

Exploring the Impact of E-Marketing on Consumers' Online Cognitive and Affective Tendencies in Developing Nations: How to Win Over Digital Consumers in the Digital Era

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ABSTRACT

Consumers have become smarter; therefore, smart techniques are required to grab their paramount interest toward a particular product or service. Since advanced information communications technologies (ICTs) have radically changed the business operations, the marketing paradigm has also dramatically transformed the promotional tactics by utilizing innovative ICTs. Corporates and researchers still believe that more work is required to unveil the role of evolving ICTs in boosting the marketing communications to attract the consumers in today's era. The study investigates the nexus between e-marketing (eM) model and consumers' impulsive buying tendencies (IBTs) using two core streams (i.e., cognitive and affective tendencies) drawing on theory of planned behavior (TPB). The key findings illustrated that eM has positive influence on consumers' IBTs (i.e., cognitive and affective). In addition, comprehensive linkages affirmed the positive connection of each dimension of eM (i.e., mobile marketing, email marketing, and internet marketing) on consumer's IBTs.

KEYWORDS

Consumer Behavior, Electronic Marketing, Emerging Economies, Structure Equation Modeling, Theory of Planned Behavior

1. INTRODUCTION

Appealing the consumers using e-marketing platforms is an evolving sphere that is obtaining intense concern of the marketers and practitioners in order to understand the insights within distinct themes across the world. Although various conventional marketing tools are already widely operational and reached at peak to target consumers over the past few decades (Waheed, Yang, Khan, Khan, & Farrukh, 2018). Nevertheless, the current competitive market scenario has changed the traditional trends and shifted towards advanced digitalized communication mediums to win over consumers

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to widely catch the consumers' attention (Waheed & Jianhua, 2018). Since the consumers are also extensively utilizing digital means of ICTs such as e-newsletters, social media, application in mobile devices, websites, and emails to collect product-specific information and try to understand the other features of the product by getting information from various digital platforms (Bawm & Nath, 2014; Walczak, Kellogg, & Gregg, 2012). However, obtaining the necessary and required information from various sources is not an easy task for the consumers since many factors involved in the information searching process on the current market scenario (Baumgartner & Steenkamp, 1996).

It is very essential for marketing professionals to identify and use advanced digital advertising tools to serve consumers in a better way (Constantinides, 2004; Constantinides et al., 2010). Because consumers are more attached with online platforms in today's era such as by using social media, emails, and rest of the Internet-based tools. In this context, to trigger their attention toward particular product by means of eM could play effective role in broadcasting the information (Waheed & Yang, 2018). The instinct behavior of consumers of product or service in terms of buying is sometimes unintended which is referred to as occasional or impulse buying attitude (Tuyet Mai, Jung, Lantz, & Loeb, 2003). The tendencies of impulse buying behavior are related to two elements named as affective and cognitive (Verplanken & Herabadi, 2001). Moreover, this study mainly will answer the question how utilizations of e-marketing tools could effectively enhance organizational image and may support to broadcast the information of a particular product or service to consumers particularly while triggering their impulsive behavior. According to experts, the affective aspect of impulsive behavior is related to action, while the cognitive aspect explains opposite to the individual needs of a consumer (Verplanken & Herabadi, 2001). Indeed, prior researchers and practitioners have been investigated the role of Internet, e-marketing, and utilization of digital technologies in various outlooks such as promotional events (Ashfaq et al., 2021; Gao et al., 2021; Waheed et al., 2021). Although several studies have been done to understand the insights of online platforms with respect to consumers' attention and advertisement perspectives in different industries worldwide (Canarslan & Bariş, 2022; Mostafa & Hannouf, 2022). Moreover, an exceptional work have been considered by the worldly scholars to uncover the influence of social media advertising and remainder Internet-based tools such as online gaming (Alharthey, 2021; Sadek, 2021). Likewise, another interesting study assure the insights how consumer might be engaged using Facebook platform (Al Kurdi & Alshurideh, 2021; Gupta & Sharma, 2021).

Nonetheless, our study specifically converges to observe that how the utilization of e-marketing may strengthen or weaken the tendencies of impulse tendencies of the consumers. Advertisement through e-marketing and online platforms is a key element for the whole marketing process of an organization (Alam et al., 2019; Jamil, Qayyum, & Lodhi, 2022; Ling et al., 2010), especially in case of establishing brand positioning and awareness because it can influence the attitude of consumer buying tendency (Brenngman et al., 2001). Sometimes psyche of consumers is negatively hit by the advertising ads (Waheed & Jianhua, 2018; Waheed & Yang, 2017).

Pakistan is an emerging nation and is recognized as 6th most populated countries bearing around 189 million populations with a growth rate of 2.1% as mentioned in the study of Waheed and Jianhua (2018). Social culture of Pakistan is based on various values and norms whereas, the economic culture is rich and bears creative approaches. despite this, the e-marketing model of El-Gohary (2012) was currently adopted to test its influence on consumers' impulsive tendencies. El-Gohary (2012) presented five factors of e-marketing especially from the B2C domain such as mobile marketing, email marketing, internet marketing, extranet marketing, and finally intranet marketing. At the present, we adopted the most influential tools of e-marketing within the Pakistani market such as mobile marketing, email marketing, and internet marketing to examine the influence on consumers' IBTs. First, mobile marketing is grounded by the extent of utilizing the many distinct associated components of information and communication technologies such as social applications (Apps), SMS, MMS, JAVA marketing, Bluetooth marketing, and Wireless Apps. Protocol (Bauer, Reichardt, Barnes, & Neumann, 2005; Leppaniemi, Karjaluo, Sinisalo, & Salo, 2006; Smutkupt, Krairit, & Esichaikul, 2010).

This study endeavors to meet certain objectives as follows. First, the study attempts to explore the cumulative connection of e-marketing (eM) on consumer impulsive buying tendencies (IBTs). Second, the connection of each factor of eM will independently be examined on IBTs such as between mobile marketing (MbM) and IBTs, email marketing and IBTs, and internet marketing and IBTs, respectively. The parts of this study are arranged as follows: The first part addresses the related earlier literature of various studies as well as formations of hypotheses and research framework. The second part presents the research methodology which explains the constructs measurement, sampling procedure, and data analysis techniques. Next part emphasizes a discussion about study results and findings of hypotheses testing. Final part concludes the complete study and suggests the managerial implication, highlights the limitations and proposes future directions.

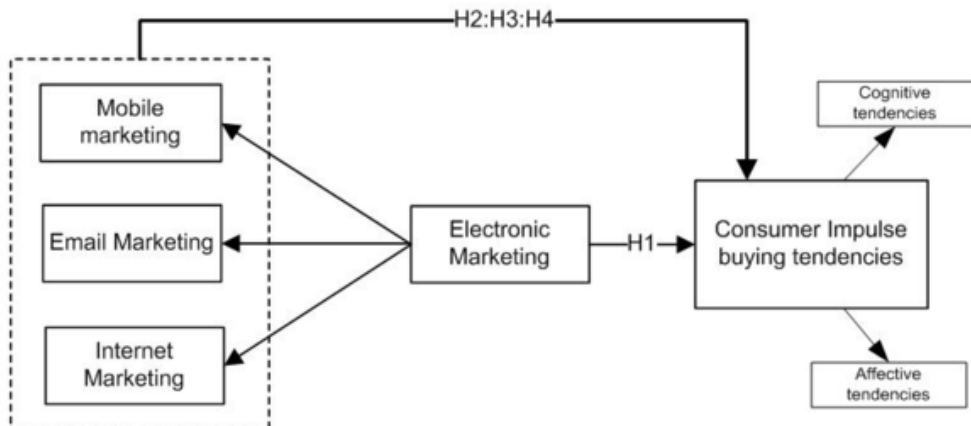
2. THEORETICAL SUPPORT AND LITERATURE REVIEW

Theory of the planned behavior (TPB) is the theory of psychological phenomena, behavior, belief of the individual based on three main dimensions, i.e., subjective norms, attitude, and behavioral control that eventually support to shape the behavioral intention (Ajzen, 2020). In the past, several theories have been used to support the ICTs and IS research such as technology acceptance model (TAM), innovation diffusion theory (IDT), and Unified theory of acceptance and use of technology (UTAUT) model (Shahid, Yang, Waheed, & Rashid, 2021). There is no empirical study available which tested the effects of mobile marketing (MbM) as well as email marketing (EmM) on instinct purchasing behavior of the consumers in Pakistan. Thus, this study primarily decides to fulfill such prevailing academic literature and research gap and secondly, to achieve core objective of this study through focusing on following two main goals. On the other hand, email marketing involves promotion of the product through email. Organizations are currently seeking to engage varied users for long-term relationships by using email marketing platforms (Hajararian, Camilleri, Díaz, & Aedo, 2021; Pavlou, 2003).

2.2. Hypotheses Formation

This study proposed four main hypotheses to understand the insights regarding e-marketing with respect to consumers' impulse buying tendencies (IBTs) as following explained.

Figure 1. Research framework and hypotheses formation



2.2.1. E-marketing (eM) and Consumers IBTs

Em is defined the extent to which information or knowledge about a particular product or service is being transmitted using dissimilar Internet-based platforms (El-Gohary, 2011, 2012). E-marketing is a capability that presents comprehensive and unique ICTs tools to attract consumers. E-marketing has different sub-dimensions, including mobile advertising, email advertising, intranet advertising, and extranet advertising (Eid & El-Gohary, 2013; El-Gohary, 2011, 2012). Organizations can gain competitive advantages by utilizing promotions campaigns through e-marketing tools which eventually positively influence consumer behavior (Waheed & Jianhua, 2018; Waheed & Yang, 2017). E-marketing has a positive linkage on distinct kinds of consumers behavior such as exploratory buying behavior or product acquisition behavior (Waheed & Jianhua, 2018; Waheed & Yang, 2017).

E-marketing could support to win over the consumers by focusing promotional practices using online media and tactics (Brodie, Brady, Brodie, Coviello, & Winklhofer, 2008; Eid & El-Gohary, 2013). According to experts, eM support to achieve the level of effective relationships between organizations and consumers (Gilmore, Gallagher, & Henry, 2007). Consumers can get detailed information even in an easier way using internet technologies and large numbers are using Internet technologies (Mathews, Bianchi, Perks, Healy, & Wickramasekera, 2016; Villa, Ruiz, Valencia, & Picón, 2018). Based on positive connection of eM toward consumer's behavior along with support of TPB, we currently assumed the following hypotheses to test within Pakistani market in order to empirically contribute in the literature by revealing the relationships as e-marketing has a positive connection with consumers' impulse buying behavior (IBTs).

2.2.2. Mobile Marketing (MbM) and Consumers IBTs

Nowadays, it is quite easy to spread information or to advertise the product in the market anytime and anywhere due to the remarkable expansion in the usage of mobile devices (Brodie et al., 2008; Coviello, Milley, & Marcolin, 2001). By establishing a marketing campaign through mobile devices features such as MMS, SMS, and WAP is a profitable and time saver method (Barwise & Farley, 2005; Smutkupt et al., 2010). Experts claimed that MbM has a positive influence on consumer behavior if organizations embrace such tools to promote the product of service (Waheed & Jianhua, 2018). MbM is a critical tactic for advertising and seizing consumer attention because of extensive users (Waheed & Jianhua, 2018). Therefore, organizations can achieve consumers' attention and motivate them in considering the product through mobile marketing. Hence, we assumed the following relationship to test in the case of Pakistani market as MbM has a positive connection with consumers' IBTs

2.2.3. Email Marketing (EmM) and Consumers IBTs

EmM has defined the promotion of the product or service using the email channel to target a particular target market (Rettie & Chittenden, 2003; Rettie, Grandcolas, & Deakins, 2005). EmM is an effective approach to target the consumers in order to broadcast product information in a more quick and comprehensive manner (Waheed & Jianhua, 2018). EmM has a positive linkage with consumer behavior since experts have been concluded such nexus over the past years (Waheed & Jianhua, 2018). Because of the fact that email is cost-effective and easy to manage, therefore email is considered a vital player in spreading information (Sager, 2012; Zhang, Kumar, & Cosguner, 2017). EmM is the cheapest way to spread information in a short period (Rettie, 2002; Rettie & Chittenden, 2003). Emails most often play a pivotal function for information dissemination and contact management among distinct sellers and buyers, especially when it comes to marketing of business activities (Pavlou, 2003). Thus, the proposition is pretended in this study as EmM has a positive connection with consumers' IBTs.

2.2.4. Internet Marketing (InM) and Consumers IBTs

InM is often defined as the tool of marketing using distinct online platforms being used to promote a particular product or service by conveying the message to the end-users (Franch, Martini, & Inverardi,

2003; Stewart & Zhao, 2000). InM is a unique tactic which is mostly adopted by advertising firms because firms have realized that a huge number of the population is using the internet for a different purpose. Nowadays, organizations are swaying from conventional to internet-based methods in order to convey the message (Kayumovich & Annamuradovna, 2020). Hence, InM has positive outcomes in targeting the consumers therefore using InM tools for marketing purposes may be more prolific for the organizations. Taking this notion into account, the study attempts to uncover the following assumption to validate the findings with more empirical evidence by proposing relationships as InM has a positive connection with consumers' IBTs.

3. METHODS

The surveys were developed consisting of two basic sections, i.e., demographic and basic questions related to eM. The demographic characteristics were considered on certain items (see Table 1). A total of 800 questionnaires were administered among consumers using all possible means such as emails and personal visits. Out of them, seven hundred and fifty surveys were received. Subsequently, after the removal of inappropriate survey results, seven hundred surveys were presently taken into account for further statistical analysis.

3.1. Measurements

This study adopted two types of variables, i.e., independent variable (IV) and dependent variable (DV) where eM is acting as IV, while IBTs as DV. The measures for both IV and DV were adopted from prior studies. First, we picked three variables from the model of eM proposed by El-Gohary (2012). Subsequently, for the sake of measuring MbM, measures adopted from the study (Leppaniemi et al., 2006) based on three items such as SMS, WAP, and MMS. Second, for the sake of measuring EmM, measures adopted from (Sterne & Priore, 2000) also based on three items such as e-promotion, viral marketing as well as e-newsletters. Third, scales for InM were adopted from Bianchi and Mathews (Bianchi & Mathews, 2016) based on five terms. However, IBTs measures obtained from (Verplanken & Herabadi, 2001) based on 20 items scales. Verplanken and Herabadi (2001) advocated two aspects of IBTs: cognitive and affective aspects. Since this study adopted both aspects of IBTs; therefore, 10 items were linked to the cognitive aspect, while 10 items were utilized to measure the affective aspect.

3.2. Analysis Tools

In order to test hypotheses, this study used Statistical Package for Social Science (SPSS) version 21.0 with the integration of SmartPls applying structural equation modeling (SEM) being inspired from past studies (Ashfaq et al., 2021; Farah & Shahzad, 2020). As this study utilized a five-point Likert scale, nominal scale, and ordinal scales where all coded from 1-5. Thereafter, following certain statistical techniques were employed to produce outcomes. First, to calculate the demographic information of the respondents, Descriptive statistics were applied. Descriptive statistics enable the investigators to define the facts in detail. Second, to assess the validity and reliability of construct HTMT, common method biased (CMB) technique, and discriminant validity was applied. By using two modes, the convergent validity can be assessed such as factor loadings and average extracted variance where the results values for both measures must be greater than .5 as suggested by (Fornell & Larcker, 1981).

4. RESULTS

4.1. Demographic Information

In this research, four attributes of the respondent's profiles were examined where a detailed classification of a specific demographic profile is presented in following Table 1.

Table 1. Respondents' Profiles

Characteristics	n=700	
	Frequencies	%
<i>Gender (male=400; female=300)</i>		
<i>Qualification level</i>	240	34.29
Graduation	140	20.00
Master	120	17.14
Ms/Mphil	150	21.43
PhD	050	7.14
Others		
<i>Age level</i>	100	14.29
20-30 year	220	31.43
31-40 year	280	40.00
41-50 year	100	14.29
>51 year		
<i>Year of Internet Using</i>	080	11.43
2-4 year	100	14.29
5-7 year	350	50.00
8-10 year	170	24.29
>11 year		
<i>Note. *others sectors like semi-govt. **other associated personnel</i>		

4.2. Construct Description

The following Table 2 represents the general metrics of the constructs in order to measure the particular latent variables such as independent and dependent constructs. The results show that seven variables of which four were independent, while one is a dependent variable.

4.3. Mean, SD, α , and AVEs

Table 3 represents the values for means, alpha, average variance extracted (AVE), and standard deviation (SD) in which all values are normal such alpha values are higher than the level of .7 and AVEs are higher than the level of .5 which vividly indicate the accuracy of the values where all outcome are normal as per recommendations.

4.4. Forbell and Larcker and HTMT Discriminate Validity

Such validity explored using two main methods such as HTMT and presented in Table 5 and Fornel and Lacker methods as shown in Table 4. All values show that there are no issues about the validity and reliability of the constructs.

Likewise, the validity is also calculated using HTMT method in order to further ensure the validity of the variables with deep understanding about reliability and validity as presented in following Table 5.

COMMON METHOD BIAS AMONG VARIABLES

Some diverse tools and techniques exist to ensure the common method bias (CMB) on the focused variables. Likewise, Podsakoff et al. (2003) suggested another technique to explore CMB using the common latent factor (CLF). We applied the CLF technique to assure the CMB of the variables such as i4.0 technologies and sustainable development. Podsakoff et al. (2003) advocated that CLF might be determined by contrasting the loadings with CLF and without CLF. To this end, the output values must be lower than 0.02 (Podsakoff et al., 2003) as currently, values are less than such criteria, which affirmed no CMB in the dataset.

Table 2. Constructs' Descriptions

Construct	Model Type	Indicators	Predefined reliability
eM	factor	05	1.000
MbM	factor	03	1.000
EmM	factor	03	1.000
InM	factor	05	1.000
CgT	factor	10	1.000
AfT	factor	10	1.000
Age*	factor	--	1.000
Gnd.*	factor	--	1.000
Ed.*	factor	--	1.000

Note. eM=e-marketing; MbM=mobile marketing; EmM=email marketing; InM=internet marketing; CgT=cognitive factor of IBTs; AfT=affective factor of IBTs *control variables

Table 3. Mean, SD, α , and AVEs

	Latent	Mean	SD	α	AVEs
1	eM*	3.150	0.700	0.708	0.786
2	MbM*	3.254	0.726	0.826	0.706
3	EmM*	3.801	0.683	0.831	0.691
4	InM*	4.037	0.686	0.805	0.819
5	CgT**	3.920	0.640	0.874	0.700
6	AfT**	3.241	0.701	0.798	0.654

*independent variables; **dependent variables

Table 4. Discriminate validity

	eM	MbM	EmM	InM	CgT	AfT
eM	0.887					
MbM	0.241	0.840				
EmM	0.325	0.450	0.831			
InM	0.015	0.235	0.241	0.905		
CgT	0.484	0.536	0.232	0.341	0.837	
AfT	0.348	0.352	0.307	0.421	0.420	0.809

Squared correlations; AVE in the diagonal.

Table 5. Validity using HTMT

	eM	MbM	EmM	InM	CgT	AfT
eM						
MbM	0.120					
EmM	0.235	0.365				
InM	0.025	0.241	0.230			
CgT	0.392	0.462	0.304	0.236		
AfT	0.322	0.324	0.164	0.369	0.341	

4.5. Pearson Correlation Model

Pearson’s correlations matrix is used to explore the linkages of the variables as shown in Table 6. The values clearly represent the connections among used variables.

4.6. Validity of Latent Variables

The following Table 7 indicates the values in order to affirm the reliability and validity of the. In this analysis, the validity of the constructs was examined with the support of AVE and loadings of the constructs. The comprehensive results are reported based on mean and SD accordingly.

Moreover, the experts have been suggested that the values of composite reliability should be higher than .7 whereas the values of average extracted should be higher than .5.

4.7. SEM Model Analysis

Table 8 indicates the decision regarding proposed four hypotheses of this study using the statistical technique of SEM which guarantees the relational direction between particular variables.

5. DISCUSSION AND IMPLICATIONS

This study contributes to the literature with more empirical evidence by evaluating the relationships between e-marketing and consumers’ IBTs. Moreover, comprehensive findings additionally contribute in the literature of e-marketing by confirming positive nexus of e-marketing and its each dimension such as mobile, email, and internet marketing on IBTs

From managerial viewpoint, the marketers are suggested to realize the significance of e-marketing tools such as mobile marketing, internet marketing, and email marketing to attain the intention of consumers where such a humongous market of internet and mobile users who reside in Pakistan. The marketers must know the pros and cons of a marketing plan to avoid any problem during an ongoing marketing campaign before implementation of any strategy. Marketers must understand the potential of each medium since the present study shows that mobile and email marketing is more effective than internet marketing having a strong positive connection. Similarly, the following points must be kept in mind by marketers while publicizing the information by means of e-marketing. It is immensely needed that the information which marketers are going to be publicized through such mediums should be permission-based. As the researchers and the professionals revealed fact that if the information is sent without permission, the recipient of information would either perceive a bad image regarding the product or services or would not be able to get proper attention (Barwise & Farley, 2005; Pavlou, 2003; Scharl, Dickinger, & Murphy, 2005; Schooley, Walczak, Hikmet, & Patel, 2016; Waheed & Jianhua, 2018; Waheed & Yang, 2017; Zhang et al., 2017). Therefore, the

Table 6. Correlation Matrix

	eM	MbM	EmM	InM	CgT	AfT
eM	1.000					
MbM	0.346	1.000				
EmM	0.241	0.403	1.000			
InM	0.246	0.491	0.456	1.000		
CgT	0.367	0.546	0.223	0.251	1.000	
AfT	0.494	0.467	0.346	0.210	0.324	1.000
Evaluated using suggested criteria (Taylor, 1990)						

Table 7. Reliability and validity

Latent variables	Items	Mean	SD	Loadings	AVEs	CR
eM					0.786	0.806
	eM1	3.880	0.832	0.654		
	eM2	4.080	0.813	0.647		
	eM3	3.541	0.792	0.701		
	eM4	3.540	0.751	0.650		
	eM5	3.950	0.744	0.607		
MbM					0.706	0.828
	MbM1	3.670	0.888	0.653		
	MbM2	3.960	0.864	0.589		
	MbM3	3.870	0.906	0.654		
EmM					0.791	0.830
	EnM1	4.010	0.893	0.607		
	EnM2	3.830	0.965	0.654		
	EnM3	3.830	0.865	0.607		
InM					0.819	0.809
	InT1	4.080	0.787	0.653		
	InT2	4.050	0.783	0.589		
	InT3	3.980	0.829	0.654		
	InT4	4.120	0.742	0.607		
CgT					0.754	0.799
	CgT1	4.081	0.787	0.653		
	CgT2	3.531	0.783	0.647		
	CgT3	3.540	0.829	0.707		
	CgT4	3.940	0.842	0.650		
	CgT5	3.541	0.786	0.707		
	CgT6	3.542	0.703	0.647		
	CgT7	3.950	0.829	0.701		
	CgT8	3.641	0.740	0.655		
	CgT9	3.541	0.707	0.647		
	CgT10	3.440	0.789	0.707		
AfT					0.809	0.820
	AfT1	3.420	3.520	0.545		
	AfT2	3.541	0.687	0.607		
	AfT3	4.001	0.780	0.701		
	AfT4	3.932	0.829	0.750		
	AfT5	3.545	0.842	0.759		
	AfT6	3.520	0.788	0.640		
	AfT7	3.950	0.709	0.771		
	AfT8	3.547	0.899	0.659		
	AfT9	3.543	0.740	0.627		
AfT10	3.450	0.787	0.743			
<p>Note. eM=e-marketing; MbM=mobile marketing; EmM=email marketing; InM=internet marketing; CgT=cognitive factor of IBTs; AfT=affective factor of IBTs *control variables</p>						

Table 8. Structure equation modeling (SEM)

Factors and relationships on PPV-C	β	Sig.	Hypothesis
H1: eM to BITs	\pm	0.389***	<i>Supported</i>
H2: MbM to BITs	\pm	0.268***	<i>Supported</i>
H3: EmM to BITs	\pm	0.365***	<i>Supported</i>
H4: InM to BITs	\pm	0.263***	<i>Supported</i>
***Level of Sig =0.001; level of SRMR= 0.0698			

marketers should get permission from consumers to urge IBTs among consumers and such action would attract more consumers in today’s competitive environment. Hence, marketers should consider all the suggestions before carrying or forming any advertising strategy using e-marketing and each tool of e-marketing within Pakistan.

6. CONCLUSION

This study concluded that by concentrating on emerging ICTs particularly e-marketing mechanisms that may augment the communications to effectively broadcast the information to the consumers in today’s business environment. Nowadays, consumers have become smarter therefore smart tactics might be employed to seize their attention. E-marketing platforms might be used to attain the highest intention of the consumers, especially to achieve IBTs in a more prolific and innovative manner. This study summarized that marketing campaigns might be improved by considering each sub-dimensions of e-marketing such as mobile marketing, internet marketing, and email marketing. Finally, it is concluded that e-marketing is a sound predictor of IBTs therefore organizations may adopt e-marketing tools in order to better embrace the attention of consumers along with the inclusion of MnM, EmM, and InM dimensions of e-marketing.

Despite the above concluding lines, discussion, and managerial implications, this research has some restraints which could be admitted in future research. First, the ultimate data analysis of the study is limited to 700 sample size within the province of Punjab and Khyber Pakhtunkhwa (KPK) of Pakistan. Therefore, further studies could increase the sample size to validate the study’s validity in the whole of Pakistan and other emerging nations. Secondly, it did not incorporate any moderating variable between e-marketing and IBTs. The study could be enlarged with moderating variables like age, gender, social class, or any other factor. Lastly, the study focused only on the IBTs of consumers whereas future studies can focus on the role of such technologies on other buying behaviors within Pakistan or worldwide.

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