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***EXPLORING THE INFLUENCE OF DIGITAL MARKETING
CHANNELS ON CONSUMER PURCHASE INTENTIONS
ON HIGH INVOLVEMENT VERSUS LOW
INVOLVEMENT PRODUCTS***

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Abstract

This executive summary provides an overview of a research study that explored the influence of digital marketing channels on consumer purchase intentions for high involvement versus low involvement products. The study utilized a cross-sectional research design and employed an online survey through Google Forms to collect data from customers in Norway. The data were analyzed using **linear regression analysis and their interaction effects** to examine the relationships between variables and test the research hypotheses.

The study's findings indicate that the combined effect of Online Advertisements, Blogs and websites, Product descriptions on company ethical and sustainability practices does not have a statistically significant impact on Consumer Purchase Intentions. The F-statistic for this regression model is **1.225**, suggesting that the independent variables jointly do not play a significant role in shaping the Consumer Purchase Intention. Therefore, the alternative hypothesis is rejected, indicating that these factors do not significantly influence consumer purchase intentions. However, when considering individual predictors, it was found that some variables, such as Age tiers, Price, and Quality, have a statistically significant impact on Consumer Purchase Intentions. These factors independently influence consumer purchase intentions. The F-statistic for the regression model that includes these variables is **10.775**, indicating that the model is statistically significant.

Therefore, the alternative hypothesis cannot be rejected, suggesting that the combined presence of Online Advertisements, Blogs and websites, product descriptions on company ethical and sustainability practices, age, gender, price, and quality significantly affects Consumer Purchase Intentions. Additionally, the study examined the influence of the presence of high and low involvement products on the relationship between Online Advertisements, Blogs and websites, the product description on company ethical and sustainability practices, and Consumer Purchase Intentions. The F-statistic for this regression model is statistically significant, supporting the hypothesis that the presence of high and low involvement products affects the relationship between these variables and Consumer Purchase Intentions.

These findings contribute to the understanding of consumer behavior and can guide marketing strategies aimed at enhancing purchase intentions for both high and low involvement products. It is therefore recommended that the level of consumer involvement with the product should guide the selection and implementation of digital marketing channels. For high involvement products, brands should focus on channels that provide in-depth information, facilitate research, and enable comparisons, such as search engine marketing, search engine optimization, and dedicated brand websites. For low involvement products, brands should emphasize channels that create brand awareness, trigger impulse buying, and provide convenience, such as social media advertising, email marketing, and mobile apps.

Keywords: Digital Marketing Channels, Consumer Purchase Intentions, High Involvement Products, Low Involvement Products, Online Advertisement, Blogs and Websites, Product description on the company's ethical and sustainability measures.

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1.0 INTRODUCTION

1.1 Background

In the digital age, the emergence of various digital marketing channels has revolutionized the way businesses connect with consumers and influence their purchase intentions. The effectiveness of digital marketing strategies in shaping consumer behavior has drawn significant attention from researchers and marketers alike. This study aims to explore the influence of digital marketing channels on consumer purchase intentions, specifically focusing on the distinctions between high and low involvement products. To begin with, online advertisements have become a prevalent marketing tool for businesses seeking to capture consumers' attention and prompt them to make purchase decisions. Previous research has shown that online advertisements can significantly impact consumer purchase intentions (Li et al., 2019). Consumers are exposed to a plethora of online advertisements across various platforms, including social media, search engines, and websites. Understanding how these online advertisements influence consumer purchase intentions is crucial for marketers to optimize their advertising strategies.

Moreover, blogs and websites play a crucial role in shaping consumer perceptions and purchase intentions. Consumers increasingly rely on blogs and websites to gather information and seek recommendations before making purchasing decisions (Chen & Xie, 2008). The credibility and expertise of bloggers and website content creators can significantly impact consumer purchase intentions. Therefore, exploring how blogs and websites influence consumer purchase intentions will provide valuable insights into effective digital marketing strategies.

Furthermore, consumers today are increasingly conscious of the ethical and sustainability aspects of the products they purchase. Product descriptions that highlight a company's ethical and sustainability measures have the potential to influence consumer purchase intentions positively. Consumers are more likely to choose products from companies that align with their values and demonstrate a commitment to social responsibility (de Pelsmacker et al., 2005). Investigating the influence of product descriptions on a company's ethical and sustainability measures on consumer purchase intentions will shed light on the importance of responsible marketing practices. By exploring the influence of online advertisements, blogs and websites, and product description on

company ethical and sustainability practices on consumer purchase intentions, this study will contribute to the existing body of knowledge in the field of digital marketing and consumer behavior. The findings will enable marketers to understand how to utilize these digital marketing channels strategically, enhance consumer engagement, and drive purchase decisions.

1.2 Motivation

The motivation behind this study stems from the growing significance of digital marketing channels in influencing consumer behavior and purchase intentions. In today's digital landscape, businesses need to understand and leverage the power of digital marketing to effectively connect with their target audience. With the increasing availability and accessibility of digital platforms, consumers have a wide range of options and information at their fingertips, making it crucial for marketers to understand the dynamics of consumer decision-making in the digital realm. The study seeks to explore the influence of digital marketing channels on consumer purchase intentions, specifically focusing on high involvement versus low involvement products. High involvement products typically require extensive research, evaluation, and consideration, while low involvement products are characterized by relatively less consumer involvement and decision effort. By examining these two distinct types of products, the study aims to provide insights into the differential effects of digital marketing channels on consumer purchase intentions.

Understanding the influence of online advertisements on consumer purchase intentions is essential for marketers to optimize their advertising strategies. Online advertisements have become pervasive across various digital platforms, and businesses invest substantial resources in crafting compelling and persuasive ad content. Exploring the impact of online advertisements will shed light on their effectiveness and guide marketers in developing targeted and impactful ad campaigns. Additionally, the study aims to evaluate the extent to which blogs and websites impact consumer purchase intentions. As consumers increasingly rely on these platforms for information and recommendations, understanding their influence is crucial for marketers to engage with their target audience effectively. Marketers can tailor their digital marketing strategies to maximize their impact by identifying the factors that make blogs and websites influential.

Moreover, in an era of heightened awareness of ethical and sustainability concerns, it is essential to investigate the influence of product descriptions on a company's ethical and sustainability measures on consumer purchase intentions. Consumers increasingly seek products that align with their values and support socially responsible practices. By understanding the impact of ethical and sustainability-focused product descriptions, marketers can develop messaging strategies that resonate with consumer values and enhance purchase intentions. By addressing these research objectives, this study will provide valuable insights into the influence of digital marketing channels on consumer purchase intentions for both high involvement and low involvement products. The findings will contribute to the existing body of knowledge in the field of digital marketing and consumer behavior and offer practical implications for marketers in designing effective digital marketing strategies to enhance consumer engagement and drive purchase decisions.

1.3 Research Objectives

- i. To examine the influence of **online advertisement** on consumer purchase intentions.
- ii. To evaluate the extent to which **blogs and websites** impact on consumer purchase intentions.
- iii. To ascertain the influence of **product description on company's ethical and sustainability measures** on consumer purchase intentions.

1.4 Research Questions

Based on the stated objectives and in line with focus of the research, our general research question is:

What is the influence of digital marketing channels on consumer purchase intentions for high involvement versus low involvement products?

With the aim of providing answers to the general research question, we dissect it into more specific research questions.

1.4.1 Research Question 1

Previous studies have examined the overall influence of online advertisements, but there is a scarcity of research investigating the specific types or formats of online ads and their effects on purchase intention. For instance, while some studies have explored the impact of display ads (banner ads, pop-ups) on consumer behavior (Lee et al., 2018; Chen & Wang, 2019), there is a need for research examining the effects of other formats, such as video ads, native ads, and social media ads.

In order to address these limitations and enhance the understanding of the extent to which online advertising influences consumer purchase intentions, we seek to provide more robust insights into consumer behavior in online advertising contexts through the following research question.

***RQ 1:** To what extent does online advertisement influence consumer purchase intentions?*

One significant research gap in this domain is the limited understanding of the specific mechanisms that drives consumer purchase intentions. The literature often lacks in-depth exploration mechanisms through which online advertising influences consumer purchase intentions. Previous research has investigated the influence of website design and usability on consumer behavior (Lee et al., 2017; Chen & Jones, 2019); moreover, there is a need to understand these mechanisms through which blogs and websites influence consumer purchase intentions. In order to bridge this gap, we examine:

***RQ 2:** Do blogs and websites significantly influence consumer purchase intentions?*

One research gap that needs to be filled is the limited understanding of how different aspects of product description influence consumer purchase intention. Previous studies have focused on the overall quality of product descriptions, but there is a lack of research exploring the impact of specific elements within product descriptions. For example, while some studies have examined the effect of product features (e.g., size, color) on purchase intention (Smith, 2017; Johnson et al., 2019), there is a scarcity of research investigating the influence of other critical components, such as language style, emotional appeals, and persuasive techniques within product descriptions. In order to cover this lacuna in the literature, we investigate:

***RQ 3:** Does product description on company's ethical and sustainability measures influence consumer purchase intentions?*

1.5 Hypothesis

Hypothesis One:

H₁: There is a significant impact of Online Advertisements, Blogs & websites, product description on company ethical and sustainability practices on Consumer Purchase Intentions.

Hypothesis Two:

H₂: The combined presence of Online Advertisements, Blogs & websites, product description on company ethical and sustainability practices, age, gender, price, and quality significantly affect Consumer Purchase Intentions.

Hypothesis Three:

H₃: The presence of High and Low involvement products affects the relationship of Online Advertisements, Blogs & websites, Product description on company ethical and sustainability practices with Consumer Purchase Intentions.

1.6 Structure

The study on exploring the influence of digital marketing channels on consumer purchase intentions on high involvement versus low involvement products will be structured in the following manner.

- i. Introduction: This section will provide an overview of the study, including the background and context of the research. The statement of the problem will identify the research gap and the specific objectives of the study. The significance of the study will be highlighted to emphasize its importance.
- ii. Literature Review: The literature review will present a comprehensive analysis of existing research and theories related to the influence of digital marketing channels on consumer purchase intentions. It will explore concepts such as online advertisement, blogs and websites, and product description on company ethical and sustainability practices, focusing on their impact on consumer purchase intention.
- iii. Theoretical Framework: This section will discuss and select relevant theories that provide a conceptual framework for understanding the influence of digital marketing channels on consumer behavior and purchase intentions. The theoretical framework will be developed based on the study's specific objectives.
- iv. Research Methodology: The research methodology section will describe the research design, data collection methods, and sample selection criteria. It will outline how the variables of interest will be measured and operationalized. The section will also detail the data analysis techniques that will be employed to analyze the collected data.

- v. Results and Analysis: In this section, the collected data will be analyzed using appropriate statistical methods. Descriptive statistics will be presented to summarize the data, and the analysis will be conducted to examine the influence of online advertisement, blogs and websites, and product description on consumer purchase intentions.
- vi. Discussion: The discussion section will summarize the study's key findings and compare them with the existing literature. The implications of the findings will be discussed, considering the practical and theoretical implications. The limitations of the study will also be acknowledged.
- vii. Conclusion: The conclusion section will provide a concise summary of the study, highlighting the key findings and their significance. It will emphasize the study's contributions to the existing knowledge and provide recommendations for future research in this area.
- viii. References: A comprehensive list of all the sources cited in the study will be provided in this section.
- ix. Appendices: Supplementary materials, such as questionnaires or additional data tables, will be included in the appendices if necessary.

This structured approach will ensure a logical flow of the study, allowing for a thorough investigation of the influence of digital marketing channels on consumer purchase intentions, specifically focusing on high involvement versus low involvement products.

2.0 LITERATURE REVIEW

2.1 Preamble

The literature review provides a comprehensive analysis of existing research and theories related to the influence of digital marketing channels on consumer purchase intentions, with a specific focus on high involvement versus low involvement products. This section presents an overview of key studies and concepts that contribute to the understanding of the topic.

2.2 Review of Related Concepts

2.2.1 Influence of Online Advertisement on Consumer Purchase Intentions



Figure 1: Online Advertisement Influence on Consumer Purchase Intention (Ahmed, 2020)

In the digital age, online advertisement has become a powerful tool for companies to reach and influence consumers. The influence of online advertisement on consumer purchase intentions has been extensively explored in the literature, with numerous studies shedding light on its significance and impact. Chen and Xie (2018) conducted a survey that revealed a strong positive relationship between online advertisement and consumer purchase intentions. They found that effective online

advertisements not only increase brand awareness but also enhance consumers' perceived value of the product. By delivering compelling messages, engaging visuals, and persuasive calls-to-action, online advertisements capture consumers' attention and create a favorable perception of the brand and its offerings. This, in turn, positively affects consumers' purchase intentions, as they are more inclined to consider and choose the advertised products (see Figure 1).

Similarly, Kim and Ko (2020) emphasized the role of online advertisements in shaping consumers' attitudes and stimulating purchase intentions. Their research highlighted that well-designed and strategically targeted online advertisements can create positive perceptions and associations with the advertised products. By using persuasive language, appealing visuals, and interactive formats, online advertisements evoke positive emotions and establish a connection between the brand and the consumer. This positive attitude towards the product translates into an increased likelihood of purchase, as consumers perceive the advertised product as desirable and valuable. These studies collectively underscore the importance of effective online advertising strategies in influencing consumer purchase intentions. Companies that invest in creating impactful online advertisements are likely to experience higher levels of consumer engagement and conversion. By strategically aligning the content, visuals, and messaging with the target audience's preferences and needs, companies can effectively communicate the value proposition of their products and stimulate purchase intentions.

However, it is important to note that the effectiveness of online advertisement in influencing consumer purchase intentions can be influenced by various factors. Factors such as the credibility of the advertisement, the relevance of the message to the target audience, and the perceived trustworthiness of the brand can all play a role in determining the impact of online advertisement on consumer behavior. Therefore, it is crucial for companies to carefully design and execute their online advertising campaigns to maximize their effectiveness and drive desired consumer actions. In conclusion, the influence of online advertisement on consumer purchase intentions is a well-established phenomenon in the literature. Research studies consistently demonstrate that effective online advertisements have the potential to shape consumer attitudes, enhance brand perceptions, and ultimately drive purchase intentions. By understanding the mechanisms through which online advertisements impact consumer behavior, companies can leverage this powerful marketing tool to engage with their target audience and drive business success effectively.

2.2.2 Impact of Blogs and Websites on Consumer Purchase Intentions



Figure 2: The overview of the journey of a buyer (HubSpot, 2022)

In recent years, blogs and websites have become important sources of information for consumers seeking product recommendations and reviews. The impact of these platforms on consumer purchase intentions has been the subject of extensive research, with studies highlighting their significant influence on consumer attitudes and decision-making processes. Hennig-Thurau et al. (2013) conducted a comprehensive study that sheds light on the impact of blogs and websites on consumer purchase intentions. Their research found that positive content on blogs and websites has a strong influence on consumer attitudes and behaviors. Consumers tend to rely on information from trusted sources and seek social proof before making purchase decisions. When they come across positive reviews, recommendations, or experiences shared on blogs and websites, it creates a sense of credibility and trustworthiness. This, in turn, positively affects consumers' attitudes toward the product and increases their purchase intentions. The presence of favorable product reviews and recommendations on blogs and websites plays a crucial role in shaping consumer perceptions. Consumers often look for validation and reassurance from other individuals who have already experienced or purchased the product. Positive reviews provide social proof, indicating that the product is reliable, of high quality, and worth considering. This information not only influences consumers' perceptions of the product but also generates a sense of confidence and trust in the purchase decision (Lee et al., 2017).

Moreover, blogs and websites offer a platform for consumers to engage in discussions and share their experiences, further influencing purchase intentions (see Figure 2). Consumers can interact with bloggers or website owners, seek clarifications, and gather additional information that may impact their decision-making process (Kiani et al., 2019). This interactive nature of blogs and websites allows consumers to have a more personalized and engaging experience, contributing to the formation of positive attitudes toward the product and increasing purchase intentions (Hajli & Sims, 2020). It is important to note that the impact of blogs and websites on consumer purchase intentions may vary depending on factors such as the credibility and expertise of the blogger or website, the relevance of the content to the target audience, and the level of engagement and interaction among consumers. Therefore, companies should carefully monitor and manage their online presence, collaborating with influential bloggers and ensuring the dissemination of accurate and reliable information (Chen & Jones, 2019).

In conclusion, the impact of blogs and websites on consumer purchase intention is significant in today's digital landscape. Consumers increasingly turn to these platforms for information, recommendations, and social proof before making purchase decisions. Positive content, such as favorable reviews and recommendations, can shape consumer attitudes, generate trust, and increase purchase intentions. Companies should recognize the influence of blogs and websites and leverage them as valuable channels for engaging with consumers, building brand reputation, and driving consumer decision-making.

2.2.3 Influence of Product Description on Ethical and Sustainability Measures on Consumer Purchase Intentions

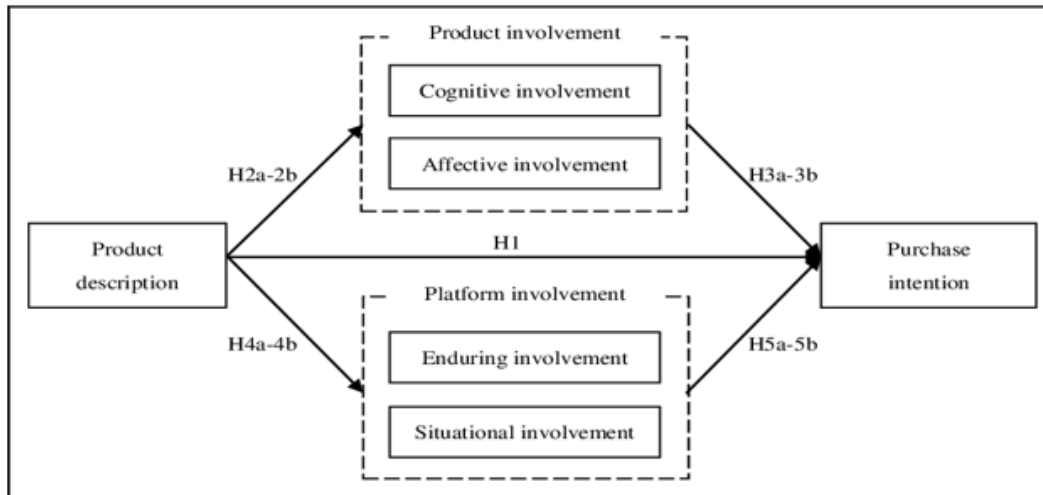


Figure 3: Impact of Product Description on Ethical and Sustainability Measures on Consumer Purchase Intentions (Mou et al., 2019)

In recent years, there has been a noticeable shift in consumer preferences towards products and brands that prioritize ethical and sustainable practices (see Figure 3). Consumers are increasingly concerned about the social and environmental impact of their purchasing decisions (Haws, Winterich & Naylor, 2014). As a result, companies are recognizing the importance of incorporating ethical and sustainability messaging in their product descriptions to influence consumer purchase intentions (Sutan & Aziz, 2019). Kim and Lee (2021) conducted a comprehensive study that explored the influence of product descriptions emphasizing a company's ethical and sustainability measures on consumer purchase intentions. Their research findings indicate that when consumers are presented with product descriptions highlighting a company's commitment to ethical and sustainable practices, it positively affects their purchase intentions. Consumers perceive such products as more trustworthy, socially responsible, and aligned with their personal values (Verhoef, Kannan & Inman, 2015). Product descriptions emphasizing ethical and sustainability measures communicate to consumers that the company is conscious of its impact on society and the environment. This resonates with consumers who prioritize these values and motivates them to choose products that align with their ethical and sustainable beliefs. By incorporating such

messaging, companies can effectively appeal to consumers' sense of social responsibility and foster a positive brand image (Yılmaz, Uslu & Tatar, 2020).

Furthermore, consumers perceive products with ethical and sustainable messaging as higher in quality and value. They associate these products with attributes such as durability, safety, and fairness, contributing to a positive overall perception. This positive perception enhances consumer trust in the company and its products, making them more inclined to make a purchase (Bansal & Taylor, 2020). The influence of product descriptions on ethical and sustainability measures on consumer purchase intentions can also be attributed to the growing awareness and education regarding social and environmental issues (De-Miguel-Molina, del Mar García de los Salmones & Crespo-Almendros, 2021). Consumers are becoming more informed about the impact of their purchasing decisions and actively seeking products that align with their values (Dey & Cheung, 2021). Companies that effectively communicate their ethical and sustainable practices through product descriptions tap into this consumer mindset, driving purchase intentions. Companies need to ensure that their product descriptions accurately reflect their ethical and sustainability initiatives (Carrington, Neville & Whitwell, 2014). Misleading or false claims can lead to a loss of trust and credibility among consumers. Transparency and authenticity in messaging are key factors in establishing a genuine connection with consumers and building long-term loyalty (Xu, Yeh & Lin, 2018). In conclusion, the influence of product descriptions on ethical and sustainability measures on consumer purchase intentions is significant in today's consumer landscape. Consumers are increasingly seeking products that align with their ethical and sustainable values, and product descriptions play a crucial role in influencing their purchase decisions. By incorporating messaging that highlights a company's ethical and sustainability initiatives, companies can enhance consumer trust, create a positive brand image, and ultimately drive purchase intentions.

Overall, the literature supports the notion that digital marketing channels, including an online advertisement, blogs and websites, and product descriptions on company ethical and sustainability practices have a significant influence on consumer purchase intentions. Understanding the dynamics of these channels and their impact on consumer behavior can provide valuable insights for marketers in developing effective digital marketing strategies. The subsequent sections of this study will build upon these findings and examine the specific influence of these digital marketing channels on consumer purchase intentions for high involvement versus low involvement products.

2.2.4 Influence of Digital Marketing Channels on Consumer Purchase Intentions: A Comparison between High Involvement and Low Involvement Products

Digital marketing channels have become instrumental in influencing consumer purchase intentions across various product categories. Understanding the differential impact of digital marketing channels on consumer behavior for high involvement and low involvement products is crucial for marketers. This section aims to discuss the influence of digital marketing channels on consumer purchase intentions and compare their effects on high involvement and low involvement products, supported by relevant insights from existing literature.

2.2.5 Influence of Digital Marketing Channels on High Involvement Products

Digital marketing channels play a significant role in shaping consumer purchase intentions for high involvement products by providing in-depth information, facilitating research, and enabling comparisons. Several key channels have a notable influence:

Search Engine Marketing (SEM) and Search Engine Optimization (SEO): SEM and SEO tactics enhance the visibility of high involvement products in search engine results, enabling consumers to find detailed product information, reviews, and comparisons (Li et al., 2020).

Brand Websites and Landing Pages: High involvement products often have dedicated brand websites or landing pages that offer comprehensive product information, customer testimonials, and interactive tools to assist consumers in their decision-making process (Kumar & Raju, 2018).

Online Reviews and Influencer Marketing: Consumer-generated online reviews and influencer marketing play a vital role in shaping consumer perceptions and purchase intentions for high involvement products. Positive reviews and endorsements from trusted sources can significantly impact consumer decision-making (Verhoef et al., 2015).

2.2.6 Influence of Digital Marketing Channels on Low Involvement Products

Digital marketing channels also have a substantial influence on consumer purchase intentions for low involvement products, focusing on creating brand awareness, impulse buying, and convenience. Key channels that impact consumer behavior include:

Social Media Advertising: Social media platforms allow marketers to target specific consumer segments, create engaging content, and deliver personalized advertisements to increase brand awareness and trigger impulse purchases for low involvement products (Pookulangara & Koesler, 2019).

Email Marketing and Newsletters: Marketers utilize email marketing and newsletters to promote low involvement products, offering discounts, promotions, and limited time offers to encourage immediate purchase decisions (Taylor et al., 2021).

Mobile Apps and Push Notifications: Mobile apps and push notifications enable marketers to reach consumers directly on their smartphones, providing convenient and timely information about low involvement products, facilitating quick and easy purchasing (Bucher & Ulbricht, 2020).

2.2.7 Comparison of High Involvement and Low Involvement Products

While digital marketing channels influence both high and low involvement products, their impact may differ based on the level of consumer involvement. High involvement products often require more extensive information search and evaluation, while low involvement products focus on creating brand awareness and facilitating convenience.

For high involvement products, digital marketing channels aim to provide comprehensive information, facilitate comparisons, and build trust to guide consumers through the decision-making process (Li et al., 2020; Kumar & Raju, 2018). On the other hand, for low involvement products, digital marketing channels focus on creating brand awareness, impulse buying triggers, and providing convenience through personalized promotions and easy access (Pookulangara & Koesler, 2019; Taylor et al., 2021).

Digital marketing channels play a significant role in influencing consumer purchase intentions for both high and low involvement products. However, the specific strategies and approaches employed differ based on the level of consumer involvement. By leveraging the appropriate digital marketing channels, marketers can effectively engage consumers, provide relevant information, and create persuasive experiences to enhance purchase intentions for high and low involvement products, ultimately driving sales and fostering brand loyalty in the digital era.

3.0 THEORETICAL FRAMEWORK

3.1 Preamble

The theoretical framework for this study is based on two prominent theoretical perspectives: the Theory of Planned Behavior (TPB) and the Elaboration Likelihood Model (ELM). These frameworks provide a solid foundation for understanding the factors influencing consumer purchase intentions and the role of digital marketing channels in shaping those intentions.

3.2 Theory of Planned Behavior (TPB)

The Theory of Planned Behavior (TPB) proposed by Ajzen (1991) provides a framework for understanding individual behavior by considering the influence of attitudes, subjective norms, and perceived behavioral control. In the context of consumer purchase intentions, these factors play a crucial role in shaping consumers' decision-making processes and behaviors. Attitudes represent an individual's overall evaluation of behavior, product, or brand. They can influence consumers' purchase intentions by reflecting their preferences, beliefs, and perceptions about the product or brand. Positive attitudes are more likely to lead to favorable purchase intentions (Ajzen, 1991). For example, if consumers have a positive attitude towards a specific brand or product, they are more likely to intend to purchase it. Subjective norms refer to the perceived influence of social factors, such as the opinions and behaviors of peers, family, or reference groups, on an individual's behavior. These norms can shape consumers' purchase intentions by creating social pressure to conform to others' opinions or preferences. If individuals perceive that their peers or reference groups have a positive view or preference for a particular product or brand, they are more likely to develop purchase intentions aligned with these subjective norms (Ajzen, 1991).

Perceived behavioral control relates to individuals' beliefs about the ease or difficulty of performing a behavior. It reflects consumers' perception of their own ability to carry out the purchase decision and overcome any potential barriers or obstacles. Higher levels of perceived behavioral control are associated with stronger purchase intentions (Ajzen, 1991). If consumers believe they have control over the purchase decision and perceive it as feasible and manageable,

they are more likely to exhibit purchase intentions. Recent studies have supported the applicability of the TPB in understanding consumer purchase intentions in the digital marketing context. For example, Hu, Huang, and Chen (2020) conducted a study investigating the factors influencing online purchase intentions. They found that attitudes towards online shopping, subjective norms from peers and family, and perceived behavioral control significantly influenced consumers' purchase intentions. This study demonstrates the relevance and validity of the TPB in understanding consumer behavior in the digital era.

In summary, the TPB provides a valuable framework for understanding consumer purchase intentions by considering attitudes, subjective norms, and perceived behavioral control. Attitudes towards a product or brand, subjective norms related to the influence of peers or reference groups, and perceived behavioral control over the purchase decision are crucial determinants. Recent research, such as the study by Hu et al. (2020), supports the applicability of the TPB in explaining consumer purchase intentions in the context of digital marketing.

3.3 Elaboration Likelihood Model (ELM)

The Elaboration Likelihood Model (Petty & Cacioppo, 1986) explains the cognitive processes individuals engage in when evaluating persuasive messages. It suggests that consumers process information through two routes: the central route and the peripheral route. The central route involves a detailed and systematic evaluation of the message, relying on strong arguments and evidence. The peripheral route, on the other hand, involves less cognitive effort and relies on peripheral cues such as source attractiveness or message length.

In the context of digital marketing channels, the ELM framework helps to understand how different channels influence consumer decision-making based on information processing routes. Recent research has highlighted the significance of the ELM in understanding consumer responses to digital marketing efforts.

For example, a study by Toder-Alon and Brunel (2021) examined the impact of influencer marketing on consumer responses. The researchers found that the effectiveness of influencer marketing varied depending on the level of elaboration involved. In high elaboration conditions,

where consumers critically evaluated the influencer's message, there was a stronger influence on purchase intentions. Conversely, in low elaboration conditions, the peripheral cues associated with the influencer, such as attractiveness, had a more significant impact on purchase intentions. This aligns with the principles of the ELM and demonstrates its relevance in the digital marketing context.

By integrating the Theory of Planned Behavior and the Elaboration Likelihood Model, this study aims to provide a comprehensive understanding of the influence of digital marketing channels on consumer purchase intentions for high involvement versus low involvement products. The TPB framework helps to identify the underlying factors that shape purchase intentions, while the ELM framework elucidates the cognitive processes through which digital marketing channels influence consumer decision-making. Together, these frameworks provide a robust theoretical foundation for investigating the complex dynamics of consumer behavior in the context of digital marketing.

3.4 Conceptual Framework

The conceptual framework for this study is designed to provide a comprehensive understanding of the influence of digital marketing channels on consumer purchase intentions for high involvement versus low involvement products. The framework integrates key variables and concepts based on relevant literature and theoretical foundations (see figure 4).

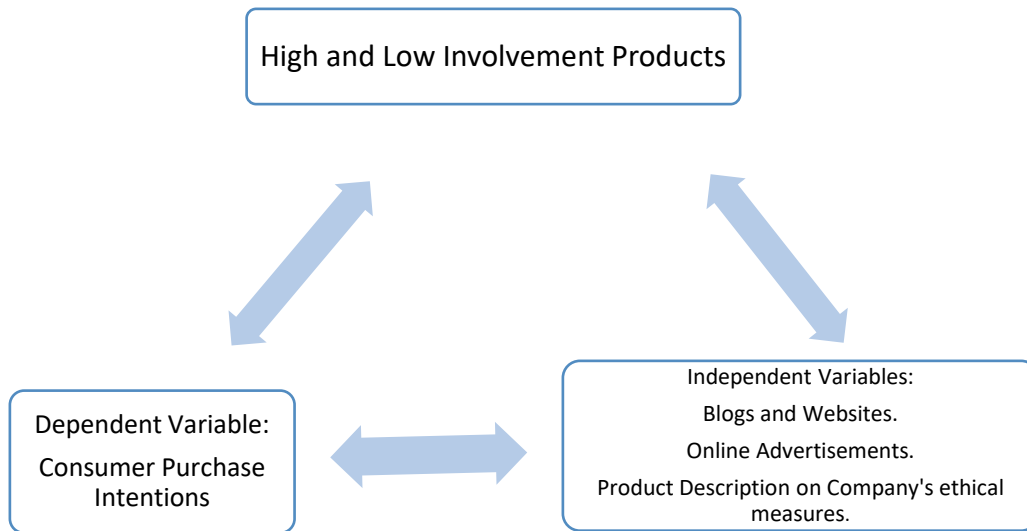


Figure 4: Conceptual Framework of our study

3.5 Digital marketing channels

Digital marketing channels have become essential tools for companies to connect with consumers and promote their products. These channels encompass various platforms and channels used to engage with consumers, disseminate information, and influence their perceptions and purchase decisions. Some prominent digital marketing channels include social media platforms, websites, blogs, and online advertisements (Kim & Ko, 2020; Pappas et al., 2017).

Social media platforms have gained significant prominence in digital marketing strategies. Platforms such as Facebook, Instagram, Twitter, and LinkedIn allow companies to engage directly with their target audience, share content, and build relationships (Kim & Ko, 2020). Social media platforms provide a platform for companies to interact with consumers, create brand awareness, and foster brand loyalty through engaging content, customer feedback, and personalized communication (Hoffman & Fodor, 2010). Websites serve as an online representation of a company, providing information about its products, services, and brand. They offer a comprehensive platform for consumers to gather information, compare products, and make purchase decisions (Pappas et al., 2017). Companies can utilize their websites to showcase product features, provide customer testimonials, and facilitate online transactions, enhancing consumer purchase intentions (Doherty & Ellis-Chadwick, 2010).

Blogs have emerged as influential platforms for content marketing and consumer engagement. Companies and individuals can create blogs to share informative and engaging content related to their products or industry. Blogs allow companies to demonstrate expertise, provide valuable insights, and influence consumer opinions and purchase intentions (Kim & Ko, 2020). By creating compelling and relevant blog content, companies can establish credibility, engage consumers, and drive traffic to their websites (Hennig-Thurau et al., 2010). Online advertisements are an integral part of digital marketing channels, enabling companies to reach and influence consumers across various platforms. Online ads can be displayed on websites, social media platforms, search engines, and mobile apps, targeting specific audiences based on their demographics, interests, and online behavior (Pappas et al., 2017). These ads aim to capture consumers' attention, generate interest, and prompt them to take action, such as visiting a website or making a purchase (Chaffey & Ellis-Chadwick, 2019).

In conclusion, digital marketing channels play a vital role in companies' efforts to engage with consumers and influence their perceptions and purchase decisions. Social media platforms, websites, blogs, and online advertisements serve as communication mediums through which companies disseminate information, interact with consumers, and create favorable brand impressions. By effectively leveraging these digital marketing channels, companies can enhance their online presence, engage with consumers, and drive purchase intentions.

3.6 Consumer Perception and Attitudes

Consumer perception and attitudes are critical factors influencing consumer purchase intentions, and digital marketing channels play a significant role in shaping these perceptions and attitudes. Perception refers to how consumers interpret and make sense of the information received through various digital marketing channels (Mulyanegara et al., 2019). Attitudes, on the other hand, represent consumers' overall evaluation, feelings, and beliefs about a product or brand (Chaffey & Ellis-Chadwick, 2019). Digital marketing channels provide consumers with a plethora of information, including product features, benefits, reviews, and brand messages. Consumers interpret this information based on their individual perspectives, experiences, and cognitive processes. For instance, when consumers come across an online advertisement or read a blog post,

they process the content and form perceptions about the product or brand based on the information presented (Mulyanegara et al., 2019). The design, layout, and visual elements of a website or social media platform can also shape consumers' perception of a brand's credibility, professionalism, and trustworthiness (Hanna et al., 2011).

Attitudes are developed based on the perceptions consumers form through their interactions with digital marketing channels. Positive attitudes towards a product or brand can result in higher purchase intentions, while negative attitudes can deter consumers from making a purchase. Digital marketing channels play a vital role in influencing consumers' attitudes by providing information, engaging content, and persuasive messaging. For example, positive online reviews, testimonials, and endorsements shared through digital marketing channels can enhance consumers' attitudes toward a product or brand (Chaffey & Ellis-Chadwick, 2019). On the other hand, misleading or negative online content can adversely affect consumers' attitudes and purchase intentions (Chaffey & Ellis-Chadwick, 2019). Consumers' attitudes towards digital marketing channels themselves can also impact their perception of a product or brand. If consumers perceive digital marketing channels as trustworthy, informative, and engaging, it can positively influence their attitudes toward the associated products or brands. Conversely, if consumers have negative attitudes toward specific digital marketing channels, it may hinder their perception and evaluation of the marketed products or brands (Chaffey & Ellis-Chadwick, 2019).

In conclusion, consumer perception and attitudes play a vital role in shaping purchase intentions, and digital marketing channels are instrumental in influencing these factors. Perception refers to how consumers interpret and make sense of the information received through digital marketing channels. At the same time, attitudes reflect consumers' overall evaluation, feelings, and beliefs about a product or brand. Digital marketing channels provide consumers with information, engage them with compelling content, and shape their attitudes toward products or brands. Marketers need to ensure that digital marketing channels deliver accurate, relevant, and engaging information to positively influence consumer perceptions and attitudes, ultimately driving purchase intentions.

3.7 High Involvement Products and Low Involvement Products

**DIFFERENCE BETWEEN
HIGH & LOW INVOLVEMENT PRODUCT**

QUALIFICATION	LOW	HIGH
Price	Low - Middle	Middle - High
Product	Fast-moving consumer goods (FMCG)	Real Estate, Investment, Insurance, Travel, Automobile, Smartphone, Gadgets, B2B Product
Value	Short-Term	Long-Term
Consumer Behavior	Straightforward, Require little risk, Repetitive, Habit	Trust, Self Image, Co-Decision Making, Perceived Risk, Huge Impact

Figure 5: High and Low Involvement Product Differences (Shifu, C. (2022)).

High involvement products and low involvement products represent two distinct categories in consumer behavior based on the level of consumer engagement and decision-making effort required during the purchase process (see figure 5). High involvement products are typically more expensive, complex, and personally significant, while low involvement products are relatively inexpensive, routine, and low risk (Hoyer & MacInnis, 2008). High involvement products require considerable consumer engagement, as they involve substantial financial investment and potential risks. Consumers tend to engage in extensive information search, evaluation of alternatives, and careful consideration of the product attributes before making a purchase decision (Schiffman & Kanuk, 2010). Examples of high involvement products include cars, houses, and electronics.

On the other hand, low involvement products are less significant in consumers' lives and usually do not require extensive decision-making effort. Consumers typically engage in limited information search and rely on simple decision rules such as brand familiarity or price to make quick and effortless purchase decisions (Hoyer & MacInnis, 2008). Examples of low involvement products include groceries, household items, and impulse purchases. The different levels of involvement between high and low involvement products have implications for marketers in terms of their marketing strategies and communication approaches. Marketers of high involvement

products need to provide detailed information, emphasize product features and benefits, and address potential concerns or risks to facilitate consumers' decision-making process (Schiffman & Kanuk, 2010). To build trust and credibility, they can use personalized marketing messages, testimonials, and expert opinions.

In contrast, low involvement product marketers need to focus on creating brand awareness, impulse buying triggers, and convenience. They often rely on repetitive advertising, attractive packaging, point-of-purchase displays, and sales promotions to influence consumers' purchase decisions (Hoyer & MacInnis, 2008). These tactics aim to capture consumers' attention, prompt immediate purchase actions, and encourage brand loyalty through repetitive exposure and positive experiences. It is important to note that the categorization of products as high involvement or low involvement may not always be straightforward, as consumer involvement can vary depending on individual differences, situational factors, and product context. Furthermore, the level of involvement may evolve over time due to changes in consumer needs, preferences, and experiences with the product category.

3.8 Purchase Intentions

Purchase intentions are a critical aspect of consumer behavior, representing consumers' inclination or likelihood to make a purchase. It reflects the outcome of cognitive and affective processes influenced by various factors, including digital marketing channels, consumer perceptions, and attitudes (Fishbein & Ajzen, 1975). Understanding the factors that drive purchase intentions is essential for companies to develop effective marketing strategies, engage consumers, and enhance conversion rates. Digital marketing channels play a significant role in shaping consumers' purchase intentions. These channels provide consumers with information, interact with them, and create opportunities for engagement. For example, through social media platforms, companies can showcase product features, offer promotions, and engage in conversations with consumers (De Vries et al., 2012). Such interactions can positively influence consumers' perceptions and attitudes, ultimately leading to higher purchase intentions (Hajli et al., 2017). Consumer perceptions and attitudes also play a crucial role in driving purchase intentions. Positive perceptions of a product's quality, value, and benefits can increase purchase intentions (Chaffey & Ellis-Chadwick, 2019). Similarly, favorable attitudes toward a brand, such as trust, satisfaction, and brand loyalty, can

positively impact purchase intentions (Huang & Benyoucef, 2013). Digital marketing channels contribute to shaping these perceptions and attitudes by providing information, reviews, endorsements, and engaging content (Huang & Benyoucef, 2013).

Moreover, factors such as convenience, perceived value, and trustworthiness influence purchase intentions in the digital marketing context. Consumers' perception of convenience, such as ease of online shopping, availability of multiple payment options, and quick delivery, can positively impact their purchase intentions (De Vries et al., 2012). Perceived value, which includes factors such as price, quality, and benefits, influences consumers' assessment of whether the purchase is worth it, thereby affecting their purchase intentions (Shukla et al., 2016). The trustworthiness of the company or the online platform also contributes to purchase intentions, as consumers are more likely to make a purchase when they perceive the transaction to be secure and reliable (Huang & Benyoucef, 2013). Understanding the drivers of purchase intentions is essential for companies to develop effective marketing strategies. Companies can enhance consumer engagement and conversion rates by aligning digital marketing efforts with factors that positively influence purchase intentions. For example, providing accurate and detailed product information, utilizing persuasive messaging and social proof, offering competitive pricing and value-added services, and ensuring a secure and trustworthy online shopping experience can positively influence purchase intentions (Shukla et al., 2016; Huang & Benyoucef, 2013).

In conclusion, purchase intentions represent consumers' inclination or likelihood to make a purchase and are influenced by various factors, including digital marketing channels, consumer perceptions, and attitudes. Digital marketing channels significantly shape purchase intentions by providing information, engaging consumers, and fostering positive perceptions and attitudes. Factors such as convenience, perceived value, and trustworthiness further influence purchase intentions. Understanding these drivers is crucial for companies to develop effective marketing strategies and enhance consumer engagement and conversion rates in the digital marketing landscape.

The conceptual framework illustrates the relationships between these key constructs and variables, providing a roadmap for investigating the influence of digital marketing channels on consumer purchase intentions. By analyzing the impact of different digital marketing channels on consumer perception and attitudes, the study aims to provide insights into the varying effects of these

channels on purchase intentions for high involvement versus low involvement products. The framework serves as a guide for data collection, analysis, and interpretation, enabling a comprehensive examination of the complex dynamics between digital marketing channels and consumer behavior.

4.0 RESEARCH METHODOLOGY

4.1 Preamble

The research methodology employed in this study follows a systematic and rigorous approach to exploring the influence of digital marketing channels on consumer purchase intentions for high involvement versus low involvement products. This section provides a preamble that outlines the key components of the research methodology, including the research methodology framework, data collection, data processing, data aggregation, and data preparation.

4.2 Research Methodology Framework

The research methodology framework provides the overall structure and plan for conducting the study. It incorporates elements such as the research design, sampling technique, data collection methods, variables and measurements, data analysis techniques, ethical considerations, limitations, and future research directions. This framework ensures the study's systematic and organized approach, enabling the researchers to address the research objectives effectively.

4.2.1 Research Design

The study employed a cross-sectional research design to gather numerical data on consumer purchase intentions and the influence of digital marketing channels. The cross-sectional research design involves collecting data from a sample of participants at a single point in time to examine the relationship between variables (Bryman, 2016). This design allows researchers to capture a snapshot of the participants' attitudes, behaviors, or characteristics at a specific moment, providing valuable insights into the research topic. By utilizing a cross-sectional approach, the study aimed to explore the relationship between consumer purchase intentions and the influence of digital marketing channels in the context of high involvement versus low involvement products. The design allowed the researchers to collect data on these variables simultaneously, enabling an examination of their associations and potential effects.

Cross-sectional research designs have several advantages. Firstly, they are relatively quick and cost-effective compared to longitudinal designs, as data is collected only once. This makes cross-sectional studies particularly suitable when the research objective is to assess the current state of a phenomenon or to explore relationships between variables at a specific point in time. Secondly, cross-sectional designs allow for the examination of multiple variables concurrently, providing a comprehensive snapshot of the research topic. This aligns with the study's objective, which aimed to investigate the influence of digital marketing channels on consumer purchase intentions for both high and low involvement products. However, it is important to acknowledge the limitations of cross-sectional research designs. One limitation is the inability to establish causal relationships between variables, as data is collected at a single point in time. Cross-sectional designs provide associations or correlations between variables, but they do not allow for determining the direction of causality. Therefore, caution should be exercised when interpreting the study's findings in terms of causation. In this study, the cross-sectional design was deemed appropriate as it enabled the researchers to collect data on consumer purchase intentions and the influence of digital marketing channels efficiently and effectively. The design facilitated examining relationships between these variables and provided valuable insights into the research topic. Future research could consider employing longitudinal designs to explore further the dynamic nature of consumer behavior and the long-term effects of digital marketing channels on purchase intentions.

4.2.2 Sampling

The study employed a convenience sampling technique to select participants with experience with both high and low involvement products. Convenience sampling is a non-probability sampling method that involves selecting participants based on their accessibility and willingness to participate in the study (Creswell, 2014). It is a commonly used sampling technique in research studies where the main objective is to gather data from a conveniently available population. By using convenience sampling, the researchers aimed to recruit participants with firsthand experience with both high and low involvement products, allowing for a more comprehensive understanding of consumer behavior across different product categories. Convenience sampling is often chosen when time, resources, or logistical constraints make it impractical to use more rigorous sampling methods (Creswell, 2014). In this study, the researchers selected participants

from social networks, online communities, and through other convenient means, for instance contacts.

Convenience sampling has both advantages and limitations. One advantage is its practicality and efficiency. It allows researchers to quickly gather data from a readily available population, making it a convenient choice when time and resources are limited. Additionally, convenience sampling can be beneficial when studying a specific population that is easily accessible and relevant to the research topic (Kothari, 2014). However, convenience sampling also has limitations that should be considered. One major limitation is the potential for selection bias. Since participants are selected based on convenience, the sample may not represent the larger population, leading to limited generalizability of the findings. Participants who volunteer to participate may have certain characteristics or experiences that differ from the general population, potentially influencing the results.

Despite its limitations, convenience sampling allowed the researcher to gather preliminary data, generate hypotheses, or explore research questions in a more accessible manner. In the case of this study, convenience sampling was used to select participants based on their accessibility and availability regarding their experience in purchasing both high involvement and low involvement products to gain valuable insights into consumer behavior. The focus on participants with firsthand experience can offer real-world perspectives and enhance the understanding of the influence of digital marketing channels on purchase intentions.

Data Collection: The primary data collection method is based on an online survey administered through a Google Form. The survey questionnaire included structured questions related to consumer demographics, purchase intentions, digital marketing channels, and product involvement. The survey was pre-tested with a small sample of twenty (20) participants to assess the clarity and validity of the questionnaire.

Variables and Measurements: The study measured variables such as consumer purchase intentions, digital marketing channel usage, attitudes towards high involvement and low involvement products, and perceived effectiveness of different marketing channels. Measurement scales, such as Likert scales (strongly agree=1, agree=2, neutral=3, disagree=4, and strongly disagree=5) were used to capture respondents' perceptions and opinions. Demographic variables

such as age, gender, price, and quality were also included to provide a comprehensive understanding of the sample characteristics.

Data Analysis: The collected data were analyzed using appropriate statistical techniques, such as regression analysis, to examine the relationships between the variables. Descriptive statistics were used to summarize the demographic characteristics and key variables of the sample. Inferential statistics, such as linear regression and interaction effects model, were employed to compare differences in purchase intentions and the influence of digital marketing channels between high involvement and low involvement products.

Limitations and Future Research: The limitations of the study, such as sample representativeness, potential biases, and scope constraints, were acknowledged. Recommendations for future research were also provided, highlighting areas for further investigation, such as the impact of specific digital marketing strategies on consumer purchase intentions.

4.3 Data Collection

To collect data for the study on the influence of digital marketing channels on consumer purchase intentions for high involvement versus low involvement products, an online survey was conducted using Google Forms. Online surveys offer convenience, scalability, and the ability to reach a broad audience. Google Forms, a popular survey tool, provides a user-friendly interface for designing and distributing surveys. The following steps outline the data collection process:

1. **Designing the Survey:** The survey questionnaire was developed based on the research objectives and theoretical framework of the study. It consisted of items related to consumer demographics, digital marketing channel usage, attitudes towards high and low involvement products, purchase intentions, and other relevant factors identified in the literature review.
2. **Creating the Online Survey:** Using Google Forms, a new survey was created. The survey was structured to include various question types such as multiple-choice, Likert-scale, and close-ended questions. The survey was designed to be easy to navigate and understand, ensuring respondents can provide accurate and meaningful responses.

3. **Pilot Testing:** Before launching the survey, a pilot test will be conducted to ensure the clarity and reliability of the survey instrument. A small group of participants, representative of the target population, were asked to complete the survey and provide feedback on the clarity, relevance, and comprehensiveness of the questionnaire. Based on their feedback, necessary modifications and refinements were made.
4. **Sampling and Recruitment:** A sampling strategy was developed to identify the target population for the study. The sample consists of consumers who have experience purchasing high involvement or low involvement products and have been exposed to digital marketing channels. Various recruitment methods were employed, such as online advertising, social media, and email invitations, to reach potential participants and encourage their participation in the survey.
5. **Distribution and Data Collection:** The online survey link was distributed to the identified sample through various channels, including email, social media platforms, and relevant online communities. Participants were provided with clear instructions and a timeframe for completing the survey. Data collection was conducted over a specified period (particularly a period of three weeks), allowing participants sufficient time to respond.
6. **Data Management and Analysis:** The data collected through Google Forms were exported to Excel for cleaning, coding and then to R-studio for analysis. Descriptive statistics, inferential statistics, and other appropriate analytical techniques were employed to analyze the data and draw meaningful conclusions.
7. **Data Privacy and Ethical Considerations:** Participants' privacy and confidentiality were ensured throughout the data collection process. The survey included informed consent, explaining the purpose of the study, the voluntary nature of participation, and the confidentiality of responses. Any identifying information collected would be kept confidential and used solely for research purposes.

By utilizing an online survey through Google Forms, the study was efficiently able to collect data from a diverse range of participants, enabling a comprehensive analysis of the influence of digital marketing channels on consumer purchase intentions for high involvement versus low involvement products.

4.4 Data Aggregation

Data aggregation is an essential step in the analysis of research data, particularly when studying the influence of digital marketing channels on consumer purchase intentions for high involvement versus low involvement products. Data aggregation involves combining and summarizing individual responses to derive meaningful insights (Krippendorff, 2018). Here is an outline of the data aggregation process for this study:

Identifying Variables: we started by identifying the key variables that are relevant to the study. These variables could include consumer demographics (e.g., age, gender), digital marketing channels (e.g., product description, blogs, online advertisement), high involvement and low involvement product categories, and consumer purchase intentions.

Grouping Responses: Group individual responses based on the variables of interest. For example, group responses by age groups (e.g., 21-25, 26-30, 31-35), digital marketing channels (e.g product description, blogs, online advertisement), and name of the product (e.g., smartphone, milk, laptop, TV), product classifications (high involvement, low involvement).

Aggregating Numeric Responses: the numeric responses, such as ratings or Likert scale items, were aggregated in order to calculate the mean, median, or mode for each group. This helps to summarize the overall sentiment or perception within each group.

Summarizing Categorical Responses: For categorical variables, such as gender or name of product, we calculated the frequencies and percentages for each category within the groups. This provides an overview of the distribution and preferences within different segments.

Statistical Analysis: we then applied statistical tests, such as linear regression, to examine the significance of relationships between variables. This helps to determine if there are statistically significant differences in consumer purchase intentions based on the variables of interest.

Data Visualization: we presented the aggregated data using appropriate data visualization techniques, such as tables, charts, and graphs. Visual representations helped us to provide a clear and concise overview of the findings, making it easier to communicate the results.

Interpretation: we interpreted the aggregated data considering the research objectives and theoretical framework. We then compared the findings with existing literature and theoretical

concepts to derive meaningful insights and draw conclusions about the influence of digital marketing channels on consumer purchase intentions for high involvement versus low involvement products.

By following a systematic data aggregation process, the researcher analyzed and summarized the collected data to gain a comprehensive understanding of the relationships between digital marketing channels and consumer purchase intentions. This facilitates meaningful insights and contributes to the overall knowledge in the field.

4.5 Data Preparation

Data preparation is a crucial step in the research process, ensuring that the collected data is organized, cleaned, and ready for analysis. Here is an outline of the data preparation process for this study:

- i. **Data Cleaning:** we started by thoroughly reviewing the collected data to identify and address any inconsistencies, errors, or missing values. Check for data entry mistakes, outliers, or any other issues that may affect the quality of the data. We resolve these issues by correcting errors and making appropriate assumptions for missing values.
- ii. **Variable Coding and Standardization:** Assign appropriate codes and labels to categorical variables, such as gender and product categories. This coding facilitates data analysis and enables comparisons between different groups. We standardized the variables where necessary, such as converting the different scales into a common format for consistency.
- iii. **Data Transformation:** we performed data transformation to create new variables such as high and low involvement product to derive meaningful insights.
- iv. **Data Subset Selection:** Determine which subset of the data is relevant for the analysis. We filtered specific product categories, target demographics, or digital marketing channels based on the research objectives.

- v. **Data Formatting:** we formatted the data in a consistent manner, ensuring that variables are labeled appropriately, units of measurement are specified, and the dataset is well-structured. This enhances the readability and usability of the data during analysis.
- vi. **Data Anonymization and Privacy Protection:** we anonymize the data to protect the privacy and confidentiality of the participants. Such as removing personally identifiable information and ensuring compliance with ethical guidelines and data protection regulations.
- vii. **Data Documentation:** we documented the data preparation steps performed, including details about variable definitions, coding schemes, transformations, and any data cleaning procedures applied. This documentation helps ensure the transparency and reproducibility of the study.

vii. **Data Backup and Security:** we implemented appropriate measures to securely store and back up the data. We maintained data security protocols to safeguard against unauthorized access or data breaches by ensuring that the data collation and processing were done in a private place. Also, the laptop containing the data was passworded and protected from external use.

By following a comprehensive data preparation process, the researcher can ensure the accuracy, integrity, and reliability of the data. Properly prepared data sets the foundation for meaningful analysis and allows researchers to draw valid conclusions about the influence of digital marketing channels on consumer purchase intentions for high involvement versus low involvement products.

5.0 RESULTS AND ANALYSIS

5.1 Preamble

The chapter on results and analysis presents a comprehensive examination and interpretation of the data collected for the research study. This chapter focuses on reporting the findings obtained from the research methods employed. The primary goal of this chapter is to present the empirical evidence and insights derived from the analysis, providing meaningful answers to the research questions. The main body of the chapter presents the results of the data analysis, organized in a logical and coherent manner. This includes the presentation of descriptive statistics, graphical representations, and tabular summaries to provide a clear understanding of the patterns and trends observed in the data. Alongside the presentation of the results, the chapter also includes an in-depth regression analysis and interpretation of the findings.

5.2 Descriptive Statistics

Descriptive statistics are used to summarize data by describing the connection between variables in a sample or population (Kaur et al., 2018). There are three main steps to adhere to while analyzing a descriptive statistic. The first step is to describe the sample size, the second step is to describe the center of the data, and the third step is to describe the spread of your data (Scribbr, 2022).

To describe the size of the sample dataset, “n” is used to identify the number of observations in the sample. From the table shown below (see table 1), The survey dataset has a sample size of 600 with an exception of Price, Blogs and Websites, Product description on company’s ethical and sustainability practices, and consumer purchasing intentions, which has a sample size of 596, 599, 599, and 598 respectively. This was because of the NA or missing values discovered in the variable which led to its omission.

Table 5.1 Descriptive Statistics of Each Variable

Descriptive Statistics of each variable					
Statistic	N	Mean	St. Dev.	Min	Max
Gender	600	0.61	0.49	0	1
High_or_low_Product	600	0.83	0.37	0	1
Price	596	0.89	0.31	0	1
Quality	600	0.97	0.18	0	1
Ratings_and_Reviews	600	0.25	0.43	0	1
Online.Advertisements	600	0.25	0.43	0	1
Blogs.&.websites	599	0.25	0.43	0	1
product_description_on_company_ethical_and_sustainability_practices.	599	0.25	0.43	0	1
Consumer_Purchasing_Intentions	598	4.00	1.27	1	5

To describe the center of the dataset, the mean is used as a standard measure of the center of the data distribution. From the table, there is a great deal of variation in consumer purchasing intentions. The average price is 0.89 (the number of times the respondents perceive price as an influencer in their purchasing intentions), with an average quality of 0.97 (the numbers of times the respondents perceive quality as an influencer in their purchasing intentions of the product), leading to average ratings and reviews of 0.25 (the number of times ratings and reviews is vital to the respondents when purchasing the product). The average time online advertisements influence the respondents' purchase intention for the product is 0.25. The average time the opinions and experiences of other consumers, as shared on blogs and websites, is essential to the respondents when considering purchasing the product is 0.25. The average time the respondents are more likely to purchase the product if the product description includes information on the company's ethical and sustainability practices is 0.25 leading to an average purchase intention of 4.

To describe the spread of the dataset, the standard deviation and range, which shows the difference of the maximum and the minimum value, is used to determine how spread out the data are from the mean. A low standard deviation value suggests that the data are clustered around the mean. From the table above, there is a low standard deviation and range value in the survey's dataset as their values are relatively closer to the mean and the hypothesis is supported and reliable.

A Histogram showing a frequency distribution of Consumer Purchasing Intentions

The graph below is a histogram that shows the frequency count of consumer purchasing intentions. From the histogram, this is a left-skewed distribution (negatively skewed), meaning that it has a peak to the right of center, more gradually tapering to the left side. In a negatively skewed histogram, the mean is less than the median because the high frequency of values on the right side of the distribution causes the median value to be larger. The consumer purchasing intentions maximum frequency is close to 300, the median is close to 200, and the mean is close to 100.

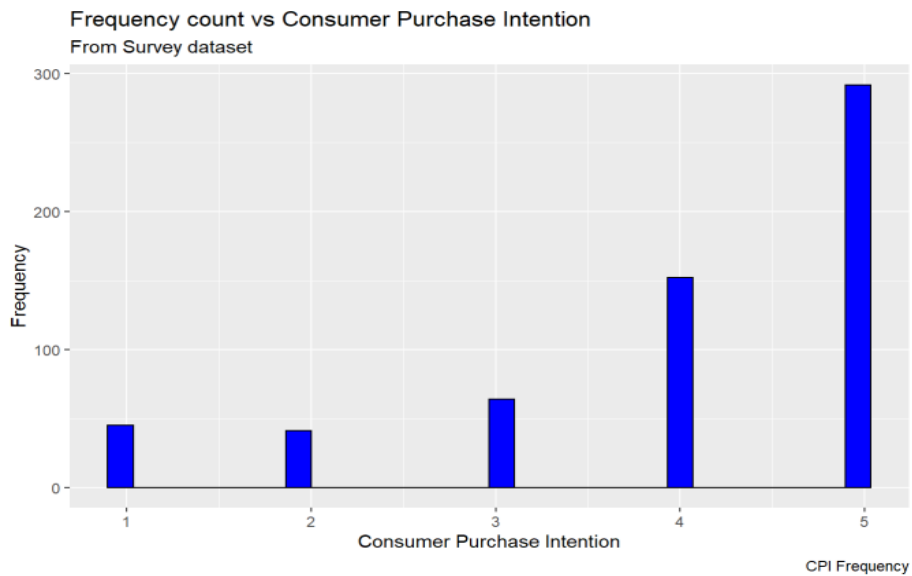


Figure 6: Histogram of the Consumer Purchase Intentions

5.3 Regression Analysis

5.3.1 Regression Models

Model 1: Dependent variable Vs Independent Variables:

Problem: to investigate if Online Advertisements, Blogs & websites, product description on company ethical and sustainability practices have a significant relationship with Consumer Purchase Intentions.

Hypothesis One:

H₁: There is a significant impact of Online Advertisements, Blogs & websites, product description on company ethical and sustainability practices on Consumer Purchase Intentions.

The hypothesis tests if the combination of Online Advertisements, Blogs & websites, product description on company ethical and sustainability practices has a significant impact on Consumer Purchase Intentions.

Consumer Purchase Intentions

$$= \beta_0 + \beta_1 \text{Online Advertisements} + \beta_2 \text{Blogs and Websites} + \beta_3 \text{Product Description on Company Ethical and Sustainability Practices} + \epsilon$$

Decision Rule:

If the calculated F-statistic is greater than the critical value, it indicates that there is a significant difference between the group means. Conversely, if the calculated F-statistic is smaller than the critical value, it suggests that the differences between group means are not statistically significant.

Table 5.4: The impact of Online Advertisements, Blogs & websites, product description on company ethical and sustainability practices on Consumer Purchase Intentions.

Regression weight	Beta Coefficient	t-value	Hypothesis supported
(Constant)	4.101***	0.102	
Online Advertisements	-0.180	0.145	
Blogs & websites	0.034	0.145	
Product description on company Ethical and sustainability practices.	-0.182	0.145	
R²	0.006		
R² adjusted	0.001		
F	1.225		No

*p<0.1; **p<0.05; ***p<0.0

Interpretation

F-statistic: The F-statistic assesses the overall significance of the regression model. In this table, the F-statistic is 1.225, and it suggests that the regression model as a whole is not statistically significant. This indicates that the independent variables do not jointly play a significant role in shaping the CPI.

R-squared and Adjusted R-squared: The R-squared (R^2) value measures the proportion of variance in the dependent variable that is explained by the predictor variables. In this case, the R^2 value is 0.006, indicating that the predictor variables explain only a small portion of the variability in Consumer Purchase Intentions. The adjusted R-squared (R^2 adjusted) value accounts for the number of predictor variables and sample size; in this case, it is 0.001.

In conclusion, we can say that the alternative hypothesis is rejected on the premise that there is no significant impact of the combined effect of Online Advertisements, Blogs & websites, product description on company ethical and sustainability practices on Consumer Purchase Intentions.

Model 2:

Problem: to investigate if the combined presence of high and Low involvement product affects the relationship of Online Advertisements, Blogs & websites, product description on company ethical and sustainability practices, age, gender, price, and quality with Consumer Purchase Intentions.

Hypothesis Two:

H₂: the combined presence of Online Advertisements, Blogs & websites, product description on company ethical and sustainability practices, age, gender, price, and quality significantly affect Consumer Purchase Intentions.

The hypothesis tests if the combined effect of Online Advertisements, Blogs & websites, product description on company ethical and sustainability practices, age, gender, price, and quality significantly impact Consumer Purchase Intentions.

Consumer Purchase Intentions

$$= \beta_0 + \beta_1 \text{Online Advertisement} + \beta_2 \text{Blogs and Websites} \\ + \beta_3 \text{Product Description on Company Ethical and Sustainability Practices} \\ + \beta_4 \text{Age} + \beta_5 \text{Gender} + \beta_6 \text{Price} + \beta_7 \text{Quality} + \varepsilon$$

Decision Rule:

If the calculated F-statistic is greater than the critical value, it indicates that there is a significant difference between the group means. Conversely, if the calculated F-statistic is smaller than the critical value, it suggests that the differences between group means are not statistically significant.

Table 5.5: The combined effect of Online Advertisements, Blogs & websites, product description on company ethical and sustainability practices, age, gender, price, and quality significantly on Consumer Purchase Intentions.

Regression weight	Beta Coefficient	t-value	Hypothesis supported
(Constant)	1.630***	0.321	
Online Advertisements	-0.181	0.135	
Blogs & websites	0.036	0.135	
Product description on company ethical and sustainability practices.	-0.183	0.135	
Gender	-0.138	0.102	
Age_tiers26-30 years	0.253*	0.150	
Age_tiersabove 31 years	0.304**	0.149	
Age_tiersless than 20 years	-0.193	0.319	
Price	0.854***	0.178	
Quality	1.610***	0.340	
R²	0.142		
R² adjusted	0.129		
F	10.775***		

*p<0.1; **p<0.05; ***p<0.0

Interpretation

F-statistic: The F-statistic assesses the overall significance of the regression model. In this table, the F-statistic is 10.775, which is statistically significant, indicating that the regression model as a whole is significant. Based on this result, it can be concluded that combining Online Advertisements, Blogs & websites, Product description on company ethical and sustainability practices, Gender, Age tiers, Price, and Quality significantly influences Consumer Purchase Intentions.

More so, some individual predictors, such as Age tiers, Price, and Quality, appear to have a statistically significant impact on Consumer Purchase Intentions, while others may not reach statistical significance.

Regression Coefficients: The table presents the beta coefficients for each predictor variable in the regression model. The predictor variables include "Online Advertisements," "Blogs & websites," "Product description on company ethical and sustainability practices," "Gender," "Age tiers," "Price," and "Quality." The beta coefficients indicate the direction and strength of the relationship between each predictor variable and the dependent variable, which is "Consumer Purchase Intentions."

R-squared and Adjusted R-squared: The R-squared (R^2) value measures the proportion of variance in the dependent variable that is explained by the predictor variables. In this case, the R^2 value is 0.142, indicating that the predictor variables collectively account for 14.2% of the variability in Consumer Purchase Intentions. The adjusted R-squared (R^2 adjusted) value considers the number of predictor variables and sample size, which is 0.129.

In conclusion, we can say that the alternative hypothesis cannot be rejected on the premise that the combined presence of Online Advertisements, Blogs & websites, product description on company ethical and sustainability practices, age, gender, price, and quality significantly affect Consumer Purchase Intentions.

Model 3:

Problem: to investigate if the presence of high and Low involvement products affects the relationship in Online Advertisements, Blogs & websites, product description on company ethical and sustainability practices with Consumer Purchase Intentions.

Hypothesis Three:

H₃: the presence of high and Low involvement products affects the relationship of Online Advertisements, Blogs & websites, product description on company ethical and sustainability practices with Consumer Purchase Intentions.

Consumer Purchase Intentions

$$\begin{aligned} &= \beta_0 + \beta_1 \text{Online Advertisements} \times (\text{High and Low Involvement Product}) \\ &+ \beta_2 \text{Blogs and Websites} \times (\text{High and Low Involvement Product}) \\ &+ \beta_3 \text{Product Description on Company Ethical and Sustainability Measures} \\ &\times (\text{High and Low Involvement Product}) + \beta_4 \text{Age} + \beta_5 \text{Gender} + \beta_6 \text{Price} \\ &+ \beta_7 \text{Quality} + \varepsilon \end{aligned}$$

Decision Rule:

If the calculated F-statistic is greater than the critical value, it indicates that there is a significant difference between the group means. Conversely, if the calculated F-statistic is smaller than the critical value, it suggests that the differences between group means are not statistically significant.

Table 5.6: The effect of high and Low involvement product via Online Advertisements, Blogs & websites, product description on company ethical and sustainability practices on Consumer Purchase Intentions.

Regression weight	Beta Coefficient	t-value	Hypothesis supported
(Constant)	1.192***		
High_or_low_Product	1.397***	0.265	
High_or_low_Product:`Blogs.&.websites`	0.044	0.351	
High_or_low_Product:Online.Advertisements	-0.365	0.351	
Online Advertisements	0.125	0.321	
Blogs & websites	-0.000	0.321	
Product description on company Ethical and sustainability practices.	0.907***	0.325	
Gender	-0.125	0.097	
Age_tiers26-30 years	0.015	0.148	
Age_tiersabove 31 years	0.180	0.143	
Age_tiersless than 20 years	-0.179	0.305	
Price	0.174	0.201	
Quality	1.624***	0.325	
R²	0.222		
R² adjusted	0.205		
F	1.192***		Yes

*p<0.1; **p<0.05; ***p<0.0

Interpretation:

F-statistic: The F-statistic assesses the overall significance of the regression model. In this table, the F-statistic is statistically significant, indicating that the regression model as a whole is significant. In this case, the table indicates that the F-statistic is statistically significant, supporting

the hypothesis that the combined effect of high and low involvement products, Online Advertisements, Blogs & websites, and product description on company ethical and sustainability practices has an impact on Consumer Purchase Intentions.

Regression Coefficients: The table presents the beta coefficients for each predictor variable in the regression model. The predictor variables include "High_or_low_Product," "Blogs & websites," "Online Advertisements," "Product description on company ethical and sustainability practices," "Gender," "Age tiers," "Price," and "Quality." The beta coefficients indicate the direction and strength of the relationship between each predictor variable and the dependent variable, which is "Consumer Purchase Intentions."

R-squared and Adjusted R-squared: The R-squared (R²) value measures the proportion of variance in the dependent variable that is explained by the predictor variables.

In this case, the R² value is 0.222, indicating that the predictor variables collectively account for 22.2% of the variability in Consumer Purchase Intentions. The adjusted R-squared (R² adjusted) value considers the number of predictor variables and sample size, and it is 0.205.

Hence, we conclude that the alternative hypothesis cannot be rejected on the premise that the presence of high and Low involvement product affects the relationship between Online Advertisements, Blogs & websites, product description on company ethical and sustainability practices with Consumer Purchase Intentions.

Table 5.7: Interaction Effect Result

Digital Marketing Channels	Low Involvement Products	High Involvement Products
Blogs and Websites	1.192	2.589
Online Advertisements	1.192	2.589
Product description on company's ethical and sustainability practices	10.264	10.362

Interpretation

Blogs and Websites: The presence of high involvement products (2.589) has a stronger positive effect on Consumer Purchase Intentions compared to low involvement products (1.192). This suggests that when consumers are exposed to blogs and websites discussing high involvement products, their purchase intentions are more influenced.

Online Advertisements: Similar to blogs and websites, the presence of high involvement products (2.589) has a stronger positive effect on Consumer Purchase Intentions than low involvement products (1.192). This implies that online advertisements related to high involvement products have a greater impact on consumers' purchase intentions.

Product Description of Company's Ethical and Sustainability Practices: The values provided (10.264 and 10.362) indicate a relatively high positive effect on Consumer Purchase Intentions for both low and high involvement products. This suggests that when consumers are provided with product descriptions that emphasize a company's ethical and sustainability practices, their purchase intentions are significantly influenced, regardless of the level of involvement with the product.

In summary, the provided data suggests that the presence of high involvement products has a stronger positive effect on Consumer Purchase Intentions compared to low involvement products, regardless of the digital marketing channels (blogs and websites, online advertisements) or the emphasis on company ethical and sustainability practices. However, it is important to consider the statistical significance and the context of the study before drawing firm conclusions.

5.4 Data Collection Analysis

The overviews of collected data were provided in this section. The results are presented as visually appealing bars and doughnut charts in multi-choice questions. A total of 150 responses were received, of which no questionnaires were disqualified; therefore, all accepted respondents were taken into analyzed consideration for our research.

Part 1: Demographic

Questions 1 to 2 were conducted as an overview of the general information of respondents. Out of the 150 respondents, 92 were males and 58 were females. 65 respondents were in the age tiers of above 31 years, while 60 respondents were in the age tiers of 26 – 30 years.

Question 1: Are you a Male or Female?

*How many respondents were **Male** or **Female**?*

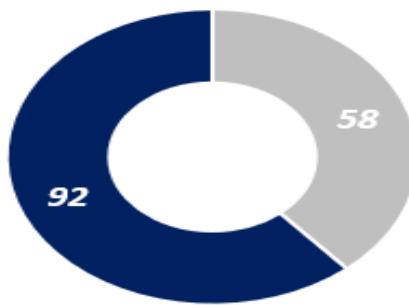


Figure 8: The Gender of the Respondents

Question 2: How old are you?

How many responses did we get for each age tiers?

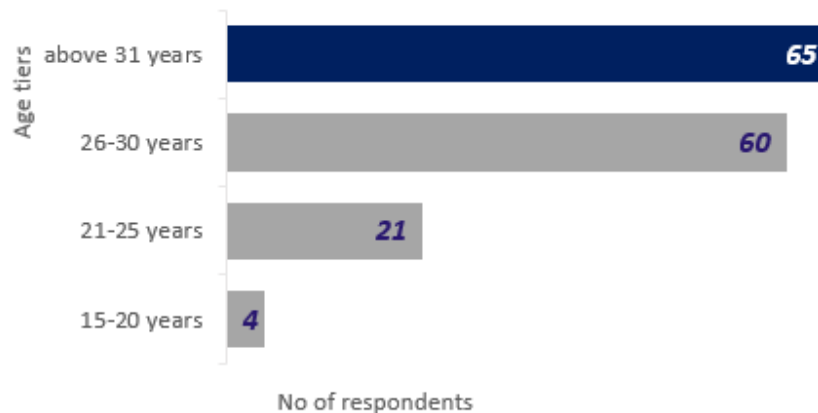


Figure 9: The Age of the Respondents

Part 2: High and Low Involvement Products

Question 3: From the definition of a high and low involvement product defined above, how will you classify the product you intend to purchase?

*How many respondents chose **High** or **Low** Involvement Product?*

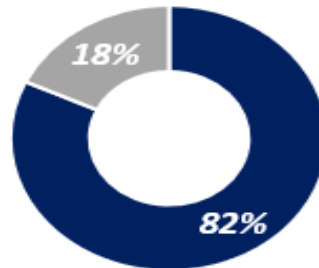


Figure 10: Classification of the Respondent's Intent to Purchase Products between High and Low Products

We aimed to find out the results of the purchasing intention process of the respondents between high involvement and low involvement product at random. In this question, the target respondents were separated into both groups based on their answers. The result showed 82% of respondents intend to purchase a high-involvement product and 18% intend to purchase a low-involvement product.

Part 3: Consumer purchasing intentions process with the inclusion of some factors.

Question 4: Is the price important to you when considering the purchase of the product?

How many respondents indicated that **price is important** or **not important**?

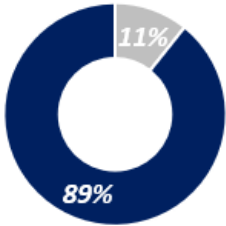


Figure 11: How Price is Important to the Respondents

The respondents were asked if the price was important to them when considering the purchase of the product. This result showed 89% of the respondents considered price a factor when considering purchasing the product, while 11% considered price not a factor in their purchase intentions.

Question 5: Is quality important to you when considering the purchase of the product?

How many respondents indicated that **quality is important** or **not important**?

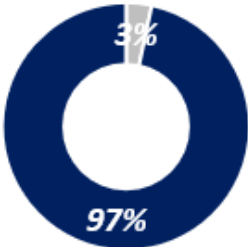


Figure 12: How Respondent answered on if the quality of the product they intend to purchase is important.

The respondents were asked if quality was important to them when considering the purchase of the product. This result showed 97% of the respondents considered quality a factor when considering purchasing the product, while 3% considered quality not a factor in their purchase intentions.

Part 4: Influence of online advertisement on consumer purchase intentions

Question 6: Online advertisements influence your purchase intention for the product.

How many responses did we get for each online advertisement tiers?

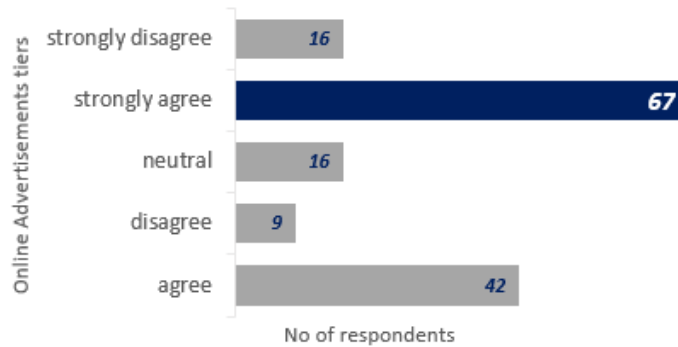


Figure 13: How Online advertisements influence the respondent's purchase intention for the product.

When we asked if online advertisements influence the respondent's purchase intention for the product, 16 respondents strongly disagreed that online advertisements influence his or her purchase intention for the product. 67 respondents strongly agreed that it does, 16 respondents were neutral, 9 respondents disagreed, and 42 respondents agreed that online advertisements influence their purchase intention for the product.

Part 5: Influence of product description on company's ethical and sustainability measures on consumer purchase intentions

Question 7: You are more likely to purchase the product if the product description includes information on the company's ethical and sustainability practices.

How many responses did we get for each product description on sustainability tiers?

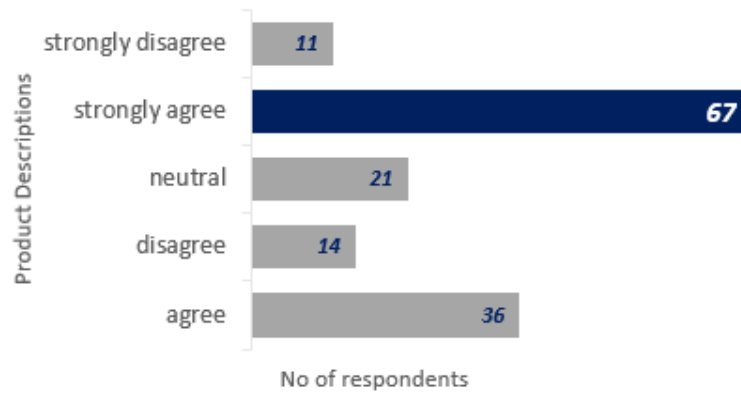


Figure 14: How likely the respondents are to purchase the product if the product description includes information on the company's ethical and sustainability practices.

When asked if the respondent is more likely to purchase the product if the product description includes information on the company's ethical and sustainability practices, 11 respondents strongly disagreed that they are likely to purchase the product if the product description includes information on the company's ethical and sustainability practices. 67 respondents strongly agreed that they are, 21 respondents were neutral, 14 respondents disagreed, and 36 respondents agreed that they are more likely to purchase the product if the product description includes information on the company's ethical and sustainability practices.

Part 6: The extent to which blogs and websites impact on consumer purchase intentions

Question 8: The opinions and experiences of other consumers, as shared on blogs and websites are useful in helping you when considering purchasing the product.

How many responses did we get for each Blogs & websites tiers?

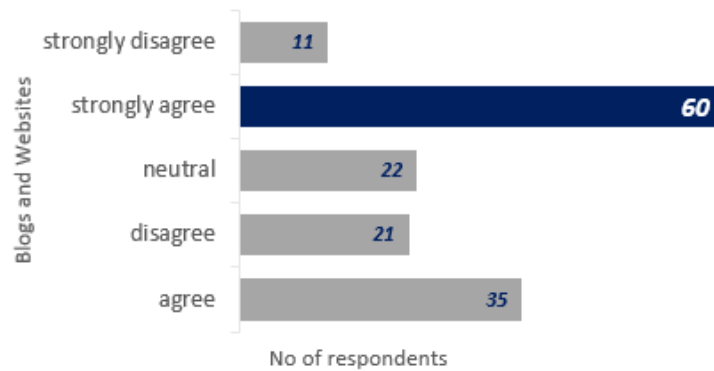


Figure 15: How the opinions and experiences of other consumers, as shared on blogs and websites influences the respondent when considering purchasing the product.

When we asked the respondents the extent to which blogs and websites impact their consumer purchase intention for the product, 11 respondents strongly disagreed that the opinions and experiences of other consumers, as shared on blogs and websites, were useful in helping them when considering purchasing the product. 60 respondents strongly agreed that they are, 22 respondents were neutral, 21 respondents disagreed, and 35 respondents agreed that the opinions and experiences of other consumers, as shared on blogs and websites, were useful in helping them when considering purchasing the product.

6.0 DISCUSSION

6.1 Preamble

This discussion aims to explore and analyze the findings based on several research questions and corresponding hypotheses. The research questions and hypotheses under investigation include Research Question 1 & Research Hypothesis 1, Research Question 2 & Research Hypothesis 2, and Research Question 3 & Research Hypothesis 3. These inquiries form an integral part of our comprehensive study and contribute to a deeper understanding of the subject matter at hand.

6.2 Research Question 1

RQ 1: To what extent does online advertisement influence consumer purchase intentions?

6.2.1 Research Hypothesis 1

Hypothesis One:

H₁: There is a significant impact of Online Advertisements, Blogs & websites, and product description on company ethical and sustainability practices on Consumer Purchase Intentions.

Discussion

The findings from Hypothesis One, which suggests a significant impact of Online Advertisements, Blogs & websites, and product description on company ethical and sustainability practices on Consumer Purchase Intentions, did not align with the existing literature that emphasizes the influence of blogs and websites on consumer purchase intentions. For instance, while Hypothesis One does not find a significant relationship between the combination of Online Advertisements, Blogs & websites, and product description on Consumer Purchase Intentions, previous research indicates the significant impact of blogs and websites on consumer attitudes and behaviors. For instance, Hennig-Thurau et al. (2013) found that positive content on blogs and websites strongly influences consumer attitudes and behaviors. Positive reviews, recommendations, and experiences shared on these platforms create credibility and trustworthiness, leading to increased purchase

intentions. Similarly, Lee et al. (2017) highlights that favorable product reviews and recommendations on blogs and websites play a crucial role in shaping consumer perceptions. Consumers seek validation and reassurance from other individuals who have already experienced or purchased the product. Positive reviews provide social proof, indicating reliability, high quality, and worthiness, which positively affect consumer attitudes and generate confidence and trust in the purchase decision.

Furthermore, blogs and websites provide interactive platforms for consumer engagement, as mentioned by Kiani et al. (2019). Consumers can interact with bloggers or website owners, seek clarifications, and gather additional information, enhancing their decision-making process. This interactive nature leads to more personalized and engaging experiences, contributing to positive attitudes and increased purchase intentions. Contrary to the findings of Hypothesis One, the literature highlights the importance of blogs and websites in influencing consumer purchase intention. The existing research emphasizes the significant impact of positive content, social proof, and interactive experiences on these platforms. These findings suggest that companies should recognize the influence of blogs and websites, collaborate with influential bloggers, and ensuring the dissemination of accurate and reliable information to engage with consumers effectively and drive their purchase decisions. In summary, the findings from Hypothesis One contradict the existing literature, which consistently supports the significant influence of blogs and websites on consumer purchase intention. While Hypothesis One focuses on a combination of factors, the literature emphasizes the role of positive content, social proof, and interactive experiences in shaping consumer attitudes and driving their purchase intentions through blogs and websites.

6.3 Research Question 2

RQ 2: Do blogs and websites significantly influence consumer purchase intentions?

6.3.1 Research Hypothesis 2

Hypothesis Two:

H₂: the combined presence of Online Advertisements, Blogs & websites, product description on company ethical and sustainability practices, age, gender, price, and quality significantly affect Consumer Purchase Intentions.

Discussion

The findings from Hypothesis Two align with the existing literature on the influence of product descriptions emphasizing ethical and sustainability measures on consumer purchase intentions. Previous research has shown that consumers perceive products with ethical and sustainable messaging as more trustworthy, socially responsible, and aligned with their personal values. This perception positively affects their purchase intentions as they are motivated to choose products that reflect their ethical and sustainable beliefs. The current study's finding that the product description on company ethical and sustainability practices has a significant impact on Consumer Purchase Intentions supports this literature (Kim & Lee, 2021; Verhoef, Kannan & Inman, 2015).

Additionally, the literature indicates that consumers associate products with ethical and sustainability messaging with attributes such as durability, safety, and fairness, leading to a positive overall perception. This positive perception enhances consumer trust and their inclination to make a purchase. The findings in Hypothesis Two, specifically the significant impact of Quality and Price on Consumer Purchase Intentions, align with this understanding (Bansal & Taylor, 2020). Transparency and authenticity in product descriptions are also highlighted in the literature as important factors in establishing a genuine connection with consumers. Misleading or false claims can lead to a loss of trust and credibility. Therefore, companies need to ensure that their product descriptions accurately reflect their ethical and sustainability initiatives. This reinforces the need for companies to carefully craft their product descriptions and communicate their ethical and sustainability practices accurately, aligning with the findings in Hypothesis Two (Xu, Yeh & Lin,

2018). Overall, the literature and the findings from Hypothesis Two support the notion that product descriptions emphasizing ethical and sustainability measures significantly influence consumer purchase intentions. Consumers are increasingly seeking products that align with their values, and companies can leverage this by effectively communicating their ethical and sustainable practices through product descriptions. These findings contribute to the understanding of the impact of these factors on consumer behavior and provide valuable insights for marketers in developing effective digital marketing strategies.

6.4 Research Question 3

RQ 3: Does product description on company ethical and sustainability practice influence consumer purchase intentions?

6.4.1 Research Hypothesis 3

Hypothesis Three:

H3: The presence of high and Low involvement products affects the relationship of Online Advertisements, Blogs & websites, product description on company ethical and sustainability practices with Consumer Purchase Intentions.

Discussion

When comparing the findings from Hypothesis Three with the literature on the influence of digital marketing channels on high involvement products, we can identify several similarities:

Both Hypothesis Three and the literature concur on the substantial impact of digital marketing channels in shaping consumer purchase intentions for high involvement products. These channels serve as influential platforms that provide consumers with in-depth information, facilitate research, and enable comparisons. The literature supports this agreement by emphasizing the role of digital marketing channels in influencing consumer behavior for high involvement products. For instance, Li et al. (2020) state that digital marketing channels are crucial for providing detailed product information, reviews, and comparisons. Kumar and Raju (2018) further highlight that these channels offer comprehensive product information and interactive tools that assist consumers in their decision-making process. In a similar vein, Hypothesis Three recognizes the importance of

digital marketing channels in shaping consumer purchase intentions for high involvement products. Although it does not provide specific citations, it aligns with the literature by acknowledging that these channels contribute to the provision of in-depth information, research facilitation, and comparison opportunities. By leveraging digital marketing channels, marketers can effectively engage consumers and provide them with the necessary information to make informed decisions regarding high involvement products. This alignment between Hypothesis Three and the literature underscores the consensus regarding the substantial role of digital marketing channels in shaping consumer purchase intentions for high involvement products.

More so, both Hypothesis Three and the literature highlight the influence of SEM and SEO tactics in enhancing the visibility of high involvement products in search engine results. This increased visibility enables consumers to access detailed product information, reviews, and comparisons, thus influencing their purchase intentions. The literature supports this observation by providing empirical evidence of the impact of SEM and SEO on consumer behavior for high involvement products. Li et al. (2020) emphasize that SEM and SEO tactics enhance the visibility of high involvement products in search engine results, making it easier for consumers to find the information they need. These tactics ensure that relevant product information, reviews, and comparisons are readily available to consumers, aiding their decision-making process. Hypothesis Three aligns with the literature by recognizing the influence of SEM and SEO tactics on consumer purchase intentions for high involvement products. Although specific citations are not provided, the hypothesis acknowledges that these tactics play a role in enhancing the visibility of high involvement products in search engine results, thus influencing consumers' access to detailed information, reviews, and comparisons. Together, the literature and Hypothesis Three emphasize the significance of SEM and SEO in improving the visibility of high involvement products in search engine results. By employing these tactics effectively, marketers can ensure that their products are easily discoverable by consumers and provide them with the necessary information to make informed decisions. This alignment between Hypothesis Three and the literature underscores the consensus regarding the influence of SEM and SEO tactics on consumer behavior for high involvement products. Furthermore, findings from the research question three and the literature acknowledge the significance of dedicated brand websites and landing pages in influencing consumer purchase intentions for high involvement products. These platforms serve as valuable resources that provide comprehensive product information, customer testimonials, and

interactive tools, assisting consumers throughout their decision-making process. The literature supports this recognition by providing empirical evidence of the impact of brand websites and landing pages on consumer behavior for high involvement products. Kumar and Raju (2018) emphasize that dedicated brand websites offer comprehensive product information, enabling consumers to gather the necessary details to make informed decisions. These websites often include features such as customer testimonials and interactive tools that aid consumers in evaluating their options. Hypothesis Three aligns with the literature by acknowledging the importance of brand websites and landing pages for high involvement products. Although specific citations are not provided in the hypothesis, it recognizes that these platforms play a role in influencing consumer purchase intentions by providing comprehensive product information and interactive tools. Together, the literature and Hypothesis Three emphasize the significance of dedicated brand websites and landing pages in shaping consumer behavior for high involvement products. These platforms facilitate the provision of detailed product information, customer testimonials, and interactive tools that assist consumers in their decision-making process. By leveraging dedicated brand websites and landing pages, marketers can engage consumers and provide them with the necessary resources to make informed choices. This alignment between Hypothesis Three and the literature underscores the consensus regarding the importance of these platforms in influencing consumer purchase intentions for high involvement products.

Finally, results as stipulated in research question three and the literature recognize the significant role that consumer-generated online reviews and influencer marketing play in shaping consumer perceptions and purchase intentions for high involvement products. Positive reviews and endorsements from trusted sources have a substantial impact on consumer decision-making. The literature provides empirical evidence supporting the influence of consumer-generated online reviews and influencer marketing on consumer behavior for high involvement products. Verhoef et al. (2015) highlight the importance of online reviews, stating that they shape consumer perceptions and influence purchase intentions. Positive reviews serve as social proof, building trust and credibility among consumers. Additionally, the literature emphasizes the role of influencer marketing in shaping consumer perceptions and purchase intentions for high involvement products, as endorsements from trusted influencers can significantly impact consumer decision-making. Hypothesis Three aligns with the literature by acknowledging the significant role of consumer-generated online reviews and influencer marketing in shaping consumer purchase

intentions for high involvement products. Although specific citations are not provided, the hypothesis recognizes that positive reviews and endorsements from trusted sources influence consumer decision-making. Both the literature and Hypothesis Three emphasize the importance of leveraging consumer-generated online reviews and influencer marketing to shape consumer perceptions and purchase intentions for high involvement products. By actively engaging with online reviews and utilizing influencer marketing strategies, marketers can capitalize on the positive impact these factors have on consumer decision-making.

7.0 CONCLUSION

7.1 Preamble

The study explored the influence of digital marketing channels on consumer purchase intentions for high involvement versus low involvement products. The findings have important practical implications for marketers seeking to leverage digital channels to enhance consumer engagement and drive purchase intentions. Theoretical implications stem from the integration of the Theory of Planned Behavior and the Elaboration Likelihood Model, providing a solid theoretical framework for understanding the factors that shape consumer purchase intentions in the digital era. However, the study also has certain limitations that should be considered. Future research directions are suggested to address these limitations and further advance our understanding of the complex dynamics between digital marketing channels and consumer purchase intentions. In conclusion, this study provides valuable insights for both academics and practitioners and paves the way for future research in this domain.

7.2 Practical Implications

Based on the findings from Hypothesis One, Hypothesis Two, and Hypothesis Three, several practical implications can be derived. These implications are based on the relationship between digital marketing channels, consumer involvement, and their impact on consumer purchase intentions.

Practical Implications:

- i. Tailor digital marketing strategies based on consumer involvement: The level of consumer involvement with the product should guide the selection and implementation of digital marketing channels. For high involvement products, brands should focus on channels that provide in-depth information, facilitate research, and enable comparisons, such as SEM, search engine optimization, and dedicated brand websites. For low involvement products, brands should emphasize channels that create brand awareness, trigger impulse buying,

and provide convenience, such as social media advertising, email marketing, and mobile apps.

- ii. Enhance visibility through SEM and SEO: For both high involvement and low involvement products, investing in SEM and SEO tactics can enhance visibility in search engine results. This includes optimizing website content, utilizing relevant keywords, and improving the overall search engine ranking. By ensuring high visibility, brands can increase the chances of attracting consumers' attention and driving their purchase intentions.
- iii. Leverage customer reviews and influencer marketing: Encourage and actively engage with consumer-generated online reviews. Positive reviews serve as social proof and can positively influence consumer perceptions and purchase intentions, particularly for high involvement products. Additionally, consider collaborating with trusted influencers who align with the brand's values and target audience. Influencer endorsements can enhance brand credibility and sway consumer decision-making for both high and low involvement products.
- iv. Optimize product descriptions for ethical and sustainability practices: Given the increasing importance of ethical and sustainability considerations for consumers, incorporate detailed product descriptions that highlight the company's ethical and sustainability practices. This can positively influence consumer purchase intentions, particularly for high involvement products. Clearly communicate the brand's commitment to environmental responsibility, social impact, and ethical sourcing to attract conscious consumers.
- v. Monitor and analyze consumer feedback: Continuously monitor consumer feedback and sentiments across various digital channels. Analyze the data collected from customer reviews, social media interactions, and other digital touchpoints to gain insights into consumer perceptions, preferences, and purchase intentions. This information can inform future marketing strategies, product improvements, and customer engagement initiatives.
- vi. Invest in a comprehensive digital marketing strategy: Develop an integrated and cohesive digital marketing strategy that combines multiple channels and tactics. Consider a mix of paid advertising, content marketing, social media engagement, and influencer partnerships to create a comprehensive and impactful digital presence. Align the strategy with the

specific needs and preferences of the target audience for high involvement and low involvement products.

By implementing these practical implications, marketers can effectively leverage digital marketing channels, consumer involvement, and the relationship with consumer purchase intentions. Customizing marketing strategies based on consumer involvement and optimizing the use of digital channels will contribute to enhanced consumer engagement, increased purchase intentions, and ultimately drive sales and brand loyalty in the digital era.

7.3 Theoretical Implications

Theoretical implications based on the theoretical framework of the study, which integrates the Theory of Planned Behavior (TPB) and the Elaboration Likelihood Model (ELM), can provide valuable insights into consumer behavior in the context of digital marketing. These implications highlight the significance of attitudes, subjective norms, perceived behavioral control, and cognitive processing in shaping consumer purchase intentions.

- i. **Attitudes and Purchase Intentions:** The TPB emphasizes the importance of attitudes in influencing consumer purchase intentions. Theoretical implications suggest that marketers should focus on cultivating positive attitudes toward their products or brands through digital marketing efforts. This can be achieved by providing detailed and compelling product information, highlighting unique value propositions, and addressing consumer needs and desires. By shaping positive attitudes, marketers can enhance consumer purchase intentions.
- ii. **Subjective Norms and Social Influences:** The TPB emphasizes the role of subjective norms in shaping consumer behavior. Theoretical implications suggest that marketers should leverage social influences and reference groups in their digital marketing strategies. This can be achieved through the use of social proof, testimonials, endorsements, and influencer marketing. By showcasing positive social influences, marketers can create a sense of conformity and encourage consumers to align their purchase intentions with the norms of their social networks.

- iii. Perceived Behavioral Control and Ease of Purchase: The TPB highlights the importance of perceived behavioral control in influencing consumer purchase intentions. Theoretical implications suggest that marketers should focus on reducing perceived barriers and enhancing the ease of the purchase process. This can be achieved by streamlining the online shopping experience, providing user-friendly interfaces, offering convenient payment options, and ensuring secure transactions. Marketers can increase consumer confidence and encourage purchase intentions by improving perceived behavioral control.
- iv. Cognitive Processing and Persuasive Strategies: The ELM focuses on the cognitive processes involved in evaluating persuasive messages. Theoretical implications suggest that marketers should tailor their persuasive strategies based on the level of elaboration consumers engage in during the decision-making process. For high involvement products, marketers should provide detailed and compelling arguments, evidence, and product information to engage consumers through the central route of processing. For low involvement products, marketers should leverage peripheral cues such as attractive visuals, catchy slogans, and endorsements to stimulate consumer interest and influence purchase intentions.
- v. Integration of Digital Marketing Channels: The theoretical framework highlights the role of digital marketing channels in shaping consumer purchase intentions. Theoretical implications suggest that marketers should integrate various digital marketing channels strategically to maximize their impact. By utilizing search engine marketing, brand websites, online reviews, social media advertising, email marketing, and mobile apps, marketers can create a comprehensive and cohesive digital presence that caters to different consumer preferences, enhances information accessibility, and influences purchase intentions.

Overall, the theoretical implications highlight the importance of understanding consumer attitudes, subjective norms, perceived behavioral control, and cognitive processing in the context of digital marketing. By aligning digital marketing strategies with these theoretical constructs, marketers can effectively influence consumer purchase intentions and drive successful outcomes in the digital era.

7.4 Limitations & Future Research

Limitations of the Study:

- i. **Simplified Purchase Intentions Measure:** The study relied on self-reported measures of purchase intentions, which may not fully capture the complexity and nuances of actual consumer behavior. Future research could employ more objective measures or consider additional variables that provide a more comprehensive understanding of purchase intentions.
- ii. **Single-Method Data Collection:** The study used a single method, in this case online survey, to collect data on consumer purchase intentions and digital marketing channel usage. This reliance on a single method may introduce biases and limit the depth of understanding. Future research could employ a mixed-methods approach to gather richer and more diverse data.
- iii. **Limited Digital Marketing Channels Considered:** The study focused on a specific set of digital marketing channels, potentially overlooking other influential channels. Future research could explore a wider range of digital marketing channels, including emerging platforms and strategies, to provide a more comprehensive understanding of their impact on consumer purchase intentions.
- iv. **Sample Characteristics:** The study had limitations related to the characteristics of the sample used, such as demographics, cultural backgrounds, and geographic location (since it was conducted majorly in Norway). These unique factors influenced consumer behavior and limit the generalizability of the findings. Future research could include more diverse samples to assess the cross-cultural or cross-demographic variations in the influence of digital marketing channels on purchase intentions.
- v. **Limited Contextual Scope:** The study focused on examining the influence of digital marketing channels on consumer purchase intentions for high involvement versus low involvement products in Norway. The findings may not be directly applicable to other product categories in other regions, limiting the generalizability of the results.

Future Research Directions:

1. **Comparative Analysis across Industries:** Future research could explore the influence of digital marketing channels on consumer purchase intentions for high involvement versus low involvement products across different industries. This would help identify industry-specific variations and uncover potential differences in the effectiveness of digital marketing strategies.
2. **Longitudinal Studies:** Conducting longitudinal studies would allow researchers to track changes in consumer purchase intentions over time and assess the long-term effects of digital marketing channels. Longitudinal designs can provide valuable insights into the sustainability and durability of the influence of digital marketing efforts.
3. **Mediation and Moderation Analysis:** Future studies could delve deeper into the underlying mechanisms and boundary conditions of the relationship between digital marketing channels and consumer purchase intentions. Mediation and moderation analyses could uncover the mediating factors or conditions that influence the strength and direction of this relationship.
4. **Experimental Designs:** To establish causal relationships, future research could employ experimental designs that manipulate digital marketing variables and assess their impact on consumer purchase intentions. Experimental studies would provide more robust evidence and contribute to a better understanding of the causal effects of specific digital marketing strategies.
5. **Integration of Psychological Factors:** Future research could integrate psychological factors, such as consumer trust, perceived value, or emotional responses, to gain a more comprehensive understanding of the influence of digital marketing channels on consumer purchase intentions. Exploring the psychological processes involved in consumer decision-making would provide valuable insights for marketers.

By addressing these limitations and pursuing these future research directions, scholars can advance our understanding of the influence of digital marketing channels on consumer purchase intentions for high involvement versus low involvement products. These findings can inform marketing

strategies and help marketers effectively leverage digital channels to drive consumer engagement and increase purchase intentions.

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9.0 APPENDICES

9.1 Questionnaire

EXPLORING THE INFLUENCE OF DIGITAL MARKETING CHANNELS ON CONSUMER PURCHASE INTENTIONS ON HIGH INVOLVEMENT VERSUS LOW INVOLVEMENT PRODUCTS

We would like to express our profound gratitude for participating in this survey study as part of our Master's thesis at the University of Stavanger, Norway.

The purpose of this survey is to gather information from respondents like yourself to help us better understand and explore "the influence of digital marketing on consumer buying behavior.

We use this questionnaire to collect data, and your valuable input will greatly enhance our findings' validity.

Your participation in this survey is greatly appreciated, and the questionnaire should take less than five minutes to complete. Your response will be kept confidential.

If you are interested in participating, please complete the questions below.

Regards,

Francis and Mina

Part 1: Demographic

1. Are you a male or female?

Male [], Female []

2. How old are you?

< 15 years old [], 15-20 years old [], 20-25 years old [], 25-30 years old [], > 30 years old []

Part 2: Product with high and low involvement.

A high involvement product is one in which the customer needs to spend time considering the price, quality, and value of the product before purchasing it, such as a laptop, smart phone, or jewellery.

Low involvement products are those that the customer can buy and use/eat regularly without worrying about the price and value, such as chocolate candy, milk, and pens.

3. Product Name

- i. You have the intention to purchase a product; what is its name?

Name of the product:

4. Product Category

- i. From the definition of a high and low-involvement product defined above, how will you classify the product you intend to purchase?

High Involvement product [], Low Involvement product []

5. Price and Consumer Purchase Intention

- i. Is the price important to you when considering the purchase of the product?

Yes [], No []

6. Quality and Consumer Purchase Intention

- i. Is the quality important to you when considering the purchase of the product?

Yes [], No []

Part 3: Influence of Digital Marketing and Consumer Purchase Intentions

7. Online Advertisements and Consumer Purchase Intention

- i. Online advertisements influence your purchase intention for the product.

Strongly agree [], Agree [], Neutral [], Disagree [], strongly disagree []

8. Product Descriptions on ethical and sustainability practices, and Consumer Purchase Intention

i. You are more likely to purchase the product if the product description includes information on the company's ethical and sustainability practices.

Strongly agree [], Agree [], Neutral [], Disagree [], strongly disagree []

9. Blogs /Websites and Consumer Purchase Intention

i. The opinions and experiences of other consumers, as shared on blogs or websites, are useful in helping you when considering purchasing the product.

Strongly agree [], Agree [], Neutral [], Disagree [], strongly disagree []

9.2 Before Transformation of our survey dataset

	A	B	C	D	E	F	G	H	I	J
1	Timestamp	Gender	Age	Name of the Product	Product Classification	price import	quality import	Online advertisements	product description includes	blogs and websites
2	2023/04/23 4:	Male	21-25 years	TV	High involvement product	Yes	Yes	strongly agree	strongly agree	strongly agree
3	2023/04/25 12:	Male	above 31 years	laptop	High involvement product	Yes	Yes	neutral	agree	strongly agree
4	2023/04/25 1:	Female	above 31 years	camera	High involvement product	Yes	Yes	neutral	neutral	strongly agree
5	2023/04/25 1:	Female	26-30 years	smart phone	High involvement product	Yes	Yes	agree	strongly disagree	agree
6	2023/04/25 1:	Female	21-25 years	milk	Low involvement product	No	Yes	disagree	disagree	agree
7	2023/04/25 1:	Female	above 31 years	smart phone	High involvement product	Yes	Yes	neutral	agree	agree
8	2023/04/25 1:	Female	21-25 years	laptop	High involvement product	Yes	Yes	strongly agree	strongly agree	strongly agree
9	2023/04/25 1:	Female	above 31 years	laptop	High involvement product	Yes	Yes	neutral	neutral	neutral
10	2023/04/25 2:	Male	26-30 years	smart phone	High involvement product	Yes	Yes	agree	neutral	neutral
11	2023/04/25 2:	Male	26-30 years	smart phone	High involvement product	Yes	Yes	agree	strongly agree	strongly agree
12	2023/04/25 2:	Female	26-30 years	smart phone	High involvement product	Yes	Yes	disagree	neutral	neutral
13	2023/04/25 3:	Female	21-25 years	milk	Low involvement product	Yes	Yes	agree	agree	agree
14	2023/04/25 3:	Female	21-25 years	smart phone	High involvement product	Yes	Yes	agree	agree	strongly agree
15	2023/04/25 4:	Female	21-25 years	milk	Low involvement product	Yes	Yes	neutral	strongly agree	agree
16	2023/04/25 5:	Male	26-30 years	laptop	High involvement product	Yes	Yes	agree	strongly disagree	agree
17	2023/04/25 5:	Male	above 31 years	laptop	High involvement product	Yes	Yes	strongly agree	agree	agree
18	2023/04/25 6:	Female	21-25 years	smart phone	High involvement product	Yes	Yes	strongly agree	strongly agree	agree
19	2023/04/25 7:	Male	above 31 years	laptop	High involvement product	Yes	Yes	agree	strongly agree	agree
20	2023/04/25 9:	Female	26-30 years	laptop	High involvement product	Yes	Yes	strongly agree	disagree	strongly agree
21	2023/04/25 10:	Male	26-30 years	laptop	High involvement product	Yes	Yes	strongly agree	neutral	strongly agree

9.3 After transformation of our survey dataset to binary values for analysis

1	Gender	Age_tiers	High_or_low_Product	Price	Quality	Ratings_and	Online Advertis	Blogs & website	product_descriptio	Consumer_Purchasing
2	1	21-25 years	1	1	1	0	1	0	0	5
3	1	above 31 years	1	1	1	0	1	0	0	3
4	0	above 31 years	1	1	1	0	1	0	0	3
5	0	26-30 years	1	1	1	0	1	0	0	4
6	0	21-25 years	0	0	1	0	1	0	0	2
7	0	above 31 years	1	1	1	0	1	0	0	3
8	0	21-25 years	1	1	1	0	1	0	0	5
9	0	above 31 years	1	1	1	0	1	0	0	3
10	1	26-30 years	1	1	1	0	1	0	0	4
11	1	26-30 years	1	1	1	0	1	0	0	4
12	0	26-30 years	1	1	1	0	1	0	0	2
13	0	21-25 years	0	1	1	0	1	0	0	4
14	0	21-25 years	1	1	1	0	1	0	0	4
15	0	21-25 years	0	1	1	0	1	0	0	3
16	1	26-30 years	1	1	1	0	1	0	0	4
17	1	above 31 years	1	1	1	0	1	0	0	5