**Chapter Two: Literature Review**

# **Introduction**

In today's digital world, firms use a variety of marketing channels, such as content marketing, social media, search engines, email, and influencer marketing. Understanding how these shifting trends influence consumer behaviour and brand engagement is critical. The Theory of Planned Behaviour (TPB) offers a paradigm for forecasting consumer behaviour in this study. This section investigates the dynamic relationship between digital marketing techniques, customer behaviour, and brand engagement by synthesising literature.

# **Theoretical framework: Theory of planned behaviour**

The Theory of Planned Behaviour (TPB), introduced by Ajzen in 1985, is an explanatory model that has been widely employed in many research on behavioural intention (Ajzen and Fishbein, 2005; Fraser et al., 2010; Lee et al., 2010; Ajzen, 2012b, 2012a). In accordance with the TPB, voluntary human activity is preceded by an intention to engage in such behaviour (Shirly & Todd, 2001). Then it proposes that behavioural intention is governed by three primary factors: attitude toward behaviour (AB), subjective norm (SN), and perceived behavioural control (PBC). According to Ajzen (1991), people's intention to perform a behaviour is directly influenced by how much they view a particular behaviour positively (i.e., attitude), anticipate that a significant number of others want them to engage in the behaviour (i.e., subjective norm), and think they are capable of carrying out the behaviour (i.e., perceived behavioural control).

In general, attitudes are an individual's overall assessment of his or her behaviour. Using the compatibility principle, the relevant attitudes, particularly in consumer research, are those toward behaviour performance, which are explicitly quantified at a level comparable to that used in behaviour assessment (Armitage and Conner, 2001). For the purposes of online purchasing, attitudes/ focus on consumers’ perceptions of the ‘favourableness’ and ‘unfavourableness’ of online shopping (Lin, 2007). In the context of online purchasing, consumers will generally form a favourable attitude when online shopping is seen favourably. For most consumers, online shopping is seen favourably when the consumer seeks to save time and favour the convenience of shopping from a remote location, gathering information quickly and saving time shopping (Nagvadia, 2021; Gulfraz *et al.*, 2022). However, consumers will also examine these benefits against perceived costs: the risk of a security breach, having to wait for a product to be delivered and not having the opportunity to inspect the goods prior to making a purchase (Gu and Wu, 2019).

Subjective norms, on the other hand, take into account a person's ideas about whether or not important individuals believe the person should engage in the behaviour (Kim et al. 2013). Significant others are those who have the capacity to affect a certain customer's behaviour, particularly when making a purchase choice (Manning, 2009). Subjective norms are thought to assess the social pressures on individuals to do or not execute a specific activity (Kim et al., 2013). Subjective norms refer to the perceived social pressure to perform (or not to perform) a certain behaviour (Tang *et al.*, 2021). The literature on subjective norms has indicated that the influence of subjective norms can provide equivocal results. Previous studies have concluded that someone who aims to follow people’s expectations and wants to be the same would certainly have good subjective standards in online shopping behaviour (Alam and Sayuti, 2011). In the online shopping literature, however, there have been conflicting reports of subjective norms (Hawaldar *et al.*, 2019). Past studies have shown an important positive impact on consumer buying intentions by subjective norms (Limayem, Khalifa and Frini, 2000; Laohapensang, 2009). However, studies have also found a negative effect (Taylor and Todd, 1995) or even no effect of subjective norms on the online shopping intentions of customers. In the early stages of Internet adoption, research by “trust and privacy” found that, in contrast to other technologies, such as telephone or email, arbitrary norms played no significant part (Chen and Zimitat, 2006). The inconsistent findings within the subjective norm literature call for further research, in order to understand the generalizability of subjective norms in different contexts.

Finally, the third predictor of intention in TPB is perceived behavioural control, which is determined by an individual's impression of ease or difficulty in carrying out a certain activity (Ajzen, 1991). PBC assessments are based on perceptions about the amount to which one has access to the resources or opportunities required to carry out the activity effectively, as well as the perceived ability of each element to permit or prohibit the action (Ajzen, 1988, 1991). Control beliefs refer to views about circumstances that are predicted to help or hinder the execution of a behaviour. When a consumer has positive perceived behavioural control, the consumer will likely try and experience online shopping. If the online shopping experience is satisfactory, the consumer will evaluate perceived behaviour control based on past experience and the trust generated out of it and will form a positive view of online shopping (Giantari *et al.*, 2013). Trust and experience are important antecedents of perceived behavioural control, because perceived behavioural control is divided into two components: self-efficacy and facilitating conditions (Turan, 2012). In this regard, self-efficacy refers to the individual’s perception of his or her abilities and the tools available for adapting a specific behaviour. Thus, self-efficacy is determined by the consumer’s evaluation of their own ability to make purchases online (Gu and Wu, 2019). In such a case, the consumer will consider whether or not he or she can navigate an online shop’s website and make the purchase satisfactorily.

As the Theory of Planned Behaviour is a well-researched theory (Yakasai and Jusoh, 2015), this current study will contextually focus on the TPB construct's predictive ability in predicting consumer behavioural intention towards tech repair services facilitated by digital marketing. Figure 1 shows the Theory of Planned Behaviour.

H1

H2

H3

Figure 1. Conceptual framework of TPB in the tech repair sector

Figure 1 displays a conceptual framework for TPB in the tech repair sector. Firstly, attitude towards tech repair services relates to how people perceive these services in general. Individuals who see tech repair services positively, considering that they are important, dependable, and beneficial, are more likely to plan to employ them. Second, the subjective norm for tech repair services takes into account the perceived social pressure or expectation from significant others, such as friends, family, or coworkers, to engage in the activity. If people believe that obtaining tech repair services is necessary or desirable, they are more likely to employ them to meet these societal expectations. Finally, perceived behavioural control over tech repair services refers to people's perceptions of their capacity to do the behaviour. Individuals who are confident in their capacity to acquire tech repair services, understand the procedure, and believe in their own abilities to use these services efficiently are more likely to intend to use them.

# **Trends in digital marketing channels**

Digital marketing as an adaptive, technology-enabled process by which firms collaborate with customers and partners to jointly create, communicate, deliver, and sustain value for all stakeholders (Kannan and Li, 2017). Digital marketing involves managing and harnessing ‘5Ds of Digital: digital devices; digital platforms; digital media; digital data and digital technology (Kotane, Znotina and Hushko, 2019). In the era of modern technology, internationalization and globalization, marketing communication implements new tools, trends and opportunities (Madan and Rosca, 2022). Digital trends have a substantial influence on the complete operation of modern organisations, particularly the company's digital transformation, as well as marketing as a business philosophy, activity, and business function (Blazheska, Ristovska, & Gramatnikovski, 2020). Some of the common trends in digital marketing are discussed below:

## **Content marketing**

Content marketing is an emerging communication technique for marketers. Given the benefits it provides to both consumers and businesses, content marketing has continued to draw the attention of researchers all over the world. Multiple researchers investigated conceptual definitions of content marketing. (Rowley, 2008) defines content marketing as the process of detecting, analysing, and meeting client requests in order to maximise profit through the use of real-time information provided via electronic platforms. He went on to say that while information is important in marketing, it should not necessarily be directed towards selling; instead, it could be instructive, motivating, or fascinating. The above definition is consistent with the ideas of Odden (2012), who defines content marketing as a strategy for attracting, engaging, and encouraging customers to patronise a brand by providing material relevant to their interests and behaviour during the purchasing cycle. This is necessary since today's clients are clever and knowledgeable, and they educate themselves by exploring numerous platforms for information on a certain issue. It is thus critical for businesses to give customers with material that allows them to associate with a brand, which, if successful, leads to purchasing behaviour (Kilgour, Sasser, and Larke, 2015). Content marketing is described as "a strategic marketing approach that focuses on creating and distributing valuable, relevant, and consistent information to attract and retain a clearly defined audience for profit" (Content Marketing Institute, 2015). Content marketing should educate and entertain people while also providing answers to everyday challenges, so that even if customers do not use the brand at the moment, they may recommend others based on their pleasant online experiences (Mathewson and Moran, 2016).

## **Social media marketing**

One of the most significant technological advancements in recent years is social networking. The definition of "social media," provided by Kaplan and Haenlein (2010), which describes it as an online networking hub with built-in internet capacity that enables users to create a zone for business or interpersonal relationships, has been generalised by researchers and scholars alike. In addition to using social media at home, people also use it at work, on vacation, and wherever else they have the chance (Nielsen 2012). Social media marketing is a platform that enables companies or organisations to interact and interact with new customers while also fostering business partnerships by cultivating enduring connections with existing consumers (Chi, 2011). Khaniki and Babaie (2011) hold similar views, claiming that social media provides a channel for content generation, engagement, and distribution that is easily accessible and fast due to its usage of the internet. It ties a company's brand to its target clients, and this must align with the company's plan/strategy for gaining a competitive advantage over its industry rivals (Mangold & Faulds, 2009). According to (Idenedo, Ebenuwa, and Ehimen, 2023), the use of social media networks (Facebook, Instagram, Twitter, LinkedIn) and others improves interactive communications, strengthens user relationships, allows customers to contribute to the value creation process, and ultimately drives customer loyalty.

## **Search Engine Marketing (SEM)**

The definition defines a search engine as a programme that allows users to retrieve certain information/products/services from a database (Khiste, Veer, & Maske, 2011). Search engine websites are immensely popular on the Internet because they enable users to effortlessly search through millions of pages (Cho and Roy, 2004). A search engine is a searchable library of webpages curated by a computer programme known as a wanderer, robot, crawler, worm, or spider (Khiste, Veer, and Maske, 2011). When a keyword is entered, the search engine searches its database for keywords and displays any related results. Websites are picked automatically and are not typically vetted before entering the database (Frank and Idenedo, 2023). Sullivan (2001) coined the phrase Search Engine Marketing to refer to a wide range of web-based activities aimed at increasing a company's exposure through listings, searches, directories, and the development of online marketing strategies for corporations, organisations, and people. Sullivan (2001) describes Search Engine Marketing as a Web marketing approach that aims to promote an organization's brand by boosting its presence in search engine result pages. Hidayanto et al. (2012) define Search Engine Marketing (SEM) as the practice of raising brand recognition and making it easily accessible to the target market via a search engine. The world of advertising has evolved throughout time in terms of how organisations market their brands, goods, and services, with advertising on television or in print publications becoming somewhat outmoded for attracting people's attention and leading to positive action (Achmad et al., 2011).

## **Email marketing**

It has been established that email marketing is one of the most popular marketing techniques for many firms (Dash, Kiefer, and Paul, 2021), both before and during the Covid outbreak and its aftermath. Because of certain noteworthy factors, such as cost savings and familiarity, it is extremely vital for businesses trying to create and sustain customer connections (McCloskey, 2006). It is also a mechanism for collecting consumer data and sending communications to those who may be interested in acquiring things (Ellis-Chadwick and Doherty, 2012). Although email is basically a two-way communication medium, B2B enterprises sometimes utilise it as a one-way channel to distribute newsletters or adverts (Hien & Nhu, 2022). Furthermore, email is viewed as a channel that allows marketers to engage with their customers by easily customising the content or offers in the email to best suit their needs with each object, resulting in not only a better impression of the business but also increased loyalty and brand recognition among consumers (Samantaray and Pradhan, 2020).

## **Influencer marketing**

Many researchers have used various definitions of social media influencers. (Freberg et al., 2011) defined social media influencers as a new sort of independent third-party endorser who influences audience opinions through blogs, tweets, and other forms of social media. (Abidin, 2016) defined social media influencers as microcelebrities who document their daily lives, from the trivial and mundane to exciting snippets of exclusive opportunities in their line of work, thereby shaping public opinion through the careful calibration of persona on social media. Social media influencers, or digital opinion leaders, engage in self-presentation on social media. They establish an identity by developing an online image based on a rich multimodal narrative of their daily personal lives and utilising it to attract a big number of followers (Jin, Muqaddam, and Ryu 2019). The influencer-follower connection (Abidin, 2016) is most important to their success, since it influences future follower behaviour (e.g., interaction, purchase intention) (Evans, Hoy, and Childers, 2018; Boerman, 2020; van Reijmersdal et al., 2020). Given their organic rise to prominence, social media influencers are frequently seen as credible, personable, and readily accessible (De Veirman, Cauberghe, and Hudders, 2017; Djafarova and Rushworth, 2017; Reinikainen et al., 2020).

In brand-influencer collaborations, a social media influencer serves as a brand ambassador by creating sponsored content for the brand to convey and enhance its brand image and name (Reinikainen et al., 2020), as well as to drive brand engagement and loyalty (Li and Feng, 2022). Social media influencers, as independent third-party endorsers, frequently curate such material by sharing their brand-related experiences and lifestyles through photographs, texts, tales, hashtags, and check-ins, among other things (De Veirman, Cauberghe, and Hudders, 2017). Indeed, social media influencers are in great demand by marketers because they have developed credibility with their followers through their knowledge, allowing them to influence their followers' decisions (Khamis, Ang, and Welling, 2017). Furthermore, influencer marketing through social media allows influencers and their followers to collaborate on the co-creation of the brand's image on social media (Lin, Bruning, and Swarna, 2018).

# **Impact of digital marketing trends on consumer behaviour**

Hamdani, Muladi, and Maulani (2022) evaluated the impact of digital marketing on customer decisions, with a special focus on the Aerostreet shoe brand. The results show that internet marketing has a major impact on customer decisions for the Aerostreet brand. This suggests that customers are increasingly relying on technology to make purchase decisions in the fashion business, namely shoes. The study emphasises the role of digital promotion and marketing in influencing customer behaviour. The impact of digital marketing is assessed to be 56.0%, emphasising its importance in reaching a larger market and providing flexibility in terms of time and location.

Omar and Atteya (2020) investigated the effect of digital marketing channels (e-mail marketing, mobile marketing, and retargeting) on customer purchasing decisions in the Egyptian market. The findings show that e-mail has a significant favourable impact on customer purchasing decisions in two phases (post-purchase and information research). In the purchasing process, the decision phase has a detrimental impact on consumer decisions. Mobile, as a digital marketing medium, has a detrimental influence on customer decisions at all phases of the consumer purchasing decision process in Egypt. Furthermore, re-targeting has a significant impact on customer decisions throughout the assessment stage; subsequent information research requires recognition, purchase decision, and post-purchase. Furthermore, the study by (AL-AZZAM and Al-mizeed, 2021) looked at the influence of internet advertising, as well as email marketing, social media marketing, and mobile marketing, on student purchase decisions in Jordan. Overall, the findings of this study showed that the four independent characteristics had a favourable impact on student purchasing decisions. Among the four digital marketing tools represented by independent components in this study, targeting is the most important aspect in the student purchase decision, confirming the findings of Omar and Atteya. The study confirmed that the largest influence on student decisions occurs during the assessment stage, which may be attributed to the resorted channel geared to users who have looked for the product. However, the study found that email marketing, as a digital marketing channel, is the least significant component in student purchase decisions. Similarly, using partial least squares structural equation modelling (PLS-SEM), (Mustapha, Ojeleye, and Abdullahi, 2022) discovered that email marketing and customer trust have a positive significant effect on consumer purchasing behaviour, whereas social media marketing has a positive insignificant effect.

Using psychological reactance theory, (Xu, Wub, and Atkin, 2021) investigates the impact of brand trust and website credibility on reactions to behavioural advertising through privacy concerns. The findings imply that, whereas brand trust promotes purchase intention through affective reactance, website credibility has relatively minor effects on privacy concern, reactance, or buy intention. Yunus, Saputra, and Muhammad (2022) investigated the mediating function of customer relationship management (CRM) in the link between digital marketing and online trust, as well as the online buy intention of e-commerce consumers in Banda Aceh, Aceh province. The findings showed that digital marketing and online trust had a considerable beneficial link with CRM. Furthermore, digital marketing and CRM have a strong correlation with online purchase intent. Unfortunately, internet trust has no meaningful impact on online customer purchase intentions. Furthermore, the CRM mediates the interaction between digital marketing and online trust in regard to online buy intention among e-commerce customers in Banda Aceh, Aceh Province, Indonesia.

(Odoom, 2023) investigate the empirical link between digital content marketing (DCM) and consumer brand engagement on social media, as well as how social media influencers' (SMI) brand content modifies this relationship. The data show that DCM advertisement with an information, entertainment, commercial, and emotional focus have a favourable association with consumer brand engagement, except when they include negative emotional aspects. Furthermore, brand material in SMIs considerably modifies the link between DCM aspects and brand engagement. However, when SMI acts as a moderator, DCM advertisements with negative emotional aspects have a detrimental impact on brand engagement. (Li et al., 2022) evaluated the efficiency of Digital Content Marketing (DCM) in a Mixed Reality (MR) training platform environment, taking into account online purchase intention (OPI) through social media. The findings indicated that DCM is crucial for activating both immediate and long-term OPI. Increasing perceived value through MR in DCM has a favourable effect on the immediate OPI. In terms of long-term OPI, more customer involvement with DCM in an MR environment may build brand trust and have a big impact on it.

Additionally, Suleiman et al. (2024) investigated the influence of digital marketing on customer purchasing behaviour at Nile University. The findings demonstrate that Nile University students and staff are aware of digital marketing and have purchased things through various digital channels. The overall findings show that social media has a greater influence on consumer purchasing behaviour than other digital channels at Nile University of Nigeria. Similarly, Alhelali (2023) proved that social media is the most essential element affecting customer purchase decisions, with a considerable beneficial impact. Furthermore, the study discovered that only age, gender, and education level among the demographic characteristics have a substantial influence on customer purchasing decisions. According to Ojinnaka and Hezarkhani (2023), the combined influence of online marketing, blogs and websites, and product descriptions on a company's ethical and sustainable policies has no statistically significant impact on consumer purchase intentions. However, their analysis found that when individual predictors are taken into account, characteristics such as age tiers, price, and quality have a statistically significant influence on customer purchase intentions. The study by (Neelapala, 2022) examines the impacts of digital marketing on consumer purchasing behaviour in order to evaluate if customers should be aware of digital marketing and how it influences their buying decisions. The survey found that the majority of individuals are familiar with digital marketing. They accept digital marketing, which has affected their decision to shop online.

# **Impact of digital marketing trends on brand engagement**

As consumers gain proficiency with emerging communication platforms, they actively engage in online, technology-facilitated service interactions. Given the paradigm change in the interactive world, engaging consumers has become a strategic priority for marketers seeking to cultivate customer-brand connections and increase revenue (Rasool, Shah, and Islam, 2020). According to Khan et al. (2020), brand engagement is "a psychological state that occurs by virtue of interactive, co-creative customer experiences with a focal agent/object (e.g., a brand) in service relationships". Extending this perspective, (Hollebeek, Srivastava, and Chen, 2019) define customer engagement as a customer's "motivationally driven, volitional investment of operant resources (including cognitive, emotional, behavioural, and social knowledge/skills) and operand resources (e.g., equipment) in their brand interactions." Customer engagement indicates the customer's purpose to achieve their utilitarian, hedonic, or social product- or brand-related goals by actively participating in brand interactions, hence helping to lower perceived risk and create trust (Hollebeek and Macky, 2019). According to (Thampi and Ambeesh, 2024), some of the most challenging issues marketers face in the digital ecosystem today include driving relevant traffic to their websites, changing the customer journey, targeting the right audience, lead generation, optimising marketing budgets to maximise ROI, increasing security risks, keeping up with changing digital trends, and updating content.

Wan (2023) proved that utilising quantitative and qualitative research methodologies, as well as empirical data and case analysis, a digital marketing plan may improve brand recognition, promote sales growth, and increase consumer engagement. Digitally engaging clients generates value and boosts customer lifetime value (Kannan and Li, 2017). Engagement has been measured across brand communities (Baldus, Voorhees, & Calantone, 2015; Dessart, Veloutsou, & Morgan-Thomas, 2015). Some studies investigated the multidimensionality of brand engagement, although the majority focused on its emotional and cognitive components (Fleming and Bowden, 2009; Brodie et al., 2013; Hollebeek, Glynn, and Brodie, 2014). According to Porter and Donthu (2008) and Martínez-López et al. (2017), online brand engagement involves factors such as brand likability, trust, attitude, and emotional connection with customers. Brand likeability is a persuasive approach and self-presentation that leads customers to like businesses and brands (Kenrick et al., 2002; Reysen, 2005). Online transactions provide extra price and offer options, which may reflect brand engagement behaviour (Bhattacharya, 2023). "Trust influences digital clients' selective information gathering and searching behaviour" (Kannan and Li, 2017). Transparency, transaction information, and data security boost online brand confidence (Shankar, Urban, & Sultan, 2002). Brand trust and reliability influence online consumer engagement (Kannan & Li, 2017). Online brand engagement refers to the intensity of a customer's online participation (Vivek, Beatty, and Morgan, 2012), the customer's attitudinal (cognitive and affective/emotional) commitment (Mollen and Wilson, 2010), or a state of being involved, occupied, fully absorbed, or engaged (Higgins and Scholer, 2009) with the brand.

Based on firm-generated content theory and social presence theory, Liu et al. (2021) assessed the impact of brand social media strategies on various levels of digital customer engagement, such as positive filtering, cognitive and affective processing, advocacy from content strategy, and response strategy. The findings suggest that, among brand social media content strategies, action content strategy is connected with greater levels of digital consumer interaction. On the other hand, different brand social media response methods have varying effects on digital consumer engagement levels, with unified reaction being the most effective technique for promoting digital customer engagement. Furthermore, the efficacy of a brand's social media response plan in digital client interaction is influenced by its image and discretionary purchases. In contrast, the efficacy of a company's social media response strategy in digital consumer interaction is higher when the brand image emphasises its "competence" or when discretionary expenditures are focused on "material purchases." On the other side, (Bazi, Filieri, and Gorton, 2023) argue that the success of social media content in promoting customer brand engagement is determined by its entertainment value. namely, their findings show that entertainment influences consumer engagement and acts as a bridge between content marketing (namely, content aesthetic quality and celebrity endorsement) and customer engagement with luxury fashion firms. Thus, consumer interaction promotes brand loyalty and affection. Furthermore, Meire et al. (2019) investigate the influence of enterprises' social media engagement strategies centred on customers' experience interaction events in affecting consumer attitude towards digital engagement. The findings show that marketers may impact the sentiment of consumers' digital engagement beyond their performance during interactions, and that for unfavourable event outcomes, informative marketer-generated material, rather than emotive content, can improve customer sentiment. Habib, Hamadneh, and Hassan (2022) explored how customer involvement and brand image mediated the link between digital marketing techniques and over-the-top (OTT) platform purchase intention in India. The study discovered that digital media marketing (DMM) had no direct influence on the purchase intention of OTT platforms. Furthermore, there is a significant indirect influence through brand image and customer engagement, which supports the premise that brand image and consumer engagement mediate the link between DMM practices and OTT platform purchase intention. Although this circumstance looks to be a fantastic opportunity for marketing intelligence, an information security breach has societal consequences (Mocanu, 2018). As a result, this study will focus on the risk and trust associated with DMM, as well as how to improve customer trust and increase purchase intention in the public interest.

# **Chapter conclusion**

This section gives a thorough overview of the Theory of Planned Behaviour (TPB) as a theoretical framework, followed by an examination of various trends in digital marketing channels such as content marketing, social media marketing, search engine marketing (SEM), email marketing, and influencer marketing. It then investigates the effects of these digital marketing trends on customer behaviour and brand engagement. The key findings illustrate the enormous impact of digital marketing on consumer decision-making processes, with distinct channels influencing different phases of the consumer purchasing cycle. Additionally, digital marketing methods have been demonstrated to improve brand engagement, create brand loyalty, and increase consumer lifetime value. Furthermore, the part explores the impact of brand image and customer involvement in shaping purchase intentions, emphasising the intricate interplay between digital marketing tactics, consumer behaviour, and brand engagement.

# **References**

Abidin, C. (2016) ‘Visibility labour: Engaging with Influencers’ fashion brands and #OOTD advertorial campaigns on Instagram’, *http://dx.doi.org/10.1177/1329878X16665177*, 161(1), pp. 86–100. Available at: https://doi.org/10.1177/1329878X16665177.

Ajzen, I (1991) ‘The Theory of Planned Behaviour’, *Organizational Behavior and Human Decision Processes*, 50(1), pp. 179–211. Available at: https://doi.org/10.1080/10410236.2018.1493416.

Ajzen, I. (1985) ‘From Intentions to Actions: A Theory of Planned Behavior’, *Action Control*, pp. 11–39. Available at: https://doi.org/10.1007/978-3-642-69746-3\_2.

Ajzen, I. (1991) ‘The theory of planned behavior’, *Organizational Behavior and Human Decision Processes*, 50(2), pp. 179–211. Available at: https://doi.org/10.1016/0749-5978(91)90020-T.

Ajzen, I. (2012a) ‘Attitudes and Persuasion’, *The Oxford Handbook of Personality and Social Psychology* [Preprint]. Available at: https://doi.org/10.1093/OXFORDHB/9780195398991.013.0015.

Ajzen, I. (2012b) ‘The theory of planned behavior’, *Handbook of Theories of Social Psychology: Volume 1*, pp. 438–459. Available at: https://doi.org/10.4135/9781446249215.N22.

Ajzen, I. and Fishbein, M. (2005) *The Influence of Attitudes on Behavior.*, *In D. Albarracín, B. T. Johnson, & M. P. Zanna (Eds.), The handbook of attitudes (pp. 173–221). Lawrence Erlbaum Associates Publishers.* Available at: https://psycnet.apa.org/record/2005-04648-005 (Accessed: 18 April 2024).

Ajzen, Icek. (1988) ‘Attitudes, personality and behavior’, p. 175. Available at: https://search.worldcat.org/title/884641638 (Accessed: 18 April 2024).

Alam, S.S. and Sayuti, N. (2011) ‘Applying the Theory of Planned Behavior (TPB) in halal food purchasing’, *International Journal of Commerce and Management*, 21(1), pp. 8–20. Available at: https://doi.org/10.1108/10569211111111676.

AL-AZZAM, A.F. and Al-mizeed, K. (2021) ‘The Effect of Digital Marketing on Purchasing Decisions: A Case Study in Jordan’, *Journal of Asian Finance*, 8(5), pp. 455–0463. Available at: https://doi.org/10.13106/jafeb.2021.vol8.no5.0455.

Alhelali, T. (2023) ‘The impact of digital marketing on consumer purchasing decision in the United Arab Emirates’, *International Journal of Thesis Projects and Dissertations (IJTPD)*, 11, pp. 12–20. Available at: https://doi.org/10.5281/zenodo.7912887.

Armitage, C.J. and Conner, M. (2001) ‘Efficacy of the Theory of Planned Behaviour: a meta-analytic review’, *The British journal of social psychology*, 40(Pt 4), pp. 471–499. Available at: https://doi.org/10.1348/014466601164939.

Baldus, B.J., Voorhees, C. and Calantone, R. (2015) ‘Online brand community engagement: Scale development and validation’, *Journal of Business Research*, 68(5), pp. 978–985. Available at: https://doi.org/10.1016/J.JBUSRES.2014.09.035.

Bazi, S., Filieri, R. and Gorton, M. (2023) ‘Social media content aesthetic quality and customer engagement: The mediating role of entertainment and impacts on brand love and loyalty’, *Journal of Business Research*, 160, p. 113778. Available at: https://doi.org/10.1016/J.JBUSRES.2023.113778.

Bhattacharya, S. (2023) ‘Hows and Whys That Lead to Online Brand Engagement’, *International Journal of Asian Business and Information Management*, 14(1), pp. 1–21. Available at: https://doi.org/10.4018/IJABIM.322388.

Blazheska, D., Ristovska, N. and Gramatnikovski, S. (2020) ‘The Impact of Digital Trends on Marketing’, *UTMS Journal of Economics*, 11(1), pp. 48–58.

Boerman, S.C. (2020) ‘The effects of the standardized instagram disclosure for micro- and meso-influencers’, *Computers in Human Behavior*, 103, pp. 199–207. Available at: https://doi.org/10.1016/J.CHB.2019.09.015.

Brodie, R.J., Ilic, A., Juric, B. and Hollebeek, L. (2013) ‘Consumer engagement in a virtual brand community: An exploratory analysis’, *Journal of Business Research*, 66(1), pp. 105–114. Available at: https://doi.org/10.1016/J.JBUSRES.2011.07.029.

Chen, C.H. and Zimitat, C. (2006) ‘Understanding Taiwanese students’ decision-making factors regarding Australian international higher education’, *International Journal of Educational Management*, 20(2), pp. 91–100. Available at: https://doi.org/10.1108/09513540610646082.

Chi, H.-H. (2011) ‘Interactive Digital Advertising vs. Virtual Brand Community’, *Journal of Interactive Advertising*, 12(1), pp. 44–61. Available at: https://doi.org/10.1080/15252019.2011.10722190.

Cho, J. and Roy, S. (2004) ‘Impact of search engines on page popularity’, *Thirteenth International World Wide Web Conference Proceedings, WWW2004*, pp. 20–29. Available at: https://doi.org/10.1145/988672.988676.

Content Marketing Institute (2015) ‘What is Content Marketing?’, *Content Marketing Institute* [Preprint]. Available at: https://contentmarketinginstitute.com/what-is-content-marketing/ (Accessed: 18 April 2024).

Dash, G., Kiefer, K. and Paul, J. (2021) ‘Marketing-to-Millennials: Marketing 4.0, customer satisfaction and purchase intention’, *Journal of Business Research*, 122, pp. 608–620. Available at: https://doi.org/10.1016/j.jbusres.2020.10.016.

De Veirman, M., Cauberghe, V. and Hudders, L. (2017) ‘Marketing through Instagram influencers: the impact of number of followers and product divergence on brand attitude’, *International Journal of Advertising*, 36(5), pp. 798–828. Available at: https://doi.org/10.1080/02650487.2017.1348035.

Dessart, L., Veloutsou, C. and Morgan-Thomas, A. (2015) ‘Consumer engagement in online brand communities: A social media perspective’, *Journal of Product and Brand Management*, 24(1), pp. 28–42. Available at: https://doi.org/10.1108/JPBM-06-2014-0635.

Djafarova, E. and Rushworth, C. (2017) ‘Exploring the credibility of online celebrities’ Instagram profiles in influencing the purchase decisions of young female users’, *Computers in Human Behavior*, 68, pp. 1–7. Available at: https://doi.org/10.1016/J.CHB.2016.11.009.

Ellis-Chadwick, F. and Doherty, N.F. (2012) ‘Web advertising: The role of e-mail marketing’, *Journal of Business Research*, 65(6), pp. 843–848. Available at: https://doi.org/10.1016/J.JBUSRES.2011.01.005.

Evans, N.J., Hoy, M.G. and Childers, C.C. (2018) ‘Parenting “YouTube Natives”: The Impact of Pre-Roll Advertising and Text Disclosures on Parental Responses to Sponsored Child Influencer Videos’, *Journal of Advertising*, 47(4), pp. 326–346. Available at: https://doi.org/10.1080/00913367.2018.1544952.

Ferdous, A.S. (2010) ‘Applying the Theory of Planned Behavior to Explain Marketing Managers’ Perspectives on Sustainable Marketing’, *Journal of International Consumer Marketing*, 22(4), pp. 313–325. Available at: https://doi.org/10.1080/08961530.2010.505883.

Fleming, C.M. and Bowden, M. (2009) ‘Web-based surveys as an alternative to traditional mail methods’, *Journal of environmental management*, 90(1), pp. 284–292. Available at: https://doi.org/10.1016/J.JENVMAN.2007.09.011.

Frank, V. and Idenedo, O.W. (2023) ‘Digital Marketing Channels and Brand Performance of Deposit Money Banks in Port Harcourt’, *Academia Networks International Journal of Management Studies*, 8(4), pp. 49–66. Available at: www.arcnjournals.org|arcnjournals@gmail.com49|page.

Fraser, R.T., Johnson, K., Hebert, J., Ajzen, I., Copeland, J., Brown, P. and Chan, F. (2010) ‘Understanding employers’ hiring intentions in relation to qualified workers with disabilities: preliminary findings’, *Journal of occupational rehabilitation*, 20(4), pp. 420–426. Available at: https://doi.org/10.1007/S10926-009-9220-1.

Freberg, K., Graham, K., McGaughey, K. and Freberg, L.A. (2011) ‘Who are the social media influencers? A study of public perceptions of personality’, *Public Relations Review*, 37(1), pp. 90–92. Available at: https://doi.org/10.1016/J.PUBREV.2010.11.001.

Giantari, G.A.K., Zain, D., Rahayu, M. and Solimun (2013) ‘The role of perceived behavioral control and trust as mediator of experience on online purchasing intentions relationship a study on youths in denpasar city (Indonesia)’.

Gu, S. and Wu, Y. (2019) ‘Using the Theory of Planned Behaviour to Explain Customers’ Online Purchase Intention’, *World Scientific Research Journal*, 5(9), pp. 1–25. Available at: https://doi.org/10.6911/WSRJ.201909\_5(9).0026.

Gulfraz, M.B., Sufyan, M., Mustak, M., Salminen, J. and Srivastava, D.K. (2022) ‘Understanding the impact of online customers’ shopping experience on online impulsive buying: A study on two leading E-commerce platforms’, *Journal of Retailing and Consumer Services*, 68, p. 103000. Available at: https://doi.org/10.1016/J.JRETCONSER.2022.103000.

Habib, S., Hamadneh, N.N. and Hassan, A. (2022) ‘The Relationship between Digital Marketing, Customer Engagement, and Purchase Intention via OTT Platforms’, *Journal of Mathematics*, 2022, pp. 1–12. Available at: https://doi.org/10.1155/2022/5327626.

Hamdani, N.A., Muladi, R. and Maulani, G.A.F. (2022) ‘Digital Marketing Impact on Consumer Decision-Making Process’, in *Proceedings of the 6th Global Conference on Business, Management, and Entrepreneurship (GCBME 2021)*. Atlantis Press, pp. 1–7. Available at: https://doi.org/10.2991/aebmr.k.220701.031.

Hawaldar, I.T., Ullal, M.S., Birau, F.R. and Spulbar, C.M. (2019) ‘Trapping Fake Discounts as Drivers of Real Revenues and Their Impact on Consumer’s Behavior in India: A Case Study’, *Sustainability 2019, Vol. 11, Page 4637*, 11(17), p. 4637. Available at: https://doi.org/10.3390/SU11174637.

Hidayanto, A.N., Adha, M.S., Jiwanggi, M.A. and Melia, T. (2012) ‘A study of impact of search engine optimisation to internet marketing strategy’, *International Journal of Services, Economics and Management*, 4(4), pp. 298–316. Available at: https://doi.org/10.1504/IJSEM.2012.050950.

Hien, N.N. and Nhu, T.N.H. (2022) ‘The effect of digital marketing transformation trends on consumers’ purchase intention in B2B businesses: The moderating role of brand awareness’, *Cogent Business and Management*, 9(1), pp. 1–24. Available at: https://doi.org/10.1080/23311975.2022.2105285.

Higgins, E.T. and Scholer, A.A. (2009) ‘Engaging the consumer: The science and art of the value creation process’, *Journal of Consumer Psychology*, 19(2), pp. 100–114. Available at: https://doi.org/10.1016/j.jcps.2009.02.002.

Hollebeek, L.D. and Macky, K. (2019) ‘Digital Content Marketing’s Role in Fostering Consumer Engagement, Trust, and Value: Framework, Fundamental Propositions, and Implications’, *Journal of Interactive Marketing*, 45, pp. 27–41. Available at: https://doi.org/10.1016/J.INTMAR.2018.07.003.

Hollebeek, L.D., Glynn, M.S. and Brodie, R.J. (2014) ‘Consumer brand engagement in social media: Conceptualization, scale development and validation’, *Journal of Interactive Marketing*, 28(2), pp. 149–165. Available at: https://doi.org/10.1016/J.INTMAR.2013.12.002.

Hollebeek, L.D., Srivastava, R.K. and Chen, T. (2019) ‘S-D logic–informed customer engagement: integrative framework, revised fundamental propositions, and application to CRM’, *Journal of the Academy of Marketing Science*, 47(1), pp. 161–185. Available at: https://doi.org/10.1007/S11747-016-0494-5.

Idenedo, O.W., Ebenuwa, A. and Ehimen, S. (2023) ‘Value co-creation adoption and customer loyalty of apparel designers in Nigeria: The moderating role of social media network’, *Journal of Management, Marketing and Accounting Innovations*, 8(2), pp. 7466–6739.

Jin, S.V., Muqaddam, A. and Ryu, E. (2019) ‘Instafamous and social media influencer marketing’, *Marketing Intelligence and Planning*, 37(5), pp. 567–579. Available at: https://doi.org/10.1108/MIP-09-2018-0375/FULL/XML.

Kannan, P.K. and Li, H. “Alice” (2017) ‘Digital marketing: A framework, review and research agenda’, *International Journal of Research in Marketing*, 34(1), pp. 22–45. Available at: https://doi.org/10.1016/J.IJRESMAR.2016.11.006.

Kaplan, A.M. and Haenlein, M. (2010) ‘Users of the world, unite! The challenges and opportunities of Social Media’, *Business Horizons*, 53(1), pp. 59–68. Available at: https://doi.org/10.1016/J.BUSHOR.2009.09.003.

Kenrick, D. T., Neuberg, S. L. and Cialdini, R. B. (2002) Social psychology: Unraveling the mystery (2nd ed.). Allyn & Bacon.

Khamis, S., Ang, L. and Welling, R. (2017) ‘Self-branding, “micro-celebrity” and the rise of Social Media Influencers’, *Celebrity Studies*, 8(2), pp. 191–208. Available at: https://doi.org/10.1080/19392397.2016.1218292.

Khan, I., Hollebeek, L.D., Fatma, M., Islam, J.U. and Rahman, Z. (2020) ‘Brand engagement and experience in online services’, *Journal of Services Marketing*, 34(2), pp. 163–175. Available at: https://doi.org/10.1108/JSM-03-2019-0106.

Khaniki, H. and Babaie, M. (2011) ‘Cyber space and social media: implications and applications’, *Scientific-Researching Journal of Informational Community*,(1), 1, pp. 71- 96.

Khiste, G., Veer, D.K. and Maske, D.B. (2011) ‘ROLE OF SEARCH ENGINES IN LIBRARY AT A GLANCE’, *International Journal of Information Dissemination and Technology*, 1(2), pp. 1–7. Available at: https://www.researchgate.net/publication/307120146.

Kilgour, M., Sasser, S.L. and Larke, R. (2015) ‘The social media transformation process: Curating content into strategy’, *Corporate Communications*, 20(3), pp. 326–343. Available at: https://doi.org/10.1108/CCIJ-07-2014-0046.

Kim, E., Ham, S., Yang, I.S. and Choi, J.G. (2013) ‘The roles of attitude, subjective norm, and perceived behavioral control in the formation of consumers’ behavioral intentions to read menu labels in the restaurant industry’, *International Journal of Hospitality Management*, 35, pp. 203–213. Available at: https://doi.org/10.1016/J.IJHM.2013.06.008.

Kotane, I., Znotina, D. and Hushko, S. (2019) ‘ASSESSMENT OF TRENDS IN THE APPLICATION OF DIGITAL MARKETING’, *Scientific Journal of Polonia University*, 33(2), pp. 28–35. Available at: https://doi.org/10.23856/3303.

Laohapensang, O. (2009) ‘Factors influencing internet shopping behaviour: A survey of consumers in Thailand’, *Journal of Fashion Marketing and Management*, 13(4), pp. 501–513. Available at: https://doi.org/10.1108/13612020910991367.

Lee, Jung, Lee, Jung, Cerreto, F.A. and Lee, Jihyun (2010) ‘Theory of Planned Behavior and Teachers’ Decisions regarding Use of...’, *Journal of Educational Technology & Society*, 13(1), pp. 152–164.

Li, C.H., Chan, O.L.K., Chow, Y.T., Zhang, X., Tong, P.S., Li, S.P., Ng, H.Y. and Keung, K.L. (2022) ‘Evaluating the Effectiveness of Digital Content Marketing Under Mixed Reality Training Platform on the Online Purchase Intention’, *Frontiers in Psychology*, 13, p. 30. Available at: https://doi.org/10.3389/FPSYG.2022.881019.

Li, X. and Feng, J. (2022) ‘Influenced or to be influenced: Engaging social media influencers in nation branding through the lens of authenticity’, *Global Media and China*, 7(2), pp. 219–240. Available at: https://doi.org/10.1177/20594364221094668/ASSET/IMAGES/10.1177\_20594364221094668-IMG5.PNG.

Limayem, M., Khalifa, M. and Frini, A. (2000) ‘What makes consumers buy from Internet? A longitudinal study of online shopping’, *IEEE Transactions on Systems, Man, and Cybernetics Part A:Systems and Humans.*, 30(4), pp. 421–432. Available at: https://doi.org/10.1109/3468.852436.

Lin, H.C., Bruning, P.F. and Swarna, H. (2018) ‘Using online opinion leaders to promote the hedonic and utilitarian value of products and services’, *Business Horizons*, 61(3), pp. 431–442. Available at: https://doi.org/10.1016/j.bushor.2018.01.010.

Lin, H.F. (2007) ‘Predicting consumer intentions to shop online: An empirical test of competing theories’, *Electronic Commerce Research and Applications*, 6(4), pp. 433–442. Available at: https://doi.org/10.1016/J.ELERAP.2007.02.002.

Liu, Y., Liu, X., Wang, M. and Wen, D. (2021) ‘How to Catch Customers’ Attention? A Study on the Effectiveness of Brand Social Media Strategies in Digital Customer Engagement’, *Frontiers in Psychology*, 12, p. 800766. Available at: https://doi.org/10.3389/FPSYG.2021.800766/BIBTEX.

Madan, A. and Rosca, M.I. (2022) ‘Current Trends in Digital Marketing Communication’, *Journal of Marketing Research and Case Studies*, pp. 1–13. Available at: https://doi.org/10.5171/2022.981169.

Mangold, W.G. and Faulds, D.J. (2009) ‘Social media: The new hybrid element of the promotion mix’, *Business Horizons*, 52(4), pp. 357–365. Available at: https://doi.org/10.1016/J.BUSHOR.2009.03.002.

Manning, M. (2009) ‘The effects of subjective norms on behaviour in the theory of planned behaviour: a meta-analysis’, *The British journal of social psychology*, 48(Pt 4), pp. 649–705. Available at: https://doi.org/10.1348/014466608X393136.

Martínez-López, F.J., Anaya-Sánchez, R., Molinillo, S., Aguilar-Illescas, R. and Esteban-Millat, I. (2017) ‘Consumer engagement in an online brand community’, *Electronic Commerce Research and Applications*, 23, pp. 24–37. Available at: https://doi.org/10.1016/J.ELERAP.2017.04.002.

Mathewson, J. and Moran, M. (2016) *Outside-in marketing : using big data to guide your content marketing*. Available at: https://mikemoran.com/writing/outside-in-marketing/ (Accessed: 18 April 2024).

McCloskey, D.W. (2006) ‘The importance of ease of use, usefulness, and trust to online consumers: An examination of the technology acceptance model with older consumers’, *Journal of Organizational and End User Computing*, 18(3), pp. 47–65. Available at: https://doi.org/10.4018/JOEUC.2006070103.

Meire, M., Hewett, K., Ballings, M., Kumar, V. and Van den Poel, D. (2019) ‘The Role of Marketer-Generated Content in Customer Engagement Marketing’, *Journal of Marketing*, 83(6), pp. 21–42. Available at: https://doi.org/10.1177/0022242919873903.

Mocanu, V. (2018) ‘OTT Regulation a way of combating cybercrimes’, *Central and Eastern European eDem and eGov Days*, 331, pp. 395–406. Available at: https://doi.org/10.24989/OCG.V331.33.

Mollen, A. and Wilson, H. (2010) ‘Engagement, telepresence and interactivity in online consumer experience: Reconciling scholastic and managerial perspectives’, *Journal of Business Research*, 63(9–10), pp. 919–925. Available at: https://doi.org/10.1016/J.JBUSRES.2009.05.014.

Mustapha, H.A., Ojeleye, Y.C. and Abdullahi, A. (2022) ‘Digital Marketing and Customer Trust as Predictors of Consumer Buying Behaviour of Selected Banks in Nigeria’, *A Review Update on Detection and Molecular Characterization of Wuchereria bancrofti*, pp. 1–15. Available at: https://www.researchgate.net/publication/365597376.

Nagvadia, J.J. (2021) *Factors influencing consumer’s online buying behaviour: An empirical study*. Available at: https://www.researchgate.net/publication/355396679.

Neelapala, V. (2022) ‘Impact of digital marketing on consumer perception and buying behaviour’, *Neuro Quantology*, 20(15), pp. 1–10. Available at: https://doi.org/10.14704/NQ.2022.20.15.NQ88577.

Nielsen (2012) *Reports and Insights | The Social Media Report 2012 | Nielsen*, *Nielsen*. Available at: https://www.nielsen.com/insights/2012/state-of-the-media-the-social-media-report-2012/ (Accessed: 18 April 2024).

Odden, L. (2013) ‘Engaging more influencers and buyers with content marketing’, *Public Relations Tactics*, 20(8), pp. 18-34.

Odoom, R. (2023) ‘Digital content marketing and consumer brand engagement on social media- do influencers’ brand content moderate the relationship?’, *Journal of Marketing Communications* [Preprint]. Available at: https://doi.org/10.1080/13527266.2023.2249013.

Ojinnaka, A.F. and Hezarkhani, M. (2023) *Exploring the influence of digital marketing channels on consumer purchase intentions on high involvement versus low involvement products*.

Omar, A.M. and Atteya, N. (2020) ‘The Impact of Digital Marketing on Consumer Buying Decision Process in the Egyptian Market’, *International Journal of Business and Management*, 15(7), pp. 120–132. Available at: https://doi.org/10.5539/ijbm.v15n7p120.

Porter, C.E. and Donthu, N. (2008) ‘Cultivating trust and harvesting value in virtual communities’, *Management Science*, 54(1), pp. 113–128. Available at: https://doi.org/10.1287/MNSC.1070.0765.

Rasool, A., Shah, F.A. and Islam, J.U. (2020) ‘Customer engagement in the digital age: a review and research agenda’, *Current Opinion in Psychology*. Elsevier B.V., pp. 96–100. Available at: https://doi.org/10.1016/j.copsyc.2020.05.003.

Reinikainen, H., Munnukka, J., Maity, D. and Luoma-aho, V. (2020) ‘“You really are a great big sister” – parasocial relationships, credibility, and the moderating role of audience comments in influencer marketing’, *Journal of Marketing Management*, 36(3–4), pp. 279–298. Available at: https://doi.org/10.1080/0267257X.2019.1708781.

Reysen, S. (2005) ‘Construction of a new scale: The Reysen likeability scale’, *Journal of Social Behavior and Personality*, 33(2), pp. 201–208. doi:10.2224/sbp.2005.33.2.201

Rowley, J. (2008) ‘Understanding digital content marketing’, *Journal of Marketing Management*, 24(5–6), pp. 517–540. Available at: https://doi.org/10.1362/026725708X325977.

Samantaray, A. and Pradhan, B.B. (2020) ‘IMPORTANCE OF E-MAIL MARKETING’, *PalArch’s Journal of Archaeology of Egypt / Egyptology*, 17(6), pp. 5219–5227. Available at: https://archives.palarch.nl/index.php/jae/article/view/1787 (Accessed: 19 April 2024).

Shankar, V., Urban, G.L. and Sultan, F. (2002) ‘Online trust: a stakeholder perspective, concepts, implications, and future directions’, *The Journal of Strategic Information Systems*, 11(3–4), pp. 325–344. Available at: https://doi.org/10.1016/S0963-8687(02)00022-7.

Suleiman, R., Ikenze, N., Gambo, N. and Daniel, C. (2024) ‘Digital Marketing and Consumer Buying Behaviour in Nile University of Nigeria, Abuja’, *British Journal of Marketing Studies*, 12(1), pp. 16–27. Available at: https://doi.org/10.37745/bjms.2013/vol12n11627.

Sullivan, T.J. (2001) ‘Methods of social research’. Available at: https://books.google.com/books/about/Methods\_of\_Social\_Research.html?id=vQGUQAAACAAJ (Accessed: 18 April 2024).

Tang, H., Rasool, Z., Khan, M.A., Khan, A.I., Khan, F., Ali, H., Khan, A.A. and Abbas, S.A. (2021) ‘Factors Affecting E-Shopping Behaviour: Application of Theory of Planned Behaviour’, *Behavioural Neurology*, 2021. Available at: https://doi.org/10.1155/2021/1664377.

Taylor, S. and Todd, P. (1995) ‘Decomposition and crossover effects in the theory of planned behavior: A study of consumer adoption intentions’, *International Journal of Research in Marketing*, 12(2), pp. 137–155. Available at: https://doi.org/10.1016/0167-8116(94)00019-K.

Thampi, A. and Ambeesh, M.S. (2024) ‘DIGITAL MARKETING: OPPORTUNITIES AND CHALLENGES FOR BUSINESSES’, *EPRA International Journal of Economic and Business Review-Peer Reviewed Journal*, 12(1), pp. 1–6. Available at: https://doi.org/10.36713/epra2012.

Turan, A.H. (2012) ‘Internet shopping behavior of Turkish customers: Comparison of two competing models’, *Journal of Theoretical and Applied Electronic Commerce Research*, 7(1), pp. 77–93. Available at: https://doi.org/10.4067/S0718-18762012000100007.

van Reijmersdal, E.A., Rozendaal, E., Hudders, L., Vanwesenbeeck, I., Cauberghe, V. and van Berlo, Z.M.C. (2020) ‘Effects of Disclosing Influencer Marketing in Videos: An Eye Tracking Study Among Children in Early Adolescence’, *Journal of Interactive Marketing*, 49, pp. 94–106. Available at: https://doi.org/10.1016/j.intmar.2019.09.001.

Vivek, S.D., Beatty, S.E. and Morgan, R.M. (2012) ‘Customer Engagement: Exploring Customer Relationships Beyond Purchase’, *Journal of Marketing Theory and Practice*, 20(2), pp. 122–146. Available at: https://doi.org/10.2753/MTP1069-6679200201.

Wan, Y. (2023) ‘Investigating the Impact and Effectiveness of Digital Marketing on Brand Awareness, Sales and Customer Engagement’, *Advances in Economics, Management and Political Sciences*, 51(1), pp. 146–152. Available at: https://doi.org/10.54254/2754-1169/51/20230651.

Xu, X., Wub, T.-Y. and Atkin, D.J. (2021) ‘Effects of Website Credibility and Brand Trust on Responses to Online Behavioural Advertising’, *Journal of Communication Technology*, 4(2), pp. 32–57. Available at: https://doi.org/10.51548/joctec-2021-009`32.

Yakasai, A.B.M. and Jusoh, W.J.W. (2015) ‘Testing the Theory of Planned Behavior in Determining Intention to use Digital Coupon among University Students’, *Procedia Economics and Finance*, 31, pp. 186–193. Available at: https://doi.org/10.1016/s2212-5671(15)01145-4.

Yunus, M., Saputra, J. and Muhammad, Z. (2022) ‘Digital marketing, online trust and online purchase intention of e-commerce customers: Mediating the role of customer relationship management’, *International Journal of Data and Network Science*, 6(3), pp. 935–944. Available at: <https://doi.org/10.5267/j.ijdns.2022.2.003>.