

Nexus between Digital Marketing and Consumer Intention: Mediating role of Brand Awareness

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ABSTRACT: The main aim of this study is to investigate the mediating role of brand awareness in the nexus between digital marketing and consumer intention in the Pakistani digital market. For this purpose, data is collected from university students actively involved in online shopping along with marketing managers of large online companies. A thorough literature review regarding the previous research in the field of digital marketing is presented, along with theories supporting the study's hypothesis. An empirical investigation is conducted by adopting the questionnaires from previous studies. These questionnaires are sent to 400 respondents, and 345 are received back, of which 300 are complete and fit for data analysis. The tests used for quantitative data analysis include reliability analysis, correlation, and regression. Cronbach's alpha values of all constructs are above the acceptable level of 0.7, which confirms that these questionnaires are dependable in measuring the variables. Correlation analysis proves that digital marketing and brand awareness positively and significantly correlate with consumer intentions. Likewise, regression analysis suggests that brand awareness partially mediates the relationship between digital marketing and consumer intention. Finally, some practical implications for marketing managers and large and small companies are presented. It is suggested that digital marketers of these companies must focus on creating brand awareness, which enhances the consumer's intention to use the online platform of these companies. It is recommended that future research should incorporate other variables in this nexus to check if they can also enhance the association between digital marketing and consumer intentions.

Keywords: Digital Marketing, Brand Awareness, Consumer Intention. Online Platform, Celebrity Endorsement, Technology, Brand Value.

1. Introduction

With today's modern internet technology, retailers can modify their online store atmosphere to increase brand awareness for their target customers. This can be done by selling their products and services online and attracting consumers to increase consumer intention for future visits (Wu et al., 2013). Brands must be involved in a consumer's brand attention; it requires some attraction for a consumer to imagine a brand comparatively different from others when they think of a product category (Keller, 1993). Many researchers have claimed and proven that for marketing communication, brand awareness is the primary and most crucial step before any selling process. Because if the customer does not know about your product or has no idea about the importance of your product, the company or salesperson cannot convince them to buy and consume that product (Kannan & Li, 2017). Moreover, consumers still buy that product which is highly established, and everyone knows about it even if no other affiliation is there in the minds of consumers (Pae et al., 2002). After creating brand awareness, a reliable brand would be expected to have a more substantial influence on customer purchase intention. In contrast, the lowest purchase intention demonstrates a moderating outcome of brand awareness (Wang & Yang, 2010). If the consumer knows his brand well, there are several chances for buying and making wise economic decisions (Khan et al., 2023). It is considered that a company's most important goal must be building a strong brand with the perspective of a long-term link with the consumer (Shahid et al., 2017). Hamilton et al. (2019) state that consumer intention for purchase is just like decision-making, it also means that the consumer is clear about which product under which brand he will consume. The innovative market approach

connects brands and end-users without limitations and hurdles. It is witnessed through the studies of Kozinets, Hemetsberg, and Schau (2008) that the attitude of consumers has been changed by the emergence of advanced communication and technology, and it also plays the role of influencer in consumer intention (Kozinets et al., 2008). In Pakistan, social media is recorded as the most widely used platform for communication, having a record of 19 million users and rapidly growing (Toor et al., 2017). Likewise, (Phillips & Noble, 2007) add to the debate about the increased use of social media usage and how it deflects "traditional mass media", making it a less effective marketing tool. Social media platforms have become part of students' lives, especially in Pakistan. Also, Facebook has recently been considered an attractive social media platform (Shafique et al., 2010). Companies communicate their respective interests, interact with the world, and develop personal relationships (Hussain, 2012). This study attempts to survey this new advanced and futuristic digital media and its use of marketing communication to improve consumer buying behavior. Moreover, it shows that growing brand awareness increases positive responses in online buying behavior by connecting a consumer mindset with the available brand. The objectives have been developed for this study:

- To investigate if digital platforms impact consumer intentions by involving brand awareness.
- To present a way for new companies to improve brand awareness through a digital platform.
- To investigate if new online businesses can have positive consumer intentions with inconsistency in brand awareness.

2 Literature Review

2.1 Consumer Intention

The degree of a consumer's readiness to spend as well as their attitude toward a particular purchase

activity is referred to as their purchasing intention. Hence, it can be said that this is a sign of “customer buying behavior.” This is also defined as a natural and controlled shopping process dominated by the consumer (Rook & Fisher, 1995). The planned purchase of a good or service from a specific brand indicates consumer intention or their purchase intention toward the brand, or it manipulates the desire of customers to buy any product (Shahid et al., 2017).

The rapid growth of technology and the internet represent a new international market where space and time barriers and limitations do not exist (Laer & Aelst, 2012). Along with such an expansion of technology, a new profile of online consumers has been developed (Racolta-Paina & Luca, 2010). In this globalized, competitive, and dynamic market, firms should be responsible enough to pay attention to online consumers' needs, habits, lifestyles, and all other aspects affecting their satisfaction. Due to these characteristics using the internet as an online channel to make sales became the key to reaching different, comprehensive, and global markets (Lian & Lin, 2008). Online platforms have become an essential tool for creating consumer needs and wants. Hence, in such a universal and competitive market, firms must understand the individualities of consumers and their buying behavior through their social activities and interests as well as their online shopping intentions (Akar et al, 2016). Considering the marketing field, brand image and brand identity are also proven to significantly influence customer satisfaction and intention. However, no substantial relationship was found between brand honesty and brand interface on consumer satisfaction and purchase intention. Still, the researcher provides a robust understanding of expanding worldwide industries and businesses and their growth in the future. Likewise, the review shows that the Marketing 4.0 methodology spotlights brand

identity and image, which might impact consumer loyalty and increase consumer purchase intentions (Dash et al., 2021). Most of the studies are driven toward demographic and technological profiles of consumers, which are available online, especially at internet usage levels like gender, age, education, income, culture, and online purchase experience (Ogbuji & Ata Obot, 2018). If the trust level of customers is high on websites or vendors and they feel a risk-free environment, then they will have more intentions toward online purchases (Akar et al, 2016). Some studies took place to determine the effect of digital marketing and online payment systems on customer purchases. With the advancement of digital marketing, the company starts advertising its products through various informal channels like Facebook, Instagram, and Twitter to provide services against online payment facilities. The organization becomes involved in manufacturing, conveying extraordinary services that are reasonable to shoppers in better places. Previously, it was applied marketing approaches with digital marketing; it is a positive effect of “digital marketing” on the purchase intention of consumers to purchase. Furthermore, the administration of firms ought to create strategies or policies related to marketing and a way to pay online to influence consumers' intentions to purchase (Kusuma & Basmantra, 2020). The intention of solitary purchase of products online can be called online purchases (Chen et al., 2010). The online purchasing procedure implies the interchange of money, effort, and time throughout the online medium (Wu, 2013). Due to missing interaction with the actual product, online purchases are riskier than offline purchases because a product's physical appearance creates trust, especially related to the product's quality. Alongside, those buyers who already have online experience can easily decide to purchase any product from a

specific brand based on their previous experience. Moreover, buyers who have done online shopping have a higher purchase intention than others because of their previous experience, which helped to create a satisfaction bridge between seller and buyer (Wu, 2013). It is essential to understand buyers' perceptions and awareness, which surely will help to enhance shopping efficiency. The time saved by online shopping benefits customers who want to get their orders as fast as possible. Online shopping is helpful for a customer because it minimizes efforts, reduces time, and provides proper time to visit the online store and purchase the product when needed (Yoon & Kim, 1998). Additionally, it is proved that consumers with "higher income" resources and higher value due to opportunity costs prefer online shopping instead of visiting outlets to save time. Likewise, the technology with easy usage makes the process of using new media channels for online shopping more accessible. Hence, using media for online shopping can save time, and a system with easy usage will make easy shopping more attractive to consumers (Yeo et al., 2017). Nowadays, celebrity endorsement is one of the most common techniques to build trust with current and potential customers (Lee & Watkins, 2016). It is used so that people can relate to that product easily and create a trust bond through the involvement of their favorite celebrity. Celebrity endorsement plays a vital role in creating brand awareness, ensuring they successfully convey their message to their target market (Yoon & Kim, 1998). Celebrities, as per their popularity, influence the public with their presence. Involving celebrities with the brand is just like creating a bridge that transfers the brand presence to the mass target market. According to previous studies, it is also proven that endorsing any celebrity directly influences consumers' buying behavior and creates a positive attitude toward the

brand (Wu, 2013). Convenience is an essential factor in consumers' purchase intention. Many factors help companies understand their consumers' intentions, and convenience is one of these critical factors. It also makes online shopping more accessible by providing "cash on delivery (COD)," product customization, and video presentations so that customers can better evaluate a product without seeing it physically. Firms can plan their website to become a shopping experience rather than just a deal. This includes designing the site like an open store with racks of items and an energized workforce to guide the buyers. Research proved that companies could look at marketing from a different viewpoint and should recognize that the users are more knowledgeable and educated instead of doing simple business transactions (Bagga & Bhatt, 2013).

2.2 Brand Awareness

Brand awareness is based on how strong the brand's image is and how it is recalled with brand characteristics contained by numerous perspectives or conditions (Bagga & Bhatt, 2013). Brand awareness contains two different segments: brand recall performance and brand recognition (Keller, 1993). The definition of brand recognition is consumers' potential to endorse their advanced introduction to the brand at the point where they assumed the brand with a hint; brand recall denotes that buyers can quickly identify the brand by remembrance when the product classification is given as a clue (Keller, 1993). There are possibilities that a brand can be dependable but at the same time have a "low brand awareness" level. For example, a few local brands are hardly acknowledged in the region (Wang & Yang, 2010). A study by (Macdonald & Sharp, 2000) critically explained brand awareness and identified the factors essential for creating it. It is found that many

factors impact the consumer's mindset when they think about any brand. Brand awareness creates memories in consumers where they emotionally attach to any product and service. In awareness, differentials appear to significantly affect consumer intention in the sense of brand choice in the context of repeat purchase intentions to the consumer about the product. A brand has goodwill along with a name, logo, symbol, or any combination that strives to characterize the exclusively unique convenience and advantage that an enterprise offers to consumers through any specific product or service, concerning quality, importance, and culture (Kotler, 1997). According to Keller (2008), the brand plays a vital role in making buyers recognize a company's product or enabling them to differentiate the firm's product from competitors. Consumers face an increasingly enormous range of inexorable products in the market, whereas companies are always more well-known for their products than consumers. When there is so much disproportionate information available about anything, it might be a reason for uncertainty or confusion in the consumer's mind. In such situations, brands can assist product positioning with specific symbols or signs Wernerfelt. The higher and lower level of brand awareness is influenced by the correlation between brand credibility and consumers' purchase intention (Pae, Samiee, & Tai, 2002). Previous studies suggest that brand awareness and image directly impact the brand's selection by consumers (Erdem & Swait, 2004). Over the past few decades, organizations have used social media platforms to enhance their brand awareness and create a strong customer bond (Pae, Samiee, & Tai, 2002).

Brand awareness is not performing any vital role as it is not directly associated with consumer purchase intention. The results of a study (Febriyantoro, 2020) show that YouTube Ads have a dynamic role

in increasing brand awareness and attracting people to their brand image. YouTube can potentially improve consumers' purchase intention. To attract the attention of users of YouTube users, corporations require a proper budget for proper promotion on YouTube through ads. Most of the ads are usually ignored by YouTube users. Hence, companies must design effective and unique ads to develop consumer intention among users of these social media channels. As a marketing tool, web designing as well as digitalized media are critical tactical processes that surpass boundaries and focus on the crowd in agreement with the consumer requirements. It is not subject to the area or region and is liberated from every one of the worldly limitations. A study (Nuseir, 2016) declared that the Internet is a valuable marketing instrument that supports and assists firms in targeting particular and focused audiences to promote their merchandise. It also helps in holding their new/existing shoppers. Hence, it can be said that digital media marketing enables enterprises and brands to build their fame and make faithful clients.

2.3 The Brand:

The perception and experience of the consumers make the product a brand. Therefore, wise and wise consumers buy well-known and favorable brands. Brand recognition will be the most important and influential factor if consumers purchase a particular product through the proper purchase decision (Shahid et al., 2017). When buying a product, if the customer has the brand's name in mind, the consumer is very much aware of that specific brand. If the consumers are satisfied with a product, they become loyal to this brand, and such companies gain the benefits of mouth-to-mouth marketing. The products with high brand awareness will develop a better market position and help the firm earn a higher profit. That is why it is estimated that the growth in the number of

consumers and brand recognition will also increase market share and profits. A study done by (Shahid et al., 2017) proved that there is a direct impact of brand awareness on buyer intention. A study mentioned in their study that “brand equity” can be considered as a set of assets (and liabilities) linked with a brand's identity as a name or logo, which increases or decreases the values generated by a product or service to a business or its consumers. Hence, brand awareness is a critical aid (Shahid et al., 2017).

For brand acknowledgment, brand awareness comes first, and it can be done by including the minimum identity of the brand or structure constructed on comprehensive information. In any search related to a brand, brand awareness is the primary and critical factor that develops a buyer's capacity to recognize and recall a brand in different circumstances. It also helps consumers in their decision-making toward a product when buying something they consider a brand. (Mark et al., 2017). For users, social media is like an application used to develop content, share stuff, and spend time on social networking. Alternatively, most organizations prefer and utilize channels like Facebook, YouTube, and Instagram to buy advertising space on social media. As per the January 2017 report, currently, 3.773 billion active users of social media are present. Also, users of social media have grown by 21% since January 2016, and in the middle of 2017, 482 million users increased (We Are Social, 2017). With the increasing number of social media platforms, companies are constantly using social media channels as a tool for advertisement. That is why it is considered a marketing strategy for promoting outlets (Edosomwan, Prakasan, Kouame, Watson & Seymour, 2011).

2.6 Digital Marketing

Digital marketing differs from traditional marketing

because it uses digital tools for marketing products and services. Also, to interface the brand with the buyers. The key goal is to promote the brand through various digital mass media including social media, short messaging systems (SMS), multimedia messaging systems (MMS), virtual advertising, viral videos, and search engine marketing (SEM). These channels are used for one-way communication, where the firms only refer a promotional message to the targeted population, and the feedback is of no concern. On the other hand, with the help of two-way communication channels, the enterprise can send a message and respond to an opinion or suggestion from the targeted population (Lunenbug, 2010). In the modern era of the 21st century, marketing channels are metamorphosed into potential global existence. Personal computers have become the most well-known specialized instrument for communication worldwide in the past few decades. Hence, instead of print media, advertising is done through the Internet, and then Facebook and Twitter are introduced as social networks for public correspondence. Through this network, people can immediately communicate and share easily what is happening in their lives. In the 2010s, with the arrival of personal tablet computers and smartphones, web-based media became more popular. Also, software engineers started developing applications and sites according to the smartphones' operating systems and explorers. Almost all small and large commercial businesses or profit and non-profit organizations took advantage of the innovative form of effectual marketing, known as digital marketing. The requirement for digital marketing is now greater than before because, to sustain in the market, being innovative is essential. It is speculated that globally there are more than two billion smartphone users.

The impact of social media, the virtual world, and technological appliances is evident in this information. (Karatum, 2017) analyzed consumer intention to shop online during the data procurement stage. In particular, the review includes three fundamental factors that will have an impact on consumer intention: (a) comfort, (b) product type quality, and (c) cost of the product. Results demonstrate that comfort and product type impact consumers' intention to participate in internet-based shopping. Consumers who find physical shopping difficult are more likely to shop online. Likewise, consumers considering the product as search goods rather than experienced goods are more willing to move toward the digitalizing market (Dholakia, 2018). All small businesses are facing the same problem globally. They cannot promote themselves and their products to the targeted population because of the small revenue gap. As the name suggests, small businesses offer a small number of products with low operating costs and an insufficient number of target users (Karatum, 2017). Research is conducted on increasing the number of users of digitalization. It is noted that advertising through social media turns out to be an important marketing channel for inviting and satisfying consumers and drawing on the heuristic-systematic model. The study's outcomes show that pertinent information and persuasion advertising contribute to better brand awareness and consumer purchase intention. The findings prove the collaboration of empirical and organized information processing in online marketing. Through this research, the existing understanding of online advertising is developed. Also, some practical suggestions are made for marketers to take advantage of different ad posters according to the ad's informative and persuasive structures (Tan et al., 2021). Businesses running on the platform of digital

marketing discipline are facing rising fragmentation; this division seems logically linked to the intrinsic complication of the internet due to 50 years of evolution itself. Researchers also find four social collections on the internet (cooperative frameworks, conventional market frameworks, co-creation frameworks, and presumptions market frameworks). Moreover, it depicts the elements of engraving work prompting their creation, presenting how the new framework is made by adopting and absorbing existing social collections. Additionally, studies outline three ways of advancement of the computerized scene. This structure might assist administrators with sorting out their computerized techniques and exploring the different internet structures (Busca & Bertrandias, 2020). Firms must rethink their marketing strategies in the advanced digital area according to the change in consumer behavior (Khan et al., 2021). The Internet-based applications upgrade the whole marketing endeavors by permitting firms to conduct inventive types of correspondence and co-create content for their clients. A study (Tiago & Veríssimo, 2014) was done on internal and external pressures on firms to adopt digitalization and perceived advantages and digital marketing usage. For the further development of digital marketing, marketers must focus on interactions with their clients. As marketing interaction becomes progressively incorporated into the digital space, marketers can utilize web-based media to digitalize client linkages. On the other hand, there are two fundamental strategies for fostering these linkages: (1) perform as a digital or interactive firm and keep up with or build up the undeniable degrees of digital marketing utilization, or (2) take on different sorts of web-based media association to enhance the use of digital marketing. All efforts in this area should prompt extended commitment, more grounded

associations with clients and ensure client commitment.

2.7 Digital Marketing and Customer Intention

“Digital Marketing” is a practical and essential marketing tool commonly used to promote and create communication and promote your product with unlimited time, cost, and place (Kim & Ko, 2012). Wibisurya (2018) discovered that digital marketing positively impacts customer intention because it impacts the consumer's engaging content, personalization, and customization. Poyurak and Softic (2019) also show a positive effect of digital marketing on purchase intentions by exchanging opinions between consumers. However, according to the design layout of digital marketing, and proved that digital marketing and customer intention have an insignificant relationship. Such an effort does not support purchase intentions through digital marketing tools.

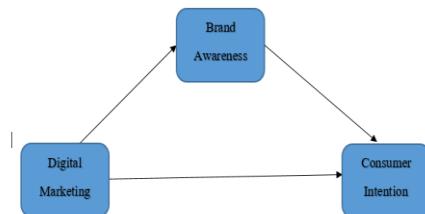
Digital Marketing and Brand Awareness “Digital marketing” is a facility that creates awareness and builds a lasting two-way relationship of increasing brand awareness. Building awareness involves resourcefully dealing with negativity while encouraging positivity through consistent marketing. Digital marketing builds awareness through digital methods, which involve filtering and understanding the message going through that method. It is concluded that using digital marketing is an effective and efficient way for the company to connect with consumers and increase brand awareness of the product. It is suggested that by using the internet as digital marketing media, the company hopes to have a broader range of marketing scope and will be able to create brand awareness of any product.

2.8 Brand Awareness and Customer Intention.

In the analysis of the connection between “brand awareness and customer intention” as brand

loyalty in medicine companies; “Ayurveda, and nature-made herbal” items, (Chandran et al., 2020) find that high awareness about “Ayurveda” prompts a change in the mentality of buyers, which thus, influences emphatically the product awareness and the usage of that product. Attitude is likewise positively identified with brand impact and brand usage. The ability and strength of recognizing customers to recall the brand as a separate thing is brand recognition based on the research conducted. (Keller, 1993) found that high brand awareness can promote high brand loyalty among consumers. High brand awareness creates high brand trust and purchase intention. According to Japariato (2014), the variable of brand awareness shows a positive and significant effect on customer Intention.

2.8 Research Model



2.9 Hypothesis

Based on the above discussion following hypothesis can be proposed:

H0: Digital marketing is not significantly and positively related to consumer intention in Pakistan.

H1: Digital marketing is significantly and positively related to consumer intention in Pakistan.

H0: Digital marketing is not significantly and positively related to awareness in Pakistan.

H2: Digital marketing is significantly and positively related to awareness in Pakistan.

H0: Brand awareness is not significantly and positively related to consumer intention in Pakistan.

H3: Brand awareness is significantly and positively related to consumer intention in Pakistan.

H0: Brand awareness does not mediate the relationship between mediating digital marketing and consumer intention in Pakistan.

H4: Brand awareness mediates the relationship between digital marketing and consumer intention in Pakistan.

3 Research Methodology

3.2 Research Approach:

The approach used for the research is the quantitative approach, in which data is gathered from as many respondents as possible to make the research more perfect. In this approach, the researcher surveyed the respondents' personalities and tried to gather multiple data points related to the topics and variables to get reliable statistical results across the respondent group.

3.3 Sampling Design

The study population consists of individuals who purchase online in three major cities, including Lahore, Rawalpindi, and Karachi.

The researcher collected 400 responses for this study, of which 100 were rejected due to outliers or cross-filled. The final sample consists of 300 respondents; hence, the sample size is 300.

Instrument of Data Collection

The researcher used an instrument to collect the data from the respondent to get the perfect result for the research. This research uses a survey-based questionnaire to guide the study properly. The questionnaire based on five-point Likert scale items includes.

3.4 Consumer Intention

The questionnaire used to collect data regarding consumer intention is adopted from (Bagga & Bhatt, 2013).

3.5 Brand Awareness

The questionnaire is adopted from the research done (Wang & Yang, 2010) to collect data regarding brand awareness.

3.6 Digital Marketing

To measure digital marketing, the questionnaire is constructed by adopting two different scales (Lee & Watkins, 2016) and (Yeo et al., 2017). The total number of items in the questionnaire regarding digital marketing is 13.

3.8 Sampling Technique

For this study, the researcher used the convenience sampling technique, one of the non-probability sampling techniques.

3.9 Statistical Technique

Most of those techniques are used in this research. It is essential to know the nexus between the variables of the study. The technique that helps to evaluate the internal consistency of the constructs used is called Cronbach's alpha value, which tells about the reliability. The KMO value is 0.86, which satisfies the requirements of the test. In addition, exploratory factor analysis is another tool used for further data reduction to evaluate the proximity between the grouped items; the value is 0.87, which is acceptable. Similarly, the Confirmatory Factor Analysis technique is applied because it tells the model's fitness through the measurement model. Correlation analysis describes the relationship between two or more quantitative variables. Regression analysis is a statistical technique that describes and quantifies the relationship between two or more variables.

4 Results

4.3 Reliability Test

The acceptable value of Cronbach's alpha is above 0.5. Table 1 shows the values of variables.

Table 1: Reliability Statistics of Variables

Variables	No of Items	Acceptability Threshold Values	Cronbach's Alpha
Digital Marketing	12	0.60/Yes	0.782
Brand Awareness	31	0.60/Yes	0.799
Consumer Intention	13	0.60/Yes	0.788

4.7 Correlation

The correlation coefficient between digital marketing and brand awareness is 0.850**, representing a positive and significant relationship between digital marketing and brand awareness at a 5% significance level.

Variables	Digital Marketing	Brand Awareness	Consumer Intention
Digital Marketing	1		
Brand Awareness	.850**	1	
Consumer Intention	.872**	.870**	1

*. Correlation is significant at the 0.01 level (2-tailed).

Likewise, the correlation coefficient between digital marketing and consumer intention is 0.872**, representing a positive and significant relationship between digital marketing and consumer intention at a 5% significance level. Additionally, the correlation coefficient between brand awareness and consumer intention is 0.870**, representing a positive and significant relationship between brand awareness and consumer intention at a 5% significance level.

1.1 Regression Analysis

1.2 Analysis of Mediation

Steps in testing mediation, according to Barron and Kenny (1986), imply a situation in which the influence of the independent variable on the dependent variable can be described by using a third mediator variable that is both influenced by the independent variable and has an impact on the dependent variable. Therefore, X is creating the mediator M, and M is going toward causing Y rather than X directly causing Y. In this situation, X and Y are said to have an indirect causal connection.

Finally, a given framework clarifies the causal relationship between the variables. The regression process uses various statistical tools and methods, so for this study, the researcher checks the

mediating role of brand awareness between digital marketing and consumer intention. The results are presented in Table 12. Before applying the mediation, it is necessary to fulfill the conditions of a significant relationship between independent and dependent variables. There is a significant relationship between digital marketing and consumer intention at a 1% level of significance. The coefficient value is 0.489, suggesting that if digital marketing increases by 1%, consumer intention increases by 0.489%.

Similarly, the relationship between digital marketing and brand awareness is also significant at a 1% significance level. The coefficient value is 0.834; hence, brand awareness increases by 1% if digital marketing increases by 0.834%. The coefficient is 0.472. The coefficient is significant and positive at a 1% level of significance. This proves that brand awareness mediates the association between digital marketing and consumer intention.

Analysis	Estimates	S.E	p
DM (IV) → CI (DV)	0.489	0.052	0.001***
DM (IV) → BA (M)	0.834	0.033	0.001***
BA (M) → CI (DV)	0.472	0.053	0.001***
DM (IV) → BA (M) → CI (DV)	0.483		0.001***

*p<.05, 95%; **p<.01, 99%; ***p<.001, 99.9, IV = Independent variable, DV = Dependent variable, M = Mediator Variable

Hypotheses Status

Hypothesis	Results
Digital marketing (IV) → Consumer intention (DV)	Supported
Digital marketing (IV) → Brand awareness (M)	Supported
Brand awareness (M) → Consumer intention (DV)	Supported
Digital marketing (IV) → Brand awareness (M) → Consumer intention (DV) Partial-mediation	Partial-Mediation

5 Discussions

After getting the result from the regression analysis, it can be concluded that brand awareness can successfully play a mediating role in the influence of digital marketing on consumer intention. The standardized indirect mediation effect of digital marketing on consumer intention through brand awareness is 0.483. That is, due to the indirect mediation effect of digital marketing's impact on consumer intention. This means the impact of digital platforms on consumer intention by involving brand awareness is positive and significant.

5.1.2 The impact on new companies to work to improve brand awareness by working on the digital platform.

In the modern business world, it is the most significant challenge for new companies seeking higher consumer intention to gain a higher market share among the competitors. Therefore, executives are always searching for new strategies, and this study provides many chances to develop new strategies to generate higher brand awareness and gain targeted consumers' attention. Based on that researcher produced the result that brand awareness has a positive and significant relationship with digital marketing. As per the results of this study, the impact on new companies to improve brand awareness by working on the digital platform will be positive in gaining consumers' intention.

5.1.3 The impact on new online businesses can they have positive consumer intentions by having inconsistency in brand awareness

As the literature review and results show, brand awareness positively and significantly affects consumer intention (Ali, 2019; Ansari et al., 2019). That means if brand awareness increases, consumer intention will also increase. If brand awareness decreases, consumer intention will be

impacted in the same direction, which shows the impact of inconsistency in brand awareness on new online businesses in a negative sense.

5.2 Research Implication

The results of the study found some practical insights for online businesses. In the modern era, massive advancement has taken place through technology. On one end, technology has taken place, but on the other side, more complexities have also been created. Consumers are unaware of the primary goods and services available through digital marketing. Starting from a realistic viewpoint, the outcome of this study has motivating suggestions and recommends that brand awareness be more concentrated on those businesses that rely on digitalized marketing platforms. As Halik et al. (2021) concluded in their research the use of digital marketing is an effective and efficient way for the company to connect with the consumers and increase brand awareness of the products of the company.

The result of brand awareness is beneficial for digital marketing as an essential factor in gaining consumers. If the new online businesses have high brand awareness, they will more efficiently gain consumer intention to purchase (Ngurah et al., 2021). They have shown a positive effect of digital marketing on purchase intentions by exchanging opinions between consumers. Alongside this, the significance of brand awareness on consumer intention has been broadly recognized and predictable by executives. The modern digitalized environment requires a focus on brand awareness that will quickly engage the consumer in search of the desired product through online buying. One of the important implications of our research is that digital marketing has a more significant impact on consumer intention through brand awareness. So, organizations should start an online platform for digitalized marketing to gain more consumers in the

environment of business competition. Subsequently, the valuable findings imply that increasing brand awareness as high as possible even when low consumer purchase intention is always beneficial. Hence, findings suggest the impact of brand awareness on consumer intention will be much higher if the administration can discover techniques to increase brand awareness. In this case, the management can increase their consumer's purchase intention.

Hence, high digital marketing can help an organization build brand awareness among customers and enhance their intention to consume goods and services. Additionally, organizations can get help to understand digital marketing more openly so that they can get positive consumer intention and help to make strong brand awareness. Likewise, digital marketing has the facility which create awareness and build a lasting two-way relationship of increasing brand awareness.

5.3 Limitations

Just like other research, this study also has a few limitations. The geographical limitation of this study is elementary. Data is gathered from different universities in Pakistan. The targeted population is people who buy products through online shopping platforms. Hence it can be said that the outcome of this study may not be generalizable to all organizations. There is also a sequential limitation in conducting this study; due to the short time the examiner spent during the present study. Hence, the results of the present study would not match with actual phenomena from real life. In other businesses, the validity of our findings cannot be generalized to the other incumbents in different sectors. The study analyzed only online buyers who buy their products from online platforms. There are unlimited respondents available to collect data, but due to time and resources limitation researcher

collected data from only 300 respondents during their survey. Hence, the actual result can vary if the sample size is large.

5.4 Suggestions for Further Research

There are two critical suggestions for digital marketers; the first one is that the digitalized platform should be designed expressively and efficiently for users' awareness that aware the buyer what he/she is buying. Secondly, this study indicated many terms that can increase brand awareness, including attitude Homophily, brand luxury, and brand value. This study is limited to digital marketing and consumer intention influenced by brand awareness. Although the results are according to the expectation, they can be improved by including more independent variables and adding more respondents to get an improved picture.

5.5 Conclusion

The purpose of the study is to check the mediating role of brand awareness between digital marketing and consumer intention. To fill this objective study is conducted in the digital marketing sector of Pakistan. The focus is on buyers who like to use online platforms for shopping. The relationship between the variables is significant. According to the correlation and regression analysis, it has been concluded that brand awareness mediates the nexus between digital marketing and consumer intention. Results indicate that marketers should take steps to increase brand awareness and consumer intention in different dimensions of digital marketing. This will impact new companies to improve brand awareness by working on the digital platform and gain optimistic consumers' intention.

5.6 Managerial Contribution

This research has helped to extend the knowledge and clarify some basic concepts about how things are going in the digital marketing sector. Results help managers check how brand awareness is

essential for any origination because many organizations in developing countries like Pakistan are still unaware of many essential things in this context.

5.7 Social Contribution

The study reveals that by applying such strategies, companies can increase brand awareness among their consumers and help them build brand awareness through online and physical surveys and social campaigns. The buyers should be trained through awareness training sessions about using the organization's online platform. This will create awareness about the brand among their targeted consumers who do not have the knowledge, resources, and skills to use the digital platform for beneficial concern.

5.8 Theoretical Contribution

Many theories from other researchers also help to contribute to fulfilling our results and findings. Moreover, their theories fully support the findings of this research. As Moin & Priyono (2020) suggested, the CEO should understand how to treat their top-tier association for the subsequent phases to enter and be compelling compared to others. Barreda (2016) also agrees that brand value can play a crucial role for most organizations to provide awareness about the new digital marketing era. It is also proven that ads on social media during the video could influence consumer intention toward the brand (Febriyantoro, 2020). Online buying platforms and shopping malls are now the new competitive marketplace, where companies should meet the expectations of the consumers to gain a marketing edge (Akar et al. 2016). There are possibilities that a brand can be credible, but at the same time, most companies have a low level of brand awareness. For example, few local brands in Pakistan are hardly acknowledged in the specific region due to their lack of ability to develop new skills to grab new markets (Wang & Yang,

2010). Likewise, the literature review highlighted the importance of brand identity and brand image for customers and the market, which might impact consumer loyalty and increase consumer purchase intentions (Dash et al., 2021).

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