness for mobile brands online. What variables impact consumer's online purchase decisions which can construct the offers of services and product? There have been many important investigations that must be answered, as it could be determined the purpose of these low customers turn out and fragile brand awareness and character:

- Which components can significantly impacts customer's purchase decision to buy mobile product online?
- What strategies could be adopted to improve the brand awareness with regard to online purchase of mobile products?

1.4 Objective of the study

- To find the impact of brand awareness on the online purchase decision

● To find the impact of Internet marketing on the online purchase decision
● To find the impact of Internet marketing on the brand awareness.
● To find the relationship of internet marketing between the brand awareness and online purchase decision.

1.5 Significance of the study

Everyone wants to purchase a mobile phone with the latest features and updated version. Especially the young generation means Gen-X is very conscious about purchasing a mobile phone especially from online stores. Traditional marketing tools were only helpful to the time as before the emergence of E-Commerce and online shopping but trends are diverted now from mare shopping and mare Commerce to online shopping and E-Commerce. This study will help mobile manufacturing companies and will make them more vibrant to put extra efforts on the internet marketing for brand awareness of their mobile products due to the technological advancement as they can influence the more customers to buy their latest mobile products online.
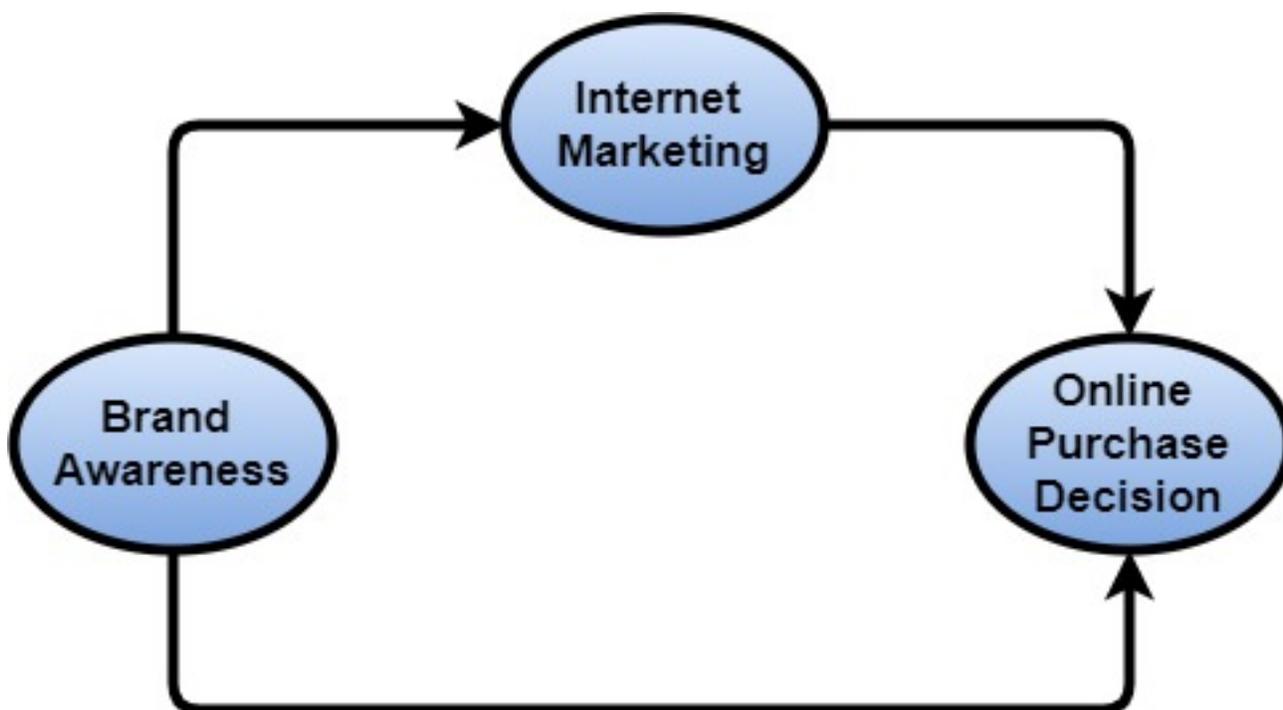
1.6 Research model

Fig 1. Conceptual framework

1.7 Research hypothesis

H1. Brand awareness has significant positive impact on the online purchase decision.
H2. Internet marketing has significant positive impact on the online purchase decision.
H3. Brand awareness has significant positive relationship with the Internet marketing.
H4. Internet marketing mediates positively and significantly between the brand awareness and online purchase decision.

2 Research Methods

Research designed as a quantitative and descriptive and with a philosophy of positivism because the research has a vast population. Population is based on the public universities of Sindh and having a limited time and resources on the basis of convenience sampling has selected. On that basis three universities from Khairpur have randomly selected. The registered students were

12500 in three selected universities. Sample is selected on the Roscoe (1975) rule of Thumb on that basis a 350 of sample size have selected and further questionnaires were distributed on the random sampling method through a primary mode of data collection.

Table 1. Total population and sample size

Name of selected university	No. Of students enrolled	Selected
SALU Khairpur	10000	250
Technical university Khairpur	2000	80
Agriculture university Khairpur	500	20

2.1 Demographic characteristics

Table 2. Demographic statistics

Variable	Frequency	Percentage %
Gender		
Male	225	64.3%
Female	125	35.7%
Age Group	186	53.1%
18-25	118	33.7%
25-30	24	6.9%
30-35	22	6.3%
Above 35 years		
Qualification	184	52.6%
Bachelors	123	35.1%
Masters	31	8.9%
MPhil	12	3.4%
PhD		

Demographic constructs were organized as shown in Figure 1 . First organization is according to gender under two heads; 1. Male and 2. Female having frequency 225 and 125 respectively. The percentage of male 64.3% and for female it is 35.7. Second demographic construct is age group, divided into four heads, 18-25, 25-30, 30-35 and above 35 respectively having frequencies consecutively 186, 118, 24 and 22 with a percentage 53.1, 33.7, 6.9 and 6.3. Third construct mainly developed as qualification, divided in four heads, Bachelors, Masters, MPhil and PhD having frequencies 184, 123, 31 and 12 with a percentage 52.6, 35.1, 8.9 and 3.4. Overall sample size is 350.

2.2 Reliability of surveyed constructs

Table 3. Reliability

Construct weight	No. of Items	Reliabililty
Internet maerketing	4	0.952
Brand awareness	4	0.897
Online purchase decision	3	0.900

Reliability is a test to check the validity of an instrument. Instrument was adopted and valid but due to minor modification again reliability check has performed. For construct internet marketing, four item remained in modified model and reliability become for four .952. For brand awareness construct, item were also four and reliability become .897 and for decision-making it become .900[8]. If score of reliability is less than .75 it is a question mark on the instrument but if above it shows a perfect validity of instrument.

2.3 Confirmatory factor analysis

CFA of BAW, IM and OPD has done almost with eleven item and remaining items were removed in modification process within the indices. All values are clearly mentioned in figure that shows the loading of factor and co-variances among variables. The Factor loading are clearly visible for the construct brand awareness in figure.1, as item 5 for BAW has loading weight .97 and item 4 for BAW has loading weight is .82, item 2 for BAW has loading weight is .91 and the BAW1 has loading weight .83. Same time loading can be shown for construct Internet marketing as IM5 has loading weight .91, IM4 has loading weight .92, IM2 has loading weight .92 and the IM1 has the factors loading at the weight .91. By looking at construct online purchase decision the loading are as OPD8 has loading weight .96, OPD6 has loading weight .74 and OPD1 has the loading weight .92. It can be seemed in all cases of factor loading that all factors have strong loading or their all items which confirm all constructs validity. The co-variance values among all three constructs are above the .50 which represents a strong relation among constructs and also shows that all co-variance values are positive. The test of model fit value shown in figure are as: the Chisquare is 117.665 and the DF is 41 so on that basis the CMIN/DF become 2.870 which is less than 4 according to parameters and shows a goodness of model. The GFI is also .943, if its average can be taken as a parameter again it is above .90 and the value of AGFI is .909 which proves the goodness of model. TLI is .972, CFI is .979, RMSEA is .073 which should be less than .080 and the PCLOSE also moved from .000 to .007.
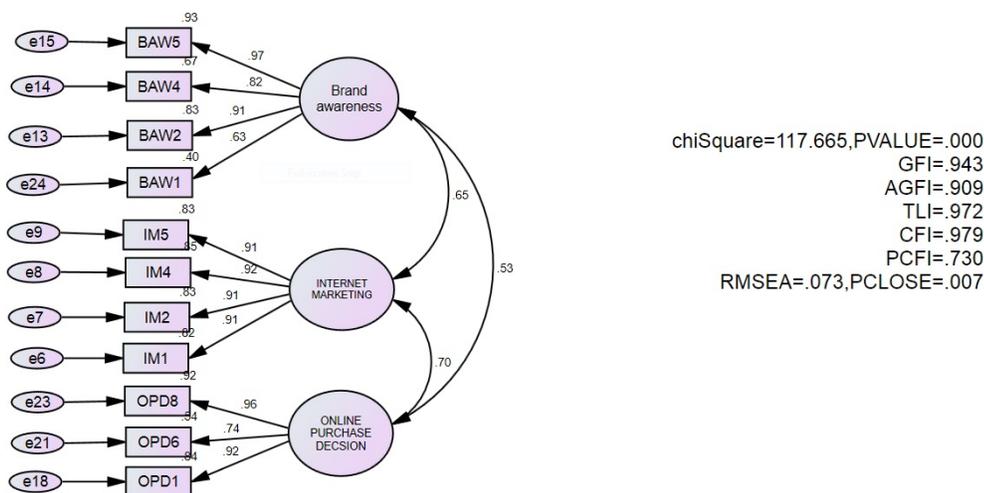

Fig 2. CFA of measurement model

2.3.1 H1. *Brand awareness has significant positive impact on the online purchase decision*

This is first proposed hypothesis of two constructs Brand Awareness and Online purchase decision. Figure shows factor loadings for construct brand awareness as BAW5 has loading .97, BAW4 has loading .82, BAW2 has loadings .91 and BAW1 has loading weight .83. On contrary, the loading for construct online purchase decision is as; OPD1 has loadings .91, OPD6 has loadings .73 and the loading for the OPD8 is .97. All the loading of factors/items are above .50 and below .50 has removed in the modified model. The path C, shown by arrow from brand awareness to online purchase decision has regression weight .53 and also is a positive figure not having a sign before the digit .53 proves the hypothesis that brand awareness has positive and at the same time the significant impact/influence on the online purchase decision. The selected model under the two constructs BAW and OPD has the good fitness of model value as shown in figure.1. CMIN/DF is 2.749 which show goodness of model with other values as GFI, AGFI, TLI, CFI all are above .90 and RMSEA .071 and it is less than .80 which shows the overall goodness of model. The hypothesis first is retained.
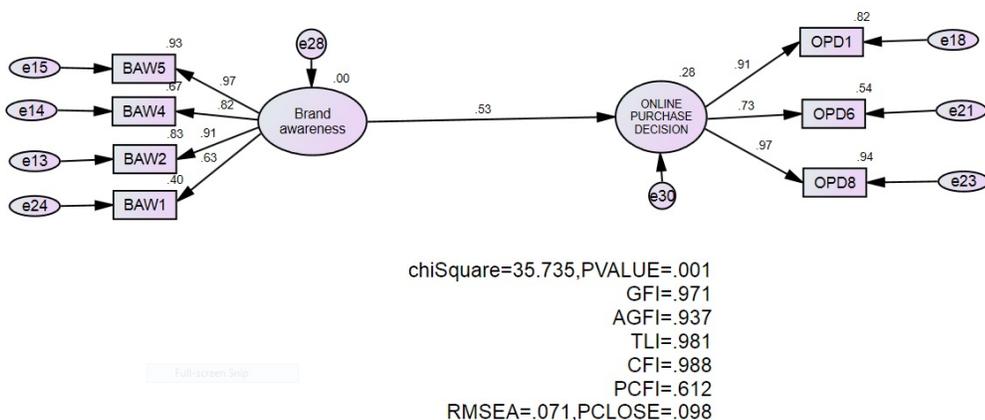
chiSquare=35.735,PVALUE=.001
GFI=.971
AGFI=.937
TLI=.981
CFI=.988
PCFI=.612
RMSEA=.071,PCLOSE=.098

Fig 3. Path C

2.3.2 H2. *Internet marketing has significant positive impact on the online purchase decision*

This is second proposed hypothesis of two constructs Internet marketing and online purchase decision. Figure shows factor loadings for construct Internet marketing as IM5 has loading .91, IM 4 has loading .92, IM 2 has loadings .91 and IM 1 has loading weight .91. On contrary, the loading for construct online purchase decision is as; OPD1 has loadings .92, OPD6 has loadings .74 and the loading for the OPD8 is .96. All the loading of factors/items are above .50 and below .50 has removed in the modified model. The path B, shown by arrow from Internet marketing to online purchase decision has regression weight .70 and also is a positive figure not having a sign before the digit .70 proves the hypothesis that internet marketing has positive and at the same time the significant impact/influence on the online purchase decision. The selected model under the two constructs IM and OPD has the good fitness of model value as shown in figure.1. CMIN/DF is 3.287 which show goodness of model with other values as GFI, AGFI, TLI, CFI all are above .90 and RMSEA .101 and it is less than .80 which shows the overall goodness of model. The hypothesis second is retained.
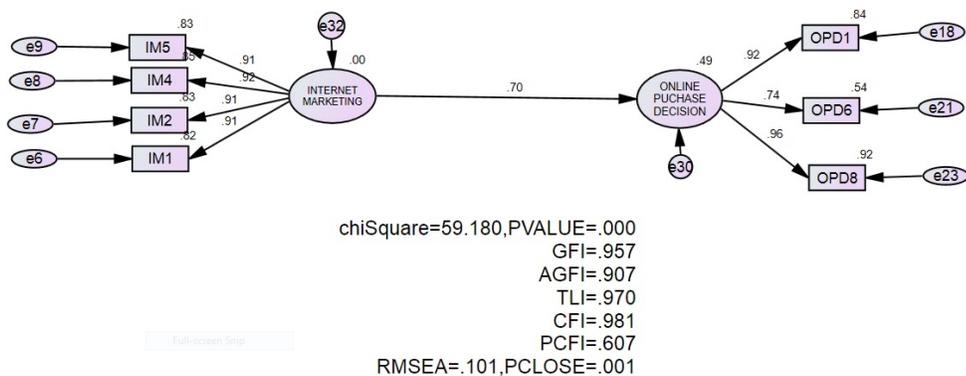

chiSquare=59.180,PVALUE=.000
GFI=.957
AGFI=.907
TLI=.970
CFI=.981
PCFI=.607
RMSEA=.101,PCLOSE=.001

Fig 4. Path B

2.3.3 H3. *Brand awareness has significant positive relationship with the Internet marketing.*

This is third proposed hypothesis of two constructs Brand Awareness and internet marketing. Figure shows factor loadings for construct brand awareness as BAW5 has loading .97, BAW4 has loading .82, BAW2 has loadings .91 and BAW1 has loading weight .83. On contrary, the loading for construct internet marketing is as; IM1 has loadings .90, IM2 has loadings .91, IM4 has loadings .92 and the loading for the IM5 is .92. All the loading of factors/items are above .50 and below .50 has removed in the modified model. The path A, shown by arrow from brand awareness to internet marketing has regression weight .65 and also is a positive figure not having a sign before the digit .65 proves the hypothesis that brand awareness has positive and at the same time the significant impact/influence on the internet marketing. The selected model under the two constructs BAW and IM has the good fitness of model value as shown in figure.1. CMIN/DF is 2.921 which show goodness of model with other values as GFI, AGFI, TLI, CFI all are above .90 and RMSEA .074 and it is less than .80 which shows the overall goodness of model. The hypothesis third is retained.
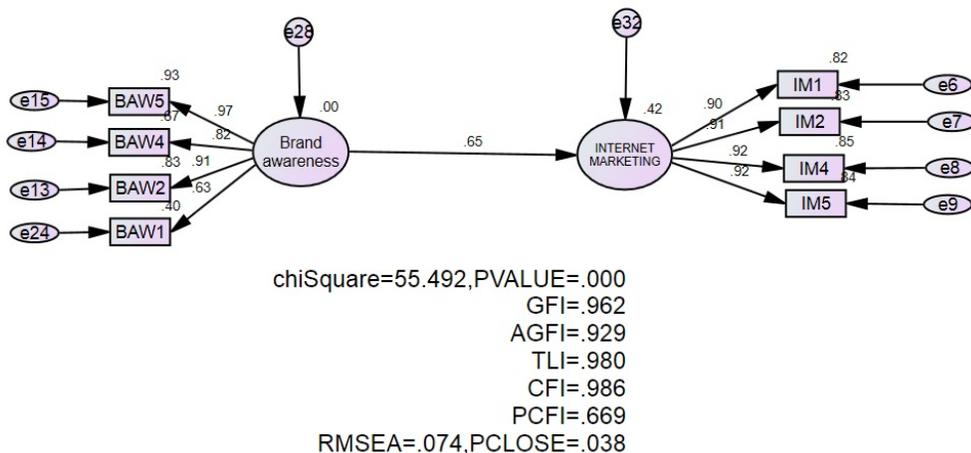

chiSquare=55.492,PVALUE=.000
GFI=.962
AGFI=.929
TLI=.980
CFI=.986
PCFI=.669
RMSEA=.074,PCLOSE=.038

Fig 5. Path A

2.3.4 H4. *Internet marketing mediates positively and significantly between the brand awareness and online purchase decision.*

The H4, internet marketing mediates positively and significantly between brand awareness and online purchase decision. This is first proposed hypothesis of two constructs Brand Awareness and Online purchase decision. All paths are tested together and resultantly all paths remained positive that proves that all three constructs has positive impact and also positive relationship with each other. For path analysis the barron and Kenny 1975 mediation techniques has used. according to barron and Kenny for above paths in figure.2 has direct effect less than the indirect effect that proves mediation but barron and Kenny suggested that if effect decreases but if it not become insignificant it will be a partial mediation. Path A has regression weight .65 and path b has .61 and on contrary the path C becomes less which is .14. Looking to model goodness, the CMIN/DF is 2.999 which is below the 4 and provides goodness above model and all other values as GFI, AGFI, TLI and CFI is above .90 which is a sign of fitness of model. All the loading for all items are also above the .50 and items with low loadings have removed in modification indices to make the model fit and good.

The above analysis has done by using AMOS and SPSS. The demographics construct measured in the SPSS by using version22. And all other tests are performed in AMOS due to its robust nature of analysis. While the all figures during test showed a range which cause the acceptance of all proposed hypothesizes which proves all tested hypothesis accordingly. CFA has measured of all three constructs which showed the proposed model is highly fit and significant. The BAW has significant positive influence on the OPD; BAW has positive and significant relationship with IM, IM has significant positive impact on the OPD
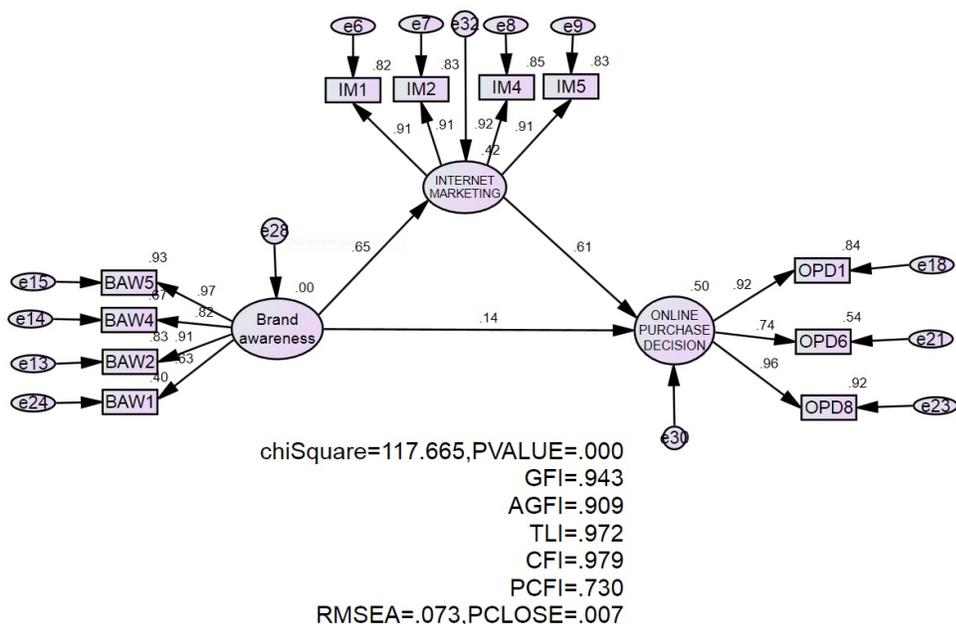
Fig 6. Path A, B, C combine

and IM mediates the relationship between the BAW and OPD have proved and retained according to above measurements which performed in SPSS and AMOS.

3 Conclusion

Worldwide, internet use is increasing which leads to the beliefs that it is a supporting consumer's engagement tool. Reaching consumers is main objective of companies through new methods and for assessing the consumer's behavior, in shape of brand awareness and online purchase decision. The new technological period is leading to enhance activity on the platforms of social networks like YouTube, twitter, Facebook, as the brand awareness can be enhanced and the consumers in the mobile products can be approached through internet marketing tool, which will increase the sales performance of companies. Social networking platforms have supposed to be most influential in engaging, maintaining and reaching a consumer base through strategic approaches in integration by companies that are adept.

This research confirms the relationship between Internet marketing activities on YouTube, Face book, twitter and brand awareness of mobile product services in Pakistan. It also proves the mediating role of internet marketing between the brand awareness and online purchasing among the customers of mobile products in Pakistan. The hypotheses significance emphasizes the application of Internet marketing activities in Social media to strengthen their brand awareness for mobile products and it is vital for most companies. The most of the organizations in trade were theme of this study. The Results indicated that Internet is being used for enhancing and building brand awareness that in future may turn and lead to increase the sales revenue. Through the face book like pages companies can increase the exposure of their mobile products in local and international online markets which will build online customer relations and add them in the purchasing circle. Besides, Internet marketing impact's on brand awareness comprises receiving high brand reach which enables individuals to be the part of brand discussion and increase number of followers or traffic and feedback that they deliver.

Results also confirm that organizations must engage with mobile customers and increase their interest to like posts of brands which may drive interaction and content sharing. This can lead to increase in number of users. Content sharing, creditability

and interaction are the biggest of internet marketing activities on social media of impact on brand awareness. Enhancing the intention, by using social media will result a definite increase in buying of mobile products if a company effectively arranges a way to place adds on the most used social media platforms.

4 Future direction

This study has only test the two marketing components with the Internet marketing, brand awareness and purchase decision but in future the components such as brand image, brand loyalty and brand equity can be tested together.

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