



**VILNIUS UNIVERSITY
BUSINESS SCHOOL**

DEEPTECH ENTREPRENEURSHIP [6211LX013]

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MASTER'S THESIS:

Skaitmeninės rinkodaros aspektų įtaka vartotojų prekės ženklo suvokimui	The Impact of Digital Marketing Dimensions on Consumer Brand Perception
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SUMMARY

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The Impact of Digital Marketing Dimensions on Consumer Brand Perception

Supervisor - Doc. Dr. Egle Radvile Termine

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SUMMARY

The study examines how Digital Marketing (DM), social media (SM), Content Marketing (CM), Email Marketing (EM), and Research Engine Advertising (REA) affect Attitude towards Digital Marketing (ATDM), and Consumer Brand Perception (CBP). The researchers employ the use of the Partial Least Squares Structural Equation Modelling (a PLS-SEM) in order to evaluate the relations between these constructs in order to comprehend the impact of digital marketing activities, on consumer perceptions and attitudes.

Relevance of the Study:

Since digital marketing remains a leading force in the business environment, it is important to know how different marketing tools influence consumer behaviour and brand perception. The study explores the effects of attitudes towards digital marketing in brand perceptions and provides a very useful insight to marketers who want to maximize digital marketing to build brand equity. The research is relevant to the current literature since it analyses these elements in the particular domain of digital marketing where no studies have investigated such thorough relationships.

Study's Aim:

To examine how Digital Marketing, social media, Content Marketing, Email Marketing and Research Engine Advertising Affect Attitude towards Digital Marketing and Consumer Brand Perception, with an intention of finding out if the marketing strategy and consumer attitude are interconnected.

Research Object:

The research is based on the interaction of consumers with digital marketing practices in a large volume of industries, including consumers who are involved in digital marketing campaigns.

Aims:

1. To investigate the effect of Digital Marketing on Consumer Brand Perception.
2. To determine how social media and other digital marketing media influence the Attitude towards Digital Marketing.
3. To analyse how Content Marketing, Email Marketing and Research Engine Advertising affect consumer perception and attitudes.
4. To suggest practical recommendations, which can be adopted by marketers to enhance the perception of their brands by using effective digital marketing strategies.

Methodology:

The study utilizes survey data obtained by the researcher on a wide range of respondents and subsequently analysed statistically using SPSS and Smart-PLS. Testing the theoretical framework and hypotheses through the PLS-SEM is done in two aspects of measurement model and structural model to determine reliability, validity, and the relationships between the constructs.

Conclusion:

The study summarizes that the Dark Web has a strong impact on Consumer Brand Perception and Attitude towards Digital Marketing, and the results indicate that social media has a significant effect on them. Although Content Marketing did not have a significant effect on attitudes, Email Marketing and Research Engine Advertising have been observed to have a positive effect on consumer perceptions. It is possible to imply that brand perceptions, as well as the establishment of more positive attitudes towards digital marketing practices, can be strengthened through the integration of different digital marketing strategies.

Suggestions:

1. Social media and Email Marketing merits significant focus on the part of the marketer as the main avenues of influencing consumer perceptions of brands.
2. The issue of Content Marketing should be reconsidered in terms of improving the attitude to digital marketing and adherence to the expectations of consumers.
3. Future studies may be done on how certain demographic factors influence consumer reactions under digital marketing programs.
4. The potential to determine the effects of digital marketing instruments on various industries in the future should be explored in future studies to help tighten the weaknesses of generalizability of the results.

Keywords: Consumer brand perception, Digital marketing, Content marketing, social media marketing, Email marketing.

SANTRAUKA

Tyrime nagrinėjama, kaip skaitmeninė rinkodara (DM), socialinė žiniasklaida (SM), turinio rinkodara (CM), el. pašto rinkodara (EM) ir tyrimų sistemų reklama (REA) veikia požiūrį į skaitmeninę rinkodarą (ATDM) ir vartotojų prekės ženklo suvokimą (CBP). Tyrėjai naudoja dalinių mažiausių kvadratų struktūrinės lygties modeliavimą (PLS-SEM), kad įvertintų ryšius tarp šių konstrukčių ir suprastų skaitmeninės rinkodaros veiklos poveikį vartotojų suvokimui ir požiūriui..

Tyrimo aktualumas:

Kadangi skaitmeninė rinkodara išlieka pagrindine jėga verslo aplinkoje, svarbu žinoti, kaip skirtingos rinkodaros priemonės veikia vartotojų elgseną ir prekės ženklo suvokimą. Tyrime nagrinėjamas požiūris į skaitmeninę rinkodarą poveikis prekės ženklo suvokimui ir pateikiama labai naudinga išvalga rinkodaros specialistams, norintiems maksimaliai išnaudoti skaitmeninę rinkodarą, kad sukurtų prekės ženklo vertę. Tyrimas yra aktualus dabartinei literatūrai, nes jame analizuojami šie elementai konkrečioje skaitmeninės rinkodaros srityje, kurioje nebuvo atlikta jokių tokių išsamių ryšių tyrimų.

Tyrimo tikslas:

Ištirti, kaip skaitmeninė rinkodara, socialinė žiniasklaida, turinio rinkodara, el. pašto rinkodara ir paieškos sistemų reklama veikia požiūrį į skaitmeninę rinkodarą ir vartotojų prekės ženklo suvokimą, siekiant išsiaiškinti, ar rinkodaros strategija ir vartotojų požiūris yra tarpusavyje susiję.

Tyrimo objektas:

Tyrimas pagrįstas vartotojų sąveika su skaitmeninės rinkodaros praktika daugelyje pramonės šakų, įskaitant vartotojus, kurie dalyvauja skaitmeninės rinkodaros kampanijose.

Tikslai:

1. Ištirti skaitmeninės rinkodaros poveikį vartotojų prekės ženklo suvokimui.
2. Nustatyti, kaip socialinė žiniasklaida ir kitos skaitmeninės rinkodaros priemonės veikia požiūrį į skaitmeninę rinkodarą.
3. Išanalizuoti, kaip turinio rinkodara, el. pašto rinkodara ir paieškos sistemų reklama veikia vartotojų suvokimą ir požiūrį.

4. Pasiūlyti praktines rekomendacijas, kurias rinkodaros specialistai galėtų pritaikyti, kad pagerintų savo prekės ženklo suvokimą, naudodami veiksmingas skaitmeninės rinkodaros strategijas.

Metodika:

Tyrimo naudojami tyrėjo gauti apklausos duomenys, gauti iš plataus respondentų rato, o vėliau statistiškai analizuojami naudojant SPSS ir „Smart-PLS“. Teorinio pagrindo ir hipotezių testavimas naudojant PLS-SEM atliekamas dviem aspektais – matavimo modeliu ir struktūriniu modeliu, siekiant nustatyti patikimumą, validumą ir ryšius tarp konstrukty.

Išvada:

Tyrimo apibendrinama, kad tamsusis internetas daro didelę įtaką vartotojų prekės ženklo suvokimui ir požiūriui į skaitmeninę rinkodarą, o rezultatai rodo, kad socialinė žiniasklaida daro didelę įtaką jiems. Nors turinio rinkodara neturėjo reikšmingos įtakos požiūriui, pastebėta, kad el. pašto rinkodara ir paieškos sistemų reklama daro teigiamą poveikį vartotojų suvokimui. Galima teigti, kad prekės ženklo suvokimą, taip pat ir teigiamesnio požiūrio į skaitmeninės rinkodaros praktiką formavimą, galima sustiprinti integruojant skirtingas skaitmeninės rinkodaros strategijas.

Pasiūlymai:

1. Rinkodaros specialistai turėtų skirti didelį dėmesį socialinei žiniasklaidai ir el. pašto rinkodarai, nes tai yra pagrindinės priemonės, darančios įtaką vartotojų suvokimui apie prekės ženklus.
2. Turinio rinkodaros klausimą reikėtų persvarstyti siekiant pagerinti požiūrį į skaitmeninę rinkodarą ir vartotojų lūkesčių tenkinimą.
3. Ateityje galima būtų atlikti tyrimus, kaip tam tikri demografiniai veiksniai veikia vartotojų reakcijas skaitmeninės rinkodaros programose.
4. Ateityje atliekant tyrimus reikėtų išnagrinėti galimybę nustatyti skaitmeninės rinkodaros priemonių poveikį įvairioms pramonės šakoms ateityje, siekiant padėti išsklaidyti rezultatų apibendrinamumo trūkumus.

Raktiniai žodžiai:

Vartotojų prekės ženklo suvokimas, skaitmeninė rinkodara, turinio rinkodara, socialinių tinklų rinkodara, el. pašto rinkodara.

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Chapter 1

Introduction

1.1 Background of Study

Digital marketing has become a revolutionary element in the modern business world, which changes the way of communication, interaction, and relationship development of the brands with the consumers all over the world. The fast development of digital technologies has re-framed the old marketing paradigms, which caused organizations to adopt internet tools and platforms as one of the fundamental components of their branding and customer interactions strategies (Alford & Jones, 2025). Digital marketing helps companies to have a direct contact with their clients using different mediums such as social media, content marketing, email marketing, and advertising via search engines. These applications have proven useful in increasing visibility, engagement, and brand loyalty through real-time, personalized and interactive feedback (Hutson & Smith, 2025).

The digitalization of the world has altered the perception of the consumers about the brands and their buying choices. The consumers of the modern world are overly dependent on the digital touchpoints as the source of information, peer reviews, and brand comparisons (Zhang et al., 2025). Consequently, organizations have been paying more attention to the creation of consistent and good digital brand experiences to enhance their position in the market. Digital marketing has gone way beyond promotion, it has become a unified mechanism of relationship management, emotive branding and customized value creation. All these changes emphasize the fact that digital marketing is not merely a visibility tool, but also a decisive factor in consumer brand perception, which affects consumer thoughts and feelings about a brand (Martín-Cervantes et al., 2025).

The consumer brand perception is the entirety of consumer beliefs, feelings, and attitudes towards a brand through the experience, communication, and interaction (Keller, 2025). It involves the cognitive assessment of brand characteristics and the affective reactions that affect the advocacy, trust and loyalty behaviours. When the communication of the brands is managed successfully in digital marketing, consumers will develop positive brand perceptions, which will further increase the purchase intentions and long-term relationships. On the contrary, ineffective digital communication or lacklustre messages are harmful to the brand reputation and decrease the confidence of consumers (Phillips & Jones, 2025). Thus, to manage the brand strategy, it is critical to comprehend

the overall effects of particular dimensions of digital marketing on consumer brand perception.

All digital marketing dimensions have their own contribution to this perception. Social media marketing (SMM) helps a brand to develop community-based interaction by establishing real-time interaction, feedback loops, and viral content, which enable them to make consumers feel included and emotionally engaged (Lee, 2020). Telling stories that add value in the form of blogs, videos, and info graphics is also a form of content marketing, which builds brand credibility and authority (Barker et al., 2015). Email marketing has been considered as one of the most useful personalized communication methods that allow engaging the consumer with a direct measurable action and developing a relationship through personalized communication (Martín-Cervantes et al., 2025). Finally, search engine advertising uses data analytics and artificial intelligence to make consumers more visible and relevant by targeting them according to their search patterns and preferences (Nguyen, 2023). Although all these elements are examined in isolation, there is a lack of study of how they would affect consumer attitudes and perception towards the brand in an additive or interactive way (Peltier et al., 2025).

There is a gap in the research because there is no unified model that explains how all these various digital marketing strategies are combined to affect brand perception. The majority of the previous research has concentrated on individual digital instruments, like social media or email marketing, but not on their combined contribution to creating the overall impression of a brand to the consumer (Zhang et al., 2025). In addition, the presence of literature tends to ignore the mediation of the relationship between digital marketing and brand perception by such psychological mechanisms as consumer attitudes. The Theory of Planned Behaviour (TPB) is a beneficial theoretical framework to consider these mechanisms based on its focus on the importance of attitudes, subjective norms, and the perceived behavioural control as determinants of behavioural intentions (Stark et al., 2025). Using TPB in the digital marketing setting, the researchers will be able to comprehend how the positive attitudes towards digital marketing actions result in the positive brand perception and behaviour.

In the competitive digital economy of today, companies are being more confronted to formulate marketing tactics that would not only reach the consumer but also appeal to them at both emotional and cognitive levels (Teece, 2012). As the digital media continues to spread, consumers are bombarded with the content, so it is important that a brand take strategic advantage of all the various digital marketing aspects to

increase differentiation and trust. Thus, examining how the combined effect of social media, content marketing, email marketing, and search engine advertisements can affect the perception of consumers towards a brand is both timely and significant both academically and managerially (Falcão & Isaías, 2020).

In the current competitive digitalized economy, companies are being pressurized more than ever to develop marketing strategies that can not only reach but also touch the consumers in both emotional and cognitive ways (Millagala & Gunasinghe, 2024). As more and more digital media is disseminated, consumers are inundated with a spurt of information, and it is crucial that brands should effectively use all of the digital marketing factors to increase differentiation and credibility. Thus, the combined role of social media, content marketing, email marketing, and search engine advertising on the perception of consumers towards a brand turns out to be relevant, as well as essential to further academic and management progress (Kundu, 2021).

In this regard, the current study will seek to investigate how the digital marketing elements accumulate in influencing consumer brand perception with the mediating role played by the consumer attitude to digital marketing. Through the creation and experimentation of an integrated model using the Theory of Planned Behaviour, the study aims to fill in the conceptual gap in disjointed research on the use of individual digital tools and offer a more comprehensive view of how digital marketing strategies combine to create brand perceptions. It is anticipated that the findings will have both theoretical and practical value through providing marketers with a framework of evidence-based optimization of their digital communication strategies, facilitating brand image, and developing consumer relationships in a more digitalized environment (Karpil & Mykhailyk, 2025).

1.2 Problem Statement

The online marketing environment has become a complicated ecosystem in which various online tools and platforms communicate with each other and alter consumer senses, attitudes, and actions. Although the role of digital marketing in brand image and customer relationship development has been increasingly highlighted, the scholarly knowledge on how its various elements such as social media marketing, content marketing, email marketing, and search engine advertising work together in influencing the consumer brand perception is still less known. Although individual channels have been previously considered, e.g. effectiveness of social media usage, or persuasiveness of content strategy, there is also apparent gap in the literature that takes these factors into

consideration simultaneously in a single conceptual framework (Peltier et al., 2025; Zhang et al., 2025). This is a loophole that limits the ability of the marketers and researchers to understand the entirety of how digital marketing works in ensuring the perception and emotional attachment of the consumer towards brands.

The perception of the brand by consumers is developed based on the cumulative experiences, brand messages, and experiences that create cognitive evaluations and affective reactions to a brand (Keller, 2025).. Within the digital world, such perceptions are constantly affected by several and intersecting stimuli of social media material, online advertisements, and personalized communication. Nevertheless, the question of what exactly about digital marketing has the strongest impact on the formation of positive attitudes in the consumer remains unclear, and how these attitudes are translated into positive perceptions of a brand. The fact that empirical models have not been developed to include the joint and interactive impact of a combination of multiple digital marketing tools restricts theory building and managerial practice (Hutson & Smith, 2025).

The other important problem is that there is no knowledge about the mediating position of consumer attitude to digital marketing. The Theory of Planned Behavior (TPB) (Stark et al., 2025) is one theory, according to which, attitudes determine behavioural intention and perceptions. However, the attitudinal processes connecting the marketing activities to the brand perception have not been adequately studied in the case of digital marketing research. The majority of the literature focuses on campaign performance or the level of engagements as opposed to the cognitive mechanisms in which consumers perceive, assess and internalize online messages. In the absence of studying the process of attitude formation, it is hard to understand the reason behind why analogous digital marketing campaigns generate various brand perceptions among consumer groups.

Moreover, the digital nature of the modern world presents the new challenges of information overload, privacy, and even morality (Driessen et al., 2025). The consumers are becoming more and more suspicious of internet marketing especially when brands use too much personal information in targeting and personalization efforts. The impact of such ethical issues may be a drop in consumer confidence, a decline in participation, and a decline in the perception of the brand. The relationship between ethical data usage, transparency and consumer reaction are not fully incorporated in the existing models of digital marketing effectiveness which also indicates the necessity of a complex theoretical and empirical study.

Considering these issues, there is an urgent necessity to create and perform a pilot study on an integrated model explaining the impact of different dimensions of digital marketing on consumer attitudes and brand perceptions. These relationships are essential to comprehend in the businesses that are focused on developing ethical, effective, and consumer-centric marketing strategies to establish a long-term brand loyalty. Thus, this study aims at addressing a significant gap within the literature in digital marketing by empirically exploring the connections between the digital marketing variables, consumer attitudes towards digital marketing, and consumer brand perception in the framework of the Theory of Planned Behaviour.

1.3 Research Questions

1. What is the effect of the different elements of digital marketing (social media, Content Marketing, Email Marketing and Research Engine Advertising) on consumer perception to digital marketing?
2. How does consumer attitude towards digital marketing influence consumer brand perception?
3. What is the overall effect of these components on the consumer brand perception?

1.4 Importance and Relevance of the Research

With the advent of digital technologies which have become an inseparable part of the daily life of a consumer, the importance of comprehending the influence of digital marketing in forming the perception of the brand among consumers has acquired a deep scholarly and practical meaning. Altering business practices to the point where only the quality or price of their product is used as a competitive strategy is over with more and more companies basing their competitiveness on their digital reputation and branding that they have in the minds of consumers. Hence, the study is of paramount significance because it aims at filling the knowledge gap regarding the joint effect on consumer attitudes and brand perception of the various digital marketing dimensions, such as social media marketing and content marketing, email marketing and search engine advertising.

In terms of theory, the research study makes a contribution to the increasing amount of literature on digital marketing and consumer behavior in the form of creating a comprehensive model based on the theory of planned behavior (TPB). Although the elements of digital marketing have been studied previously individually, not many studies have sought to conceptualize and test the interactive and cumulative influences of these elements on consumer perception. The introduction of TPB into the field of digital marketing makes this research a supplementary source of knowledge about the

psychological processes, especially attitudes, subjective norms, and the perceived behavioural control, in terms of which the perception and reaction of consumers towards the brand are formed. This theoretical input provides a rich approach to the field by connecting the well-established behavioural theory with the current trends of digital marketing and thus making TPB relevant in the current environment of online consumers.

Besides, the study adds to the conceptual development of marketing science by filling the gap in the current frameworks. Recent studies are inclined to pay attention to immediate sales data like the number of clicks, engagement rates, or buying intentions, without referring to the more lasting and extended measure of consumer brand perception. With this construct, the study tries to highlight the strategic impact of digital marketing in the long term, which is the creation of trust, emotional bonding, and loyalty, which would eventually maintain brand equity. Empirically validated model that proves the role of attitudes towards digital marketing in mediating the relationship between the marketing dimensions and brand perception will bring valuable insights to the academia and practitioners.

Practically, it is also important that this study is relevant. In the current competitive digital environment, companies are pumping lots of resources into digital campaigns and they do not have the complete picture of what strategies are the best ways of influencing consumer attitudes and perceptions. The results presented in this paper will offer the marketers with evidence-based information that can be used to develop more effective, consumer-focused digital marketing. With the ability to determine which digital marketing dimensions exert the greatest impact on brand perception, businesses can maximize their resource utilization and determine their content strategies and maximize their communication strategies to increase brand image and consumer perception.

Also, this study has managerial implications of ensuring ethical, transparent, and accountable digital marketing practices. With the growing concern on data privacy and online authenticity by consumers, brands have to consider a strategy that does not only get attention, but also creates a sense of trust and credibility. This study will assist a marketer to realize that attitudes and perceived control of behaviour can be created to enable consumers to develop positive perceptions of the company by using ethical datasets, personalized communication, and meaningful interaction digitally.

Lastly, the study provides implications on society and policy level since it recommends the implementation of accountable digital communication systems that place consumer well-being and transparency at the frontline. With the advent of digital

marketing as a prevalent mode of communication across the world, it is crucial to have a psychological and behavioural insight into its effects in order to make digital marketing a more sustainable and trustworthy economy.

Chapter 2

Literature Review

2.1 Consumer Brand Perception

Consumer brand perception is among the most valuable constructs in marketing and consumer behaviour studies since it defines how consumers perceive, judge and feel towards brands. It is a compilation of all consumer beliefs, emotions, experiences, and impressions that are shaped by any of the many points of contact with a brand (Keller, 2025). These impressions are formed by direct experiences (i.e., using a product and the quality of a service) and indirect ones (i.e., advertising, online reviews, and word of mouth communication, etc.) (Al-Mashhadani et al., 2025). Essentially, brand perception is subjective reality of a brand as perceived by the consumer and this reality can or may not be congruent to the target brand identity of the company.

Modern marketing literature suggests that brand perception does not merely entail the element of brand awareness but extends to construal of a cognitive and emotional nature. Consumers form mental links that relate a brand to some quality, feelings or social connotations (Keller, 2025). It is these associations that become the basis of brand image and consequently brand equity and purchase intentions. A good brand attitude can easily be transformed into trust, loyalty, and advocacy, and a bad one might result in doubt, disinterest, or switch of brands (Phillips & Jones, 2025). This has made the study of perception formation, reinforcement and change a key aspect in the present-day brand management.

The process of brand perception is greatly transformed by digital transformation as a result of which the brand resonance patterns are significantly changing. With a pre-digital world, mass advertising and interpersonal word-of-mouth were the main factors affecting brand perception. Nevertheless, with the advent of the digital era, consumers have acquired more power accessing and sharing information, and its interpretation (Martín-Cervantes et al., 2025). The rise of social media, online communities and user-created content has seen consumers cease to be passive receivers of marketing messages and have become active co-creators of brand meaning. This interactivity has increased the manner in which the brand perception is viewed as a one-way model of communication into a co-created perception model- where the consumer is involved in the brand stories by reviews, comments, and online discussions (Odoom et al., 2025).

The significance of digital marketing is to develop and strengthen these perceptions. The ongoing engagement between the consumers and online content has helped the brands to create emotional relationships and credibility. As an example, using social media marketing, the brands can make themselves more human, show their transparency and discuss in real-time with customers, thus contributing to trust and affinity (Hutson & Smith, 2025). Incorporating, similarly, content marketing can enable the brands to educate and entertain the readers and position themselves as trustworthy, value-focused organizations. Email marketing also helps to build the perception by providing personalized and long-term communication whereas search engine advertising builds brand visibility and access which indirectly builds credibility. Combining these digital tools, one can produce a multidimensional image of the brand, which is based both on the rational assessment and the emotional appeal.

In addition, consumer brand perception is closely connected to psychological processes. Performance entails selective attention, interpretation and memory, consumers select certain brand cues and process them with already held attitudes and store the impressions to be recalled later (Stark et al., 2025). Viewed in the context of the Theory of Planned Behaviour (TPB), the attitude to a brand or marketing activities is one of the main factors of consumer response. Favourable attitudes toward digital marketing activities of a brand like authenticity, transparency and personalization are more likely to increase positive brand perception. On the other hand, invasive or unethical online activities such as over advertising or unethical use of consumer information can cause adverse feelings, losing brand credibility and trust (Driessen et al., 2025).

In the digital setting, the emotional aspect of the brand perception is especially applicable. Social responsibility, inclusivity, and sustainability are all parts of the values that consumers would like to see reflected by the brands. In such a way, emotional branding has become an important tool in creating positive perceptions based on the similarity of brand and consumer values. Research indicates that consumers tend to have a stronger positive perception of the brands that convey the idea of empathy and authenticity with the help of digital storytelling (Nguyen, 2023). Achieved by digital content, e.g. cause driven campaigns or user-generated storytelling, emotional resonance increases brand attachment and loyalty, making brand-consumer relationship longer-lasting.

Trust is another element that can have a significant effect on brand perception and it serves as a psychological connective between consumers and the brands. The trust is

established when the brands fulfill the promises, act ethically, and show transparency in the digital communication (Alford & Jones, 2025). The consumer trust has been the most difficult but necessary to maintain in the online space where misinformation and privacy issues are widespread. Once the consumers feel that a brand is trustworthy, they will listen to it more and spread positive feedback but they will also be advocates, thus supporting the collective brand perception in the digital communities.

The consumer behaviour and the business performance also have concrete implications of brand perception. Positive perception attracts not only a purchase intention but also heightens the price tolerance, perceived risk, and advocacy through word of mouth (Phillips & Jones, 2025). On the other hand, negative impressions can quickly go viral affecting brand image and destroying years of brand-building work. Thus, organizations have to keep track of digital touchpoints and manage them to provide the same and positive brand perception throughout all channels.

2.2 Digital Marketing Components

Digital marketing has emerged to be one of the most revolutionary changes in the contemporary business communication that allows firms to communicate with consumers in a manner that would not have been possible under the traditional marketing models. It includes the application of internet-based, data analytics and interactive technologies to advertise brands, products and services, as well as develop long-term consumer engagement (Alford & Jones, 2025). The integrated character of digital marketing is that the various parts of it provide a specific strategic and psychological contribution to shaping the consumer behaviour and brand perception. The most commonly known elements are Social Media Marketing (SMM), Content Marketing as well as Email Marketing and Search Engine Advertising. These components work individually and in synergies to produce significant digital experiences that influence cognitive, affective, and behavioural responding of consumers to brands.

2.3 Social Media Marketing

Social Media Marketing (SMM) is an overpowering device of marketing brands and interacting with consumers in the digital age. Companies can convey brand values, engage in interactivity and community-building through these platforms, communicating around shared interests: Facebook, Instagram, X (previously Twitter), Tik Tok, LinkedIn, and YouTube (Phillips & Jones, 2025). Social media is powerful because it helps establish a two-way communication, thus; allowing the consumer to not only receive access to marketing messages but also to co-create and distribute brand-related content. Such a

participatory quality means that consumers are not subjects but contributors, which enhances their emotional attachment to brands (Lee, 2020). Moreover, social media marketing is more effective in promoting trust and authenticity since a consumer will perceive the peer-generated recommendations and user reviews as more authoritative than regular advertising (Martín-Cervantes et al., 2025). (Odoom et al., 2025) affirm that the level of brand equity and brand perception is greatly influenced by the social media activity due to the availability of real-time feedback loop and the establishment of transparency. Nevertheless, the issues of algorithm bias, content oversaturation, and ethical considerations of consumer data remain the factors that define the discourse that is changing over time regarding the effective use of the social media strategy.

2.4 Content Marketing

Another key point of the digital marketing strategy is Content Marketing, which is aimed at the development and sharing of valuable, consistent, and relevant content to attract and keep a well-developed audience (Barker et al., 2015). There is a contrast between content marketing and traditional advertising where the latter advertises the products directly, whereas the former aims to inform, educate or entertain the audience according to their interests and values. This marketing provides the brands as sources of knowledge and thinking leaders, which enhances brand authenticity and credibility (Hutson & Smith, 2025). The current consumers are looking to consume meaningful content that will add value to their lives instead of blatant sales pitch. Therefore, blogs, videos, infographics, podcasts, and webinars are content formats that are employed to create narrative-based engagement. (Keller, 2025) states that persuasive content can shape how a brand is perceived as it results in cognitive association and emotional connection to trigger long-term loyalty. In addition, the refinement of artificial intelligence and predictive analytics in the content marketing process enables brands to personalize their content delivery so these algorithms can optimize the timing, tone, and relevance of the content to specific consumers (Nguyen, 2023). Such personalization allows improving user experience but also heightens the debate of ethical use of data and privacy, which highlights the importance of responsible digital content approaches.

2.5 Email Marketing

Email Marketing is one of the most explicit and quantifiable aspects of online marketing. Although many digital channels have been developed, email marketing is still a cost-effective and reliable way of contacting a consumer on a one-on-one level (Martín-Cervantes et al., 2025). It also allows the brands to have a personalized communication

with them where they send targeted messages depending on their likes, behaviours and previous purchases. Marketers can create campaigns to create loyalty, educate consumers about new products and services, and strengthen brand identity through the use of segmentation and automation tools. (Driessen et al., 2025) state that the success of email marketing is that it can establish lasting contact based on building a relationship and not just promotion. In comparison to the publicly accessible social media, email can be communicated in a more intimate and personalized way, which is a factor of perceived exclusivity and the feeling of brand familiarity. Nevertheless, the growing anxieties about spamming, privacy and data protection laws like the General Data Protection Regulation (GDPR) require that ethics be adhered to and opt-in is indeed transparent. The success of any email marketing, then, will rely not only on personalization and creativity, but also on the respect of the autonomy of the consumers and their digital consent.

2.6 Search Engine Advertising

Search Engine Advertising (SEA) is another respectable aspect of digital marketing, which is mainly focused on raising brand awareness via paid search results and targeted advertisement. Engagement centres like Google Ads and Bing Ads enable advertisers to place their messages depending on the particular keywords, consumer motivation, and search patterns, so that the advertisements target consumers who are in need of similar goods or services (Nguyen, 2023). SEA increases brand awareness and conversion opportunities because promotion materials are displayed positionally on the top of the search engine pages. Additionally, machine learning and algorithmic optimization have improved search advertising, which has now become smarter and more personalized and can be used to predictively target and dynamically offer bids (Zhang et al., 2025). Psychologically, consumers tend to equate the priority advertisements as a depiction of brand reliability and power, enhancing the brand perception. However, too much dependence on paid advertisement can pose the risk of temporary focus without creating an authentic consumer trust unless accompanied by content and social engagement plans.

All these four digital marketing elements form a complement system and not a standalone strategy. Social media marketing creates interactive selling, content marketing credibility, email marketing fosters customer relations and search engine advertising creates visibility. When properly coordinated, the tools can produce an integrated brand story that leads to the development of the prospective positive consumer attitudes and perceptions (Odoom et al., 2025). Nevertheless, modern literature is inclined to discuss

these dimensions as independent ones, which cannot reflect their inseparable impact on consumer psychology and brand perception (Peltier et al., 2025). It is thus vital to have these components integrated into a single structure to determine the combined effect on their influence on consumer attitudes and loyalty in the virtual world.

Moreover, the technological innovations are fast changing, including artificial intelligence, predictive analytics, and immersive media, that keep altering the boundaries of digital marketing (Hutson & Smith, 2025). With data-driven personalization and automation taking place in the brands, the interactive dynamics between various components of the digital marketing process are crucial to not only better performance of the campaign but also ensuring ethical transparency and consumer trust. This study therefore recognizes the need to study digital marketing as a wholesome activity, where empirical research evidence is offered about the overall impact of its significant components on consumer attitudes on digital marketing and eventually consumer brand perceptions.

2.7 Attitude Toward Digital Marketing

Attitude toward digital marketing has become a key construct in the interpretation of consumer behaviour in consumption of brands in the digital environment. In the modern market, digital platforms have moved beyond being a fringe-level communication tool to form the core channels of communication between the consumer and the organization. Consequently, digital marketing can be as successful as it may be technologically advanced and highly psychological demeanour of the consumer in relation to the marketing messages to be presented on the Internet (Hutson & Smith, 2025). The term attitude is based on the social psychology, which is the general assessment favourable or unfavourable of a person towards performing a particular action or a reaction to a particular stimulus. In the marketing context, consumer attitude toward digital marketing is the mental, emotional, and causal inclinations that rise to define the manner in which individuals judge, comprehend, and react to communications in online marketing channels(Keller, 2025).

Attitude towards digital marketing is positive in the case where consumers believe the online marketing efforts to be valuable, relevant, credible as well as being conducted ethically. These attitudes depend on the feeling of informativeness, entertainment, personalization, and transparency of digital interactions (Al-Mashhadani et al., 2025). When the digital content is held to be informative and useful, cognitive evaluation, as well as trust, is increased, which consequently leads to positive brand perceptions.

Emotional factors are also crucial; entertaining or aesthetically pleasing digital campaigns establish an affective contact with the consumers which helps to build a stronger bond between the consumer and the brand. As an example, participatory storytelling, comedic material, and media content that is entertaining can evoke positive emotions that will be converted into more favourable attitudes to the marketing campaign and the brand itself (Phillips & Jones, 2025). In contrast, negative attitudes of consumers arise when digital marketing is perceived to be intrusive, deceptive or manipulative, and results in avoidance and skepticism. Research has revealed that excessive targeting or use of clickbait or over-reaction to algorithmic personalization without disclosure can decrease the consumer trust towards the brand, proving that digital sophistication needs to be balanced with ethical responsibility (Driessen et al., 2025).

Attitude towards digital marketing is formed under the impact of both internal and external factors. On the internal side, consumers choose to evaluate digital content based on their digital literacy, personality, the experience with online products and services before, and their technological preparedness (Nguyen, 2023).. The less anxious consumers who find it easy to navigate in digital settings and feel that there is control in their online experiences have a higher chance of developing positive attitudes towards digital marketing. Outside, there are contextual factors like cultural norms, peer pressure and brand name consideration that have significant roles. As an example, peer-generated content and online reviews help in forming the opinion of the group regarding the brand communication strategies, which strengthens the social component of digital interactions (Odoom et al., 2025).

The other significant factor in consumer attitude towards digital marketing is perceived value, which includes functional, emotional, and social aspects. Functional value is the utility or the convenience of the content used in digital marketing to aid consumer decision making. Emotional value may appear when a digital content produces a feeling of pleasure, satisfaction, or inspiration, whereas social value may occur when the process of using a brand digital presence helps one to feel better about themselves or have a better social status (Martín-Cervantes et al., 2025).. Consumers will view the brand as innovative, customer-oriented and trustworthy when the digital marketing campaigns are able to deliver on these dimensions successfully. Nevertheless, digital communication can reduce the overall brand image when the interaction is considered irrelevant or unnecessary, even with a high quality of the product.

A solid theoretical basis to study digital marketing attitude is the Theory of Planned Behaviour (TPB). TPB describes attitudes as a fundamental construct in driving behavioural intentions, which are determined by beliefs regarding the probable consequences of doing a behaviour (Stark et al., 2025). In applied to digital marketing, the consumers will develop attitudes on what they believe will happen as a result of engaging with the online brand communications will they perceive benefits like convenience, entertainment and personalized value or they will perceive risk like privacy invasion and misinformation. Positive beliefs will result in positive attitudes, which enhance the possible involvement and positive brand perception, but negative beliefs cause avoidance or resistance. These attitudes therefore serve as a mental filter upon which any further marketing messages are interpreted by the consumers.

Consumer attitude in online setting also takes on a significant aspect of trust, which is a mediating variable between online exposure and perception creation. The trust is built when the consumers are convinced that the digital marketing practices of a brand are transparent, ethical, and consumer-oriented. This confidence decreases the perceived risk and uncertainty, which confirms the positive intentions toward digital communication. Quite to the contrary, in case of misuse by the brands of the consumer data or deceptive advertisements, trust is destroyed, which in turn leads to the formation of negative attitudes that may last even in case of corrective measures (Hutson & Smith, 2025). Accessibility in data management, verisimilitude in content and responsiveness in internet communication are thus crucial in keeping the attitudes intact.

Moreover, the digital platforms are interactive, and this aspect enhances consumer involvement in attitude formation. In contrast to the conventional form of marketing, digital channels enable its users to comment, share, and generate content, which makes the consumer a recipient and co-producer of brand meaning (Peltier et al., 2025).. This participatory involvement has the potential to reinforce the nature of positive attitudes through the perceived levels of empowerment and participation. But it also implies that negative feedback, even bad interactions with customers or perceived lack of sincerity can quickly produce a network effect of negative sentiment, which can hurt brand perception at scale. It is therefore important to manage the interactivity of online effectively to maintain positive attitudes.

Along with personal cognition, social influence also has a strong effect on consumer attitudes formation about digital marketing. Social media networks are the environments that social norms are made through peer opinions, influencer endorsements

and user reviews, which shape attitudes and behaviours. Consumers tend to seek the opinion of others as to how they should assess the content they see and which brands to trust. Positive attitudes can be boosted by the perceived popularity and credibility of a brand among online communities even before one can have an experience with it (Keller, 2025). Thus, social validation and electronic word-of-mouth serves as a strengthening tool that preconditions the formation of the overall attitude landscape within digital ecosystems.

Ethical issues also outline the limits of positive attitudes to digital marketing among consumers. Surveillance and manipulation are increasingly viewed as a problem in the massive use of personal information, targeted advertising, and artificial intelligence. Brands that violate privacy or take advantage of consumer vulnerabilities will suffer a backlash that will hurt not only the attitudes of the campaigns they conduct but also the overall acceptability of digital marketing as a practice (Driessen et al., 2025). Transparency and ethical conduct are therefore essential in the consumer goodwill and long-term involvement.

Finally, digital marketing attitude is an important mediator of marketing efforts and brand perception. The positive attitudes make consumer more open to brand messages resulting in higher emotional attachment, trust and loyalty. Negative feelings, on the other hand, will counter even the most financed online plans and result in indifference or even disgust. This supports the notion that the success of digital marketing goes beyond technology innovation but also the psychological alignment of the marketing strategy with consumer values, needs and expectations. With the further development of the digital space, its artificial intelligence, and immersive technologies, as well as the use of data to personalize the experience, it is crucial to understand the attitudinal processes that work to regulate consumer reactions. Thus, this paper places the attitude to digital marketing as the key connection between digital marketing elements, such as social media, content marketing, email marketing, and search engine advertisement, and brand perception, as we can describe the psychological mechanism of establishing how consumers perceive and associate to brands in the digital age.

2.8 Research Framework and Hypotheses Development

2.8.1 Relationship between Digital Marketing and Consumer Brand Perception

The connection between online marketing and consumer brand perception has emerged as one of the most important fields of research in the modern world in marketing studies. The context of brand perception is changing not only because of digital

transformation, which is still altering how brands communicate and customers make decisions but also because as per the constant interactions that take place in digital space, it has become a dynamic and co-created construct (Keller, 2025). Digital marketing is both strategic communication and relational interface where the consumer creates, alters as well as strengthens their ideas about a brand. Every single digital engagement, be it in social platforms, sharing content, search presence, and personalized email messages are factors that build up how consumers think and feel about a brand (Alford & Jones, 2025). Therefore, and not just in the creation of brand sense, trust and long-term loyalty, digital marketing has a decisive effect on the consumer awareness as well.

The traditional ways of conceptualizing brand perception prior to the recent focus were on mass communication and traditional advertising whereby perception was largely based on one way communication. Nevertheless, with the advent of digital marketing, the field has shifted to an interactive paradigm, where people interact with brands and the rest of the users. Such interactivity makes it possible to conduct real-time communication, customize the content, and incorporate user-generated content, which opens new possibilities to form perceptions (Martín-Cervantes et al., 2025). Digital marketing, unlike traditional marketing, makes consumers more powerful in decoding the message and assessing the message, and even alter the brand stories through engagement. As a result, brand perception has been shaped on a multifaceted system of digital touchpoints that dictate brand credibility, authenticity, and relevance perception by consumers (Zhang et al., 2025).

The digital marketing helps to improve brand perception through relationship value and talk time. When the consumers experience the brand by engaging with a social media campaign, sharing information, or creating personalized ads, they are likely to view the brand as innovative, friendly, and receptive (Odoom et al., 2025). As an example, the active and innovative use of the social media platforms can enable a brand to project its own identity and values, which in turn will be internalized by the consumers as a part of their brand perception on the whole. Content marketing, in its turn, enriches brand perception by offering valuable content in terms of knowledge, entertainment, or inspiration. Once consumers get the idea that a brand can provide valuable content, but does not specifically sell products to them, the brand will be perceived as authentic and customer-oriented (Hutson & Smith, 2025). In the same way, email marketing creates perception by creating perception with continuous one-to-one communication reinforcing trust and familiarity whereas search engine advertising creates brand recognition and

accessibility, which indirectly leads to credibility. The combination of these factors forms a multi-layered brand image which integrates the functional analysis (quality and utility) with emotional and symbolic links (trust, identity and belonging).

Empirical research has always established that the quality and consistency of the digital marketing communication greatly influence the perception of the consumers towards the brands. As an illustration, (Huynh & Nguyen, 2025) established that the perceived brand image and customer satisfaction depend positively on digital advertising quality depending on personalization, creativity, and relevance. Similarly, (Al-Mashhadani et al., 2025) found out that digital interaction using social media and content marketing elevates the perception to the brand by creating transparency and authenticity, which is essential in creating emotional attachment. The results indicate that consumers develop more positive perceptions when digital marketing activities are aligned with their values and need and give consumers autonomy, control, and trust.

This relationship can be explained by the psychological processes that reveal the Theory of Planned Behaviour (TPB) according to which the intention and consequent action depend on the attitude to the behaviour (Stark et al., 2025). When applied to digital marketing, this implies that consumer perception regarding online marketing activities, which is determined by beliefs of informativeness, entertainment, and credibility, mediates the relationship between exposure to digital marketing and brand perception. Positive brand perception is achieved when the consumers have positive attitudes towards the digital activities of a brand and hope to interpret their marketing messages in a positive manner. On the other hand, the perception will not be created even in well-designed campaigns when consumers perceive digital marketing as intrusive or immoral. This attitudinal mediation highlights the fact that brand perception is not entirely a marketing exposure phenomenon but also a consumer psychology and emotional reaction phenomenon.

Interactivity and engagement have also been found to be key in building brand perception in the digital setting environment. As (Peltier et al., 2025) suggest, with interactive marketing, the consumer is given the opportunity to engage in the brand storytelling, and this enhances emotional appeal and cognitive identification. Two-way communication will enable the consumer to feel that they are valued and heard and this will enhance their positive attitudes towards brand responsiveness and reliability. Equally, the benefit of digital marketing, personalization improves the perception of the brand by indicating attentiveness and consumer-centricity. Customers recognize the

brand as relatable and considerate when they see marketing messages that are relevant and specific to their liking, historical practices, and this increases brand trust and loyalty (Phillips & Jones, 2025). Nevertheless, customization should not be at the expense of ethical transparency so that individuals can feel manipulated or feel that their data are sold.

Brand authenticity is another key dimension that has a connection between digital marketing and brand perception. Nowadays, in the era of algorithmic advertising and artificial intelligence, consumers are more concerned with authenticity, human connection, and social responsibility. Digital marketing through genuine values and support of social causes as well as other forms of open communication help build more positive perceptions (Driessen et al., 2025). On the other hand, excessive commercialization or superficiality of message may be cynical to the consumers. Such dynamic demonstrates that digital marketing does not just influence brand perception based on exposure and frequency but also perceived sincerity of the brand communication.

Emotional and relationship consequences of digital marketing also strengthen the effects of the latter on brand perception. The research shows that emotional involvement in online communication like enjoyment, trust, or empathy produces a robust affective brand relationship (Martín-Cervantes et al., 2025). The transfer of emotional reaction towards digital content to the brand is referred to as affective conditioning. To illustrate, the consumers that like the humorous campaign of a brand or are motivated by its narration will have positive brand associations despite not having the actual product experience. The importance of creativity, tone, and framing messages in digital campaigns is highlighted here due to this emotional transmission in the creation of positive perceptions.

However, digital marketing can become the threat to the brand perception when handled improperly. Consumer fatigue, mistrust and negative brand sentiment can be caused by such problems as misinformation, overexposure, or unethical targeting. (Driessen et al., 2025) note that misuse of data and intrusive advertising lead to a lack of trust in consumers, and the previously positive attitudes towards the brand are turned into mistrust or anger. Thus, the correlation between digital marketing and brand perception is not necessarily good but depends on ethical behaviour, authenticity of the message, and congruency with consumer expectations.

H1: Digital Marketing is positively associated with Consumer Brand Perception.

2.8.2 Relationship between Social Media and Attitude towards Digital Marketing

The correlation between social media and consumer attitude towards digital marketing has become one of the areas of concern in the current marketing research. The social media has transformed the way the brands interact with consumers, transforming the old paradigm of marketing that was based on unidirectional communication to a highly interactive and participatory platform (Hutson & Smith, 2025).. Using Facebook, Instagram, Tik Tok, X (previously Twitter), and LinkedIn, brands have come to the constant dialogue with the audience, creating perceptions and impacting the attitudes in real-time. This has made social media one of the strongest elements of digital marketing, which has a great influence on the way consumers access and analyse marketing messages and emotions to the marketing message. The increased dependency on social media platforms as a source of information and entertainment implies that the consumer behaviour on digital marketing is being shaped more and more by their experiences in these digital ecosystems (Keller, 2025)..

The social media Attitude towards digital marketing is the general appraisal of the consumer to the brand-related communication that takes place within the social platforms. Normalized into cognitive (belief-based), affective (emotion-based), and behavioural (intention-based) dimensions, this assessment determines the attitude of a consumer toward the acceptance or rejection of marketing messages (Stark et al., 2025). Positive attitudes towards digital marketing strategy and brand in particular, are likely to develop when the consumers see social media marketing as meaningful, informative, and real. On the other hand, perceived manipulation, irrelevance, or excess promotion of the social media campaigns tend to create irritation, mistrust, or digital exhaustion (Phillips & Jones, 2025). These attitudinal results directly affect the engagement of the consumers with the brand content: like, share, comment, or ignore it.

The interactivity and the participatory feature of social media is one of the main reasons why it has such a powerful impact on the consumer attitude. In comparison to the traditional media where the message is directed one way; brand to consumer, the social media platform provides the ability to communicate in both ways, brands can receive consumer feedback and voice their opinions, as well as shape their brand story using user-generated content (Odoom et al., 2025).. Such active involvement makes consumers feel more empowered and belonging as well as with more positive attitudes towards digital marketing. As a case in point, consumers who are being more proactive about brand conversations or post user-created content tend to feel like the co-owner, which reinforces

their emotional connection and makes them feel more authentic. This kind of interaction will make the brand more human, and it will have a positive attitude not only to particular campaigns but to digital marketing in general.

In influencing the attitudes toward social media marketing, perceived value and relevance also play an important role. The more the brand content is personally relevant to consumers in terms of their needs, preferences, or interests, the higher the chances that they will assess the marketing message positively (Martín-Cervantes et al., 2025). The perceived relevance is enforced by personalization, which is enabled by the use of social media analytics and algorithms as a brand can deliver content tailored to their behaviour and demographics. But the privacy versus personalizing is a fine line. Excessive customization or obtrusive targeted may cause discomfort and distrust, which will culminate into adverse perceptions of online marketing. The described dynamic is indicative of one of the current tensions between the desire of consumers to remain relevant and their fear of data privacy, which demonstrates that ethical utilization of personalization is central to preserving positive attitudes (Driessen et al., 2025)..

Emotional attachment is another crucial process that correlates the activity social media with consumer behaviour with regard to digital marketing. Positive appraisals of digital content are stimulated by positive emotions like enjoyment, excitement, inspiration, and empathy and result in greater receivability to marketing messages (Al-Mashhadani et al., 2025). Emotional social media content, which is done either through storytelling, humor or social responsibility content, is more likely to result in more affective relationships with brands. As an example, sustainability, inclusivity, or community-based campaigns tend to produce positive emotional reactions that positively change attitudes towards digital marketing activities of the brand. On the other hand, consumer goodwill can be destroyed by negative emotional stimuli (disinformation, lack of cultural sensitivity, or over self-promotion). Thus, the tone of emotions and credibility of social media content are sensitive factors defining consumer perception and reaction to digital marketing programs.

The social influence is also significant in the connection between social media and consumer attitudes. The social proof posed by the availability of peer reviews, influencer endorsements, and user recommendation shapes the way people assess the brand messages. Attitudes are not created in vacuums, but they are produced socially within the impact of online communities and networks, in digital space (Keller, 2025). Consumers are more inclined to develop positive attitudes towards digital marketing of a

brand when they witness that other people in their social lives are positively related with it. The influencer marketing specifically is taking advantage of this process by using perceived authenticity and relatability as means to influence the attitude of followers (Nguyen, 2023).. Nevertheless, the authenticity of the influencer is essential; in case consumers think that the promotion is not genuine or motivated by any commercial interest, the trust level will drop, and the attitudes toward the influencer and the brand will become detrimental.

Trust and credibility are some of the pillars of the social media-attitude relationship. Since the social media is full of marketing messages, consumers tend to rely on credibility cues, including reliability of the source of the message, the transparency of the message, and ethical consistency to shape their attitudes (Hutson & Smith, 2025). Those brands which maintain open communication, are quick to reaction to feedback, and address criticism in a professional way, develop trust, resulting in more favourable disposition towards digital marketing. On the other hand, trust can be ruined quickly due to such deceitful activities as fake followers, false statements, or hidden sponsors. When the social media context has been breached through trust, regaining this trust is very hard and the resultant negative attitudes may linger in future marketing campaigns.

The other factor that influences the relationship between social media and the attitudes towards digital marketing is the brand authenticity. Consumers demand authenticity and transparency in brands that they follow online in an age of hyper connectivity. They want real interactions, continuity of values, and human nature of communication. The use of authenticity in digital marketing creates emotional resonance which sends the signal that the brand and the consumer share the same personal values and social identity (Odoom et al., 2025). According to research in this area the consumers who associate a brand as authentic via the social media sites portray greater emotional ties, favourable sentiments, and increased involvement (Phillips & Jones, 2025) Despite that, authenticity is not just a stylistic decision but a strategic requirement in the creation of positive attitudes to digital marketing.

The attitude is also highly influenced by the number of interactions between consumers and brands on social media and the quality of the interaction. Frequent interaction by liking, commenting and sharing enhances familiarity and confidence to form a sense of continuity in the consumer brand relationship. But when one does too much posting, posting inappropriate information or being too pushy with their promotion, they end up fatigued leading to negative attitudes and disengagement. Therefore, the

relevant content, tone, and time determine the quality of interaction between the message recipient and the marketer, which either enhances or causes a rift in the social media marketing (Martín-Cervantes et al., 2025)..

H2: Social media plays a vital role in changing the Attitude towards Digital Marketing.

2.8.3 Relationship between Content Marketing and Attitude towards Digital Marketing

The connection between content marketing and the attitude towards digital marketing is one of the key areas of research in the modern consumer research studies. In the changing digital location, content marketing has taken the centre stage as a strategic tool whereby brands express value, credibility, and influence positive consumer behaviours. As opposed to the classic advertising that is more about persuasion and promoting products, content marketing is based on the creation and dissemination of valuable, relevant, and regular information, which is meant to capture interest in the target audiences and give rise to long-lasting relationships (Barker et al., 2015). This change in overt selling to a value-based communication has fundamentally remodelled the way consumers think about digital marketing and the way this consumer develops attitudes towards a brand that functions in the online environment.

Consumer perception of the quality, relevance, and authenticity of digital content offered by brand largely affect attitude towards digital marketing. Cognitive evaluations and affective responses that will lead to positive attitudes are boosted when content marketing provides information that is seen as helpful, educative, or entertaining (Keller, 2025). As an example, blog articles, videos, infographics, and podcasts are more likely to be perceived by the consumers as helpful instead of intrusive, as long as it meets their needs or resolves their real issues. This positive attitude is associated with the concept that perceived informational value generates consumer satisfaction and enhances consumer attitudes towards the marketing strategy and the brand per se (Alford & Jones, 2025). On the other hand, misleading, repetitious, or over-promotional content can cause cognitive dissonance, which can lead to distrust and aversion to digital marketing.

The main process in which content marketing is connected to attitude development is the perceived value exchange between the consumers and the brands. In content marketing, information, entertainment, or emotion are exchanged by the brands as time, attention, and trust with the consumers. Once this exchange is deemed as being fair and mutually advantageous, they form positive attitudes towards digital marketing activities (Odoom et al., 2025).. Quality contents generate a feeling of reciprocity because

consumers have the perception that the brand cares about them; it is interested in delivering the value as opposed to just chasing profits. Such perception creates goodwill which increases receptivity among the consumers to subsequent marketing messages. When the content is perceived to be manipulative or unauthentic, however, the consumers can become exploited, which will result in resistance and disengagement (Driessen et al., 2025).

The effectiveness of content marketing in forming the attitude towards digital marketing also relies on the credibility and trustworthiness which are also crucial antecedents of a positive consumer evaluation. Trust The consumers will have an idea that the content is accurate, transparent, and that the content is created by credible sources. Digital marketing through brands that frequently release robust, ethical, and genuine content will have a higher likelihood of building trust and impressing positive attitudes about their online marketing activities (Hutson & Smith, 2025).. The same can be said about the reverse: misinformation, overstated claims, or clickbait headlines distrust and create negative attitudes. In the digital age where consumers are constantly bombarded with large amounts of content, credibility is playing a role as a cognitive filter that is influencing what information gets taken into consideration or what gets discredited. Credibility, in this manner, is not only a predeterminer of attitude formation but it also acts as a protective measure of long-lasting relationships between consumers and their brands.

Another important dimension of the content attitude relationship is the emotional engagement. Good content marketing is based on the use of stories, images, and tone to evoke emotion that supports brand attachment. The ability of digital content to appeal to emotions, inspiration, empathy, or humor, will enhance the affective relationship with the brand and add to the development of positive attitudes to digital marketing as a practice (Martín-Cervantes et al., 2025). Emotional resonance enables the brand to make its communication more human, and digital marketing to seem less transactional and more relational. On the other hand, cold or lifeless material can never get attention and may not result in any meaningful interaction that would bring about apathy or repulsion. Emotional authenticity and relevancy, therefore, become key factors when it comes to assessing the content-based digital marketing strategies by the consumers.

The psychological perspective on which the proposed study can apply to establish the relationship between content marketing and attitudes towards digital marketing includes the Theory of Planned Behaviour (TPB) as a theoretical framework. TPB

suggests that attitudes can be shaped depending on the beliefs about the probable consequences of a behaviour (Stark et al., 2025). When customers develop the perception that digital content related to a brand may bring about good things, like learning, enjoyment, self-enhancement, they tend more to have positive attitudes towards digital advertising. It can be considered to be a process of both cognitive and affective appraisals because the consumer does not only evaluate the informational usefulness of the content but also their fit to own values and feelings. This manner makes content marketing a behavioural driver that provokes evaluative judgments that affect the general attitudes in relation to digital marketing.

Personalization is another important reason that affects consumer attitudes. The increasing popularity of artificial intelligence and data analytics enable the brands to select content depending on personal preferences and previous actions as well as demographic traits. Individualized content boosts an individual perception of relevance, and it makes the consumer have a stronger bond to the brand, creating more positive attitudes towards digital marketing (Nguyen, 2023).. Nonetheless, personalization should be done moderately since excessive intrusion, or data-driven targeting can be an issue of privacy concerns. Attitudinal improvement is promoted by honest personalization in terms of consumer approval and transparency in data, and lack of ethical targeting kills' trust. This is a sense of personalization versus privacy that highlights the dual role of brands to act as creative and ethical in their content strategies (Driessen et al., 2025)..

The content of the material is also significant in attitude formation, especially in the way it is formatted and delivered. It is also turning out that consumers are increasingly favouring visual, interactive content formats (i.e. short videos, infographics, or live streams) over text-based messages. Interactive forms encourage the involvement of the audience, thereby promoting engagement and the adoption of positive emotional reactions (Odoom et al., 2025). Moreover, regular and planned delivery of content, i.e. on websites, in mail and on social media, brings coherence to the message, and strengthens brand identity and credibility. Messages that are disjointed or inconsistent, conversely, can be confusing to consumers, and hurt digital marketing attitudes.

Another significant construct between the subjects of content marketing and attitude formation is brand authenticity. The new generation consumer demands brands to talk openly, honestly and socially responsibly. True content that corresponds to actual values of a brand and practice has positive intentions results in more intense emotional bonding and positive attitudes to digital marketing (Phillips & Jones, 2025). As an example, a

brand that tells stories of sustainability, inclusivity, or impact on the community shows integrity and empathy, which are deeply appealing to the consumers. On the other hand, false or overstated information will provoke the development of negative attitudes of manipulation that harm attitudes and brand image.

The linkage between content marketing and consumer attitudes towards digital marketing is well-founded and empirically confirmed. (Al-Mashhadani et al., 2025) and (Martín-Cervantes et al., 2025) have discovered that informative and emotionally appealing content has a positive impact on consumer attitudes through enhancing brand credibility and trust levels. Likewise, by reducing passive customers into active players in brand stories, (Peltier et al., 2025) note that interactivity and storytelling in content marketing help to develop positive attitudes. The findings presented can be used to stress that the design of the content strategies should be not only persuasive, but also participatory and ethically oriented.

H3: Content Marketing plays a vital role in changing the Attitude towards Digital Marketing.

2.8.4 Relationship between Email Marketing and Attitude towards Digital Marketing

The correlation between email marketing and attitude towards digital marketing is becoming even more topical in the age of one-to-one communication and data-driven marketing approaches. Even when the social media has overtaken the path and new digital platforms have risen, email marketing has stood as one of the most consistent and viable tools of reaching consumers and influencing their opinions about brands. The fact that it provides targeted, personalized, and measurable communication has kept the element of digital marketing strategies at the centre of its digital marketing (Martín-Cervantes et al., 2025). Nevertheless, the success of email marketing cannot only be defined by the accuracy in the technology or the visual appeal of its design but it highly depends on the consumer perception in regards to the digital marketing in general. Consumer attitudes towards email-based brand communications are determined by how they perceive, evaluate and emotionally respond to the message, which indicate the attitudes to the credibility, trustworthiness and relevance of digital marketing practices in a broader sense.

The attitude to digital marketing in the framework of the email communication could be defined as a general evaluative stance of an individual to the receipt of the promotional messages through the email. This attitude includes cognitive (belief-based),

affective (emotion-driven), and behavioural (response-oriented) elements that all together define the way consumers understand and react to email campaigns (Stark et al., 2025). Consumers become more positive when they believe that email marketing is useful, personalized, and aware of their privacy and this leads to more engagement and brand loyalty (Odoom et al., 2025). On the contrary, such emails are seen as intrusive, irrelevant, and manipulative which provoke negativity in terms of annoyance, distrust, and disengagement. The problem with brands therefore is how to create positive attitudes in email campaign using value-based and ethical communication.

The personalization potential is one of the characteristics of the email marketing that can affect consumer attitudes towards the digital marketing strongly. Personalization helps the brand to match the messages with the personal preferences, purchasing history, and behavioural data, which leads to the perception of exclusivity and relevance (Nguyen, 2023).. When done ethically, perceived value and emotional attachment are improved and this results in positive attitudes towards digital marketing. Consumers like content that accepts their interests, offers tips that are useful, and proves that the brand knows their needs. Nevertheless, too deep or improper use of personal information may provoke a privacy alarm, and consumers begin to consider email marketing as intruder or controlling (Driessen et al., 2025). This proves that personalization, though effective, should be accompanied by transparency and consideration of the consent of the consumers to keep positive attitudes.

Attitudes are also determined by perceived informativeness and usefulness of email contents. In terms of digital marketing, consumers would judge the marketing by the value of information (Keller, 2025). Conative emails, providing informative product information, promotions, learning materials, or targeted suggestions, produce the perception of utility and trustworthiness, which generate positive attitudes towards online marketing. Conversely, unnecessary or irrelevant messages in particular messages that are viewed as spam hurt perceived value and lead to negative attitudes. A study by (Alford & Jones, 2025) indicates that cognitive evaluation of informativeness during email campaigns have a direct proportional relationship with overall satisfaction and the product perception. The attitude of the consumers towards the digital marketing changes positively when they see that the content of the emails assists them in making a better purchase or increases their knowledge.

Trust is another important aspect in this relationship that acts as a psychological mediator between the email marketing practices and consumer attitudes. The trust is

established when brands behave in an ethical manner, remain stable, and open to their online communication (Hutson & Smith, 2025).. Consumers will also be more inclined to consider email marketing as credible and trustworthy when they believe that a brand takes their email details with care, never employs any spam mechanism, and offers good terms to unsubscribe. On the other hand, unsolicited e-mails or covert data-sharing tendencies undermine trust and create a further negative image of digital marketing in general. The importance of trust is further enhanced in situations where the consumers are knowledgeable of privacy laws and data protection laws like the GDPR, which is more sensitive to how the data is used. The morality of email communication is thus a decisive factor of positive attitudes.

The design and emotion applied in email marketing also determine the consumer attitude toward digital marketing as an activity. Beautifully designed emails that contain very brief and well-organized information and graphics that have a strong emotional appeal produce a positive affective reaction that improve the overall attitudes. Warmth, humor, gratitude, anticipation, and other emotional stimuli can influence the consumer to feel important and attached to the brand (Phillips & Jones, 2025). Conversely, emails that are ill-written or too pushy in nature and are more focused on sales rather than building relations may cause frustration and exhaustion. The emotional intelligent communication, based on the principles of empathy, time and cultural sensitivity hence plays a part in the development of positive affective attitudes towards digital marketing.

Consumer attitudes are also determined by the frequency and regularity of the email communication. Though frequent communication ensures the contact with the customer and brand recognition, immense emailing may cause cognitive load and frustration. Consumers learn to have positive attitudes when they feel that the brand values their time and attention due to the right communication rhythm. (Martín-Cervantes et al., 2025) state that the perceived appropriateness of frequency mediates between email exposure and the brand perception. With email frequency following the expectations of the consumers and relevance of the message, it maintains the engagement without causing fatigue.

On theoretical grounds, the Theory of Planned Behaviour (TPB) offers a practical model when it comes to explaining consumer attitude development regarding email marketing in digital marketing scenarios. TPB states that attitudes are created on the premise of beliefs on the probability of consequences of action in undertaking a behaviour (Stark et al., 2025). Under email marketing, consumer attitudes are developed as a result

of their perceptions on the benefits (e.g. convenience, personalization, and exclusivity) and risks (e.g. spam, intrusion of privacy, and abuses of data) of brand communication. When the perceived benefits exceed the risks, desirable attitudes are formed causing increased participation and willingness to participate in future campaigns. On the other hand, negative beliefs will encourage avoiding or disregarding marketing emails when they are dominant which will support the negative attitudes towards digital marketing.

In addition, attitudes are also affected by perceived behavioural control; that a person believes that he/she can control or regulate his/her exposure to email marketing. The more consumers can be made to feel empowered to control email preferences, unsubscribe with ease or control the frequency of content displayed, the more positive attitudes will be built as consumers view email marketing as user-friendly and respectful. This feeling of empowerment minimizes opposition and makes consumers more comfortable with digital marketing behaviours. The inability to control on the other prompts feelings of intrusion and helplessness in order to give way to negative evaluations.

Empirical studies also confirm the relationship between email marketing and attitude towards digital marketing. Research has shown that people tend to react better to value-oriented and customized email campaigns that can focus on transparency and relevance (Al-Mashhadani et al., 2025; Odoom et al., 2025). A study conducted by (Peltier et al., 2025) shows that relationship-oriented email marketing, which can be defined in terms of empathy, interactivity, and building trust, affects the attitudes more positively than transactional email marketing, in which the message is direct and aimed at the promotion only. In a similar fashion, (Driessen et al., 2025) emphasize that ethical data management and respect of consumer autonomy play a key role in increasing perceived credibility and developing positive attitudes towards digital marketing in general.

H4: Email Marketing plays a vital role in changing the Attitude towards Digital Marketing.

2.8.5 Relationship between Search Engine Marketing and Attitude towards Digital Marketing

The connection between search engine marketing (SEM) and attitude towards digital marketing has been gaining more and more importance as consumers increasingly become dependent on search engines to discover products, find information, and make purchase decisions. Making paid search and organic search optimization, SEM is one of

the pillars of digital marketing practices, as it allows brands to gain more visibility, gain traffic, and shape consumer perceptions at the most decisive points of the buying process (Keller, 2025). Search engine marketing provides a precise targeting and real-time measurability unlike in the traditional marketing channel, which enables the marketer to tap into consumers who are actively seeking information. The interactive and goal-oriented character of search engine marketing makes it a strong factor that determines consumer attitudes to digital marketing in general, the ways consumers view it in terms of relevance, credibility, and ethical status.

Digital marketing attitude as a SEM phenomenon is associated with the cognitive and affective judgments of prospective buyers and customers about search-based advertisements and promotional messages presented in search engines, including Google, Bing, or Yahoo. Such attitudes are determined by the perceptions of informativeness, credibility, intrusiveness, and trustworthiness of search marketing procedures (Alford & Jones, 2025). Consumers are likely to develop positive attitudes towards digital marketing in general when they view SEM as useful, relevant, and in accordance with their informational needs. On the other hand, search ads that are considered misleading, irrelevant, or even too manipulative can cause skepticism and negative affect, which results in negative attitudes (Phillips & Jones, 2025). The quality and moral execution of the SEM campaigns hence becomes of paramount importance in the level at which consumers accept or oppose digital marketing campaigns.

Perceived relevance is one of the most important factors that shape the attitudes toward SEM. The search engine is based on matching intent- it shows the advertisement that is similar to the search query being made by the user. Advertisements that contain information that satisfies the search intention of the consumer are seen as helpful and non-obtrusive, and these and similar attitudes towards the advert and digital marketing in general (Martín-Cervantes et al., 2025).. Conversely, unrelated or inappropriate adverts cause frustration and cognitive dissonance leading to negative judgment. Research has shown that relevance is among the strongest predictors of positive attitudes because it increases the perceived value of digital marketing communication and supports the notion that the brands consider the informational needs of the consumer (Nguyen, 2023).

Also crucial in influencing attitude towards search engine marketing is perceived credibility and trustworthiness. It is common that consumers review the credibility of online advertisements depending on the credibility of the search engine and the level of disclosure of the ad contents (Odoom et al., 2025). Advertisements where the advertiser

specifies the purpose of such advertisement, uses valid information and directs the consumers to secure and legal websites, promote trust and positive attitudes. Nevertheless, false advertising like misleading titles, manipulation of keywords or concealed sponsorships can destroy trust to a large proportion. The ethical aspect of SEM, namely, the transparency and honesty of communication, as (Hutson & Smith, 2025) argue, have a significant effect on whether consumers perceive digital marketing as a reliable source of information or as a manipulating practice. This trust-based assessment not only influences immediate response to adverts, but also influences long-term attitude to the digital marketing system.

Another important factor that is important in consumer attitudes is the informativeness of search advertisements. Search advertisements providing brief, precise, and useful information would create a higher level of cognitive satisfaction and strengthen the sense that digital marketing has informational interest to consumers (Keller, 2025).. Informativeness is also critical in SEM since consumers who engage with the search engines are most of the time in goal-oriented, information seeking natures. When SEM content helps in this process, i.e., providing product comparisons, descriptive information, or links to associated resources, it enhances the attitude to digital marketing as a consumer-oriented and valuable approach. On the contrary, low-quality or clickbait ads that focus on visibility instead of beneficial features are considered to be annoying and unreliable, and they may evoke negative attitudes (Driessen et al., 2025)..

The attitude formation is also aided by the user experience that comes with interactions with the search engines. Homogeneous advertisement placement in the search results, fast-loading landing pages, and suitable content contribute to user satisfaction and affective reactions towards the advertisement (Al-Mashhadani et al., 2025). Quite the contrary, disruptive practices such as misleading redirects, excessive pop-ups or poor page usability cause user unfriendliness and annoyance. The ease of the SEM experience is directly correlated with the attitude of digital consumers to digital marketing as they are becoming more focused on convenience and efficiency.

The Theory of Planned Behaviour (TPB) is a helpful theoretical framework that can be used to explain the impact of SEM on the attitudes toward digital marketing. TPB is used to theorize that the beliefs about the likely implications of a behaviour result in the development of an attitude (Stark et al., 2025). Here, the consumer forms their attitudes to digital marketing in accordance with their assumptions of the advantages and drawbacks of engaging with search ads. Consumers develop positive attitudes when they

have the belief that SEM helps them to obtain pertinent, reliable, and effective information that makes decision-making to be easy. On the other hand, when they make the perception of SEM as misleading, obtrusive, or unsupportive, negative attitudes are formed. SEM, therefore, is a marketing mechanism, as well as a behavioural cue, in terms of its effects on the cognitive and emotional appraisal of the entire digital marketing experience by consumers.

Perceived control and autonomy are also mediating factors in this relationship. When consumers perceive that they can control their search experience through ignoring, bypassing or tailoring advertisement preferences, they are more likely to hold a positive attitude toward SEM because they saw it as respectful and not manipulative. On the contrary, when advertisements are too insistent or annoying, they produce a sense of control and manipulation, and result in resistance. Such a feeling of freedom is directly related to ethical application of SEM practices, such as transparency in ad labelling and user privacy (Driessen et al., 2025).

A significant new dimension in this relationship is the data privacy and ethical targeting. Contemporary SEM tactics are based on the use of sophisticated algorithms and consumer data to target ads. Although personalization on the basis of data makes it more relevant and convenient, it may raise privacy concerns when the consumer feels that their information is misused without their consent (Odoom et al., 2025). These issues can be addressed with the help of ethical use of data and explicit information regarding the policy of privacy that would help to evoke positive attitudes. On the other hand, obstructive or intrusive data practices can be viewed as an object of suspicion, and they undermine trust and reduce positive perceptions towards digital marketing. Therefore, communication based on consumer trust combined with transparency and ethical stewardship is critical in sustaining trust in communication based on SEM.

The empirical studies support the close relationship between SEM and consumer attitudes to digital marketing. (Alford & Jones, 2025) also discovered that consumer trust with regard to perceived relevance and informativeness of search advertisements were found to be significant predictors of positive attitudes towards digital marketing. Likewise, the authors of this paper, (Driessen et al., 2025), revealed that credibility and transparency in SEM messages increase brand perception and consumer attitudes. The findings by (Peltier et al., 2025) also indicate that consumers tend to view digital marketing as less intrusive and helpful in a situation where they have positive experiences with search engines due to seamless and personalized experiences, which leads to the

development of positive attitudes over time. On the other hand, bad experiences with online ads like irrelevant targeting or being misled by advertisements were found to lead to online skepticism, lowering engagement, and desire to interact with further advertisements.

H5: Search Engine Advertising plays a vital role in changing the Attitude towards Digital Marketing.

2.8.6 Relationship between Attitude towards Digital Marketing and Consumer Brand Perception

The connection between attitude to digital marketing and the perception of consumers to the brand has become one of the key themes of modern marketing analysis. As digital technologies transform the nature of communication between brands and consumers, the attitudes that people have towards digital marketing activities have a significant impact on the way people perceive, evaluate, and have emotional attachment towards brands. Digital marketing is no longer a promotional instrument but an effective medium of strategic credibility, authenticity, and trust that brands use to create. As soon as consumers get positive attitudes towards digital marketing by seeing it as an informative, ethical, and engaging one, they tend to create positive perceptions of the brand. On the other hand, attitudes based on the perception of intrusiveness, manipulation, or irrelevance are usually negative and tend to reduce the brand image, as well as weaken consumer-brand relationships (Keller, 2025)

Digital marketing attitude is a general appraisal attitude of a person towards digital marketing practice and content, that is, cognitive beliefs, emotional responses, and behavioural intentions (Stark et al., 2025). Consumer brand perception, in its turn, is the process by which a person interprets and internalizes the identity, values, and credibility of a brand, but only depending on exposure and interaction (Al-Mashhadani et al., 2025) The latter two constructs are inseparable since the perceptions of the medium of communication tend to spread to the source of the message-brand. This attitude transfer effect suggests that positive attitudes towards digital marketing channels have a positive impact on brand perceptions by strengthening the beliefs concerning transparency, innovation, and customer orientation, and negative attitudes weaken faith in brand authenticity and trustworthiness (Phillips & Jones, 2025)..

The mental process between the two constructs could be described with the help of the Theory of Planned Behaviour (TPB) that defines the idea that the attitude of a person towards a behaviour determines its further intentions and considerations (Stark et

al., 2025). In the digital environments, the brand assessment of consumers of digital marketing campaign is directly influenced by the consumer attitudes towards the digital marketing campaign, determined by the perceptions of informativeness, entertainment value, interactivity, and credibility. The positive attitudes will help the consumers by increasing the brand perceptions in case they think that digital marketing provides relevant, authentic, and value-based experiences, which will result in the development of brand loyalty and trust. On the other hand, the digital marketing is perceived by consumers as intrusive or manipulative, and the negative tendencies are transferred to the brand, causing the reduction of the perceptions of quality, integrity, and reliability.

The perceived value and informativeness are two fundamental mediating variables in the relationship. Consumers develop positive attitudes to the digital experience when their digital marketing messages convey valuable content to them, in the form of helpful product information; entertaining storytelling, or informative content. This good attitude in turn improves the brand perception by linking the brand to usefulness, credibility, and innovation (Martín-Cervantes et al., 2025).. Brands that provide timely and informative online content indicate the competence and the sensitivity, supporting the positive cognitive and affective brand measures. Nevertheless, where digital marketing is irrelevant, or seems to be self-seeking, the consumer interprets them as brand-disinterest, or opportunism, undermining their brand value perceptions.

Emotional interest is also relevant in the association between attitude to digital marketing and brand perception. Customers tend to make assessments on digital experiences and brands using their emotions. The positive emotional connection created when consumers experience positive emotions with the digital marketing process, i.e., enjoyment, inspiration, or empathy, spreads to the brand (Odoom et al., 2025). As an illustration, emotional resonance is achieved through humor, campaigns based on empathy, and interactive storytelling, which serve to strengthen the impression that the brand is a human being who is friendly and socially sensitive. Conversely, when marketing is perceived as annoying, repetitive or manipulative, it creates negative emotions that have the potential to damage brand image. Emotional alignment consequently turns positive attitude towards digital marketing into positive brand perception based on trust and attachment (Alford & Jones, 2025).

Another important factor determining the brand perception is the credibility and ethical aspect of digital marketing. Consumer-brand relationships are founded on trust, and morality in online communication is a huge determinant of attitude development and

brand image (Hutson & Smith, 2025).. As soon as consumers believe that the digital marketing activities of a specific brand are open, they treat privacy respectfully, and their seemingly honest, they not only develop positive attitude towards digital marketing but also internalize these qualities as brand attributes. On the other hand, unethical actions like false advertising, extreme personalization, or information abuse undermine trust, which results in a negative brand perception. Such a correspondence of the ethical assessment and the brand image proves that digital marketing is not a secluded feature of communication but the mirror of the overall ethical and strategic stance of a brand.

The correlation between attitude and brand perception is enhanced further by interactivity and engagement. The inclusion and growing power result in digital marketing platforms that enable consumers to become active participants in the marketing process, liking, sharing, commenting, or co-creating content. These types of participatory experiences contribute to positive attitudes towards digital marketing and, consequently, positively influence the perception of the brand by making consumers feel connected and valuable (Nguyen, 2023).. Interactive interaction changes consumer brand relationship to be less transactional and more relational where brand perception is influenced by the continuous two-way interactions. A brand that manages to offer interactivity in the digital marketing strategy is widely viewed as customer-centric and innovative, both of which improve the brand image and also the brand loyalty (Driessen et al., 2025).

In behavioural terms, the positive attitudes of consumers to digital marketing led to such proactive behaviours regarding brands as advocacy, repeat purchase, and positive word-of-mouth. These actions are motivated by enhanced brand perceptions that arise because of positive online experiences. It has been found that when consumers consider digital marketing (Hannan et al., 2023) to be entertaining and reliable, there is a high likelihood that they will consider the brand as credible and this will boost brand equity and brand reputation in cases where the attitudes are negatively oriented towards digital marketing, they not only stop using the digital medium of the brand, they may develop negative perceptions about the brand in terms of competence and values. Therefore, the attitudes that lead to the development of a behaviour act as an indication and confirmation of brand perception.

This relationship between the attitude towards digital marketing and brand perception has been tested and proved by empirical studies in different industries. As an example, (Odoom et al., 2025) discovered that positive attitudes towards social media and content marketing campaigns were important variables that enhance the level of

perceived brand authenticity and trust. On the same note, (Al-Mashhadani et al., 2025) revealed that brand emotional attachment and loyalty are stronger in consumers who have positive attitudes towards digital advertising. Other studies such as those done by (Peltier et al., 2025) also indicate that the relationship is enhanced when digital marketing focuses on individualization, openness, and interaction with the audience. On the other hand, intrusive advertising or unethical targeting practices were identified to create skepticism which weakened the attitudes and brand perceptions. These factual observations confirm the fact that the quality of online marketing experiences is at the core of how consumers relate to brands in the online economy.

The relationship between attitude and brand perception is also supported by the mediating effect of trust and satisfaction. When people have positive feelings about digital marketing, they become more satisfied with digital interactions and this means that they have a better overall brand perception (Keller, 2025). Whenever consumers attain satisfaction with ease, transparency, and rewarding digital interactions, they project the positive experiences onto the brand, which strengthens the perceptions of brand reliability and customer focus. Trust works in the same way- as a result of positive attitudes and a generator of positive brand perception. Trust minimizes the perceived risk, suppressed emotional security, and boosts brand credibility.

H6: Attitude towards Digital Marketing is positively associated with Consumer Brand Perception.

2.9 Theoretical Framework: Theory of Planned Behaviour (TPB)

One of the most effective theories that can be used to explain and predict the behaviour of human beings has been the Theory of Planned Behaviour (TPB), developed by (Abbas, 2021), in the fields of psychology, marketing, and consumer research among others. It is a theory that the behaviour of the individuals is determined by three critical variables, which include attitude towards behaviour, subjective norms, and perceived behavioural control. Combined, these factors influence behavioural intention that becomes the closest antecedent of actual behaviour (Stark et al., 2025). In the framework of marketing, and especially digital marketing, the TPB provides a powerful conceptual framework of the perception formation process, the development of attitudes to digital communication in consumers, and the adoption or refusal of involvement in the online business of a brand. With more organizations moving to digital mediums of marketing, consumers are currently working in highly interactive and participatory on-line environments. Attitude, social expectation, and sense of control over digital interaction

in such spaces have a strong impact on engagement behaviour. The online marketing environment forces the consumer to decode, critique, and act on, brand messages delivered using various channels like social media, email, content sites and search engines. Therefore, TPB is a convenient framework that can be used to understand how the attitudes toward digital marketing initiatives may shape consumer perception of the brand and customer behavioural consequences including purchase intent, loyalty and advocacy (Hutson & Smith, 2025).

Attitude in this context is the personal assessment of the person about carrying out a specific behaviour and indicates the positive or negative attitudes of the person towards getting involved in the digital marketing activities of a brand. A positive response to online brand presence, advertising campaigns or social engagement activities can often result in increased acceptance of brand messages and brand trust whereas negative responses such as that caused by intrusive or irrelevant content can result in resistance and skepticism (Stark et al., 2025). Cognitive and emotional appraisal influences the consumer attitudes in the online world as perceived informativeness, credibility, entertainment and fun (Keller, 2025). As an example, positive attitudes are formed when consumers view the online communication of a brand as genuine, imaginative and personally appealing, augmenting their perception of the brand. On the other hand, excessive exposure to repetitive or manipulative online ads can reduce brand preference and become avoided. These attitudes are also essential factors determined by prior digital experiences, perceived ethicality and transparency (Al-Mashhadani et al., 2025). In the present research, the attitude towards digital marketing has been the fact that it serves as a mediator between the elements of digital marketing-that is, social media marketing, content marketing, email marketing, and search engine advertising- and brand perception on the side of the consumer. The efficiency of digital marketing is likely to be enhanced by positive consumer attitudes and obscured by negative attitudes, whereas its effect on brand image is likely to be moderate. The second important component of the TPB is subjective norms which is a perceived pressure or expectation of important people or social relationship in the context of informing the behaviour of the individual. These social effects manifest in digital space as online reviews, comments, influencer endorsement or recommendations exchanged in digital networks. The high use of social media has increased the input of these social forces and it has converted brand perception to a socially constructed phenomenon. Shoppers often judge a brand not only by their first-hand experience but according to the opinion of the crowd that they can see in their

social circles (Keller, 2025). Uplifting reviews and influencer endorsements improve credibility and popularity whereas negative online communication or buzz can quickly harm the brand image. Online spaces are interactivity critical and thus the subjective norms are not just a mirror or satisfactory representation of the pre-existing social norms but act dynamically in the way consumers perceive and identify with a brand. Experiences of the brand communities make the social identity stronger by establishing emotional attachment to socially validated brands and brand loyalty. According to the explanation by (Odoom et al., 2025), digital word-of-mouth and social endorsement are effective processes to use when shaping collective perception of brands and it is important to highlight that digital consumer behaviour is socially embedded.

The third element is the perceived behavioural control which is where one believes that he/she is capable of doing a specific behaviour taking into account the resources at their disposal, opportunity, and constraints (Abbas, 2021). Perceived behavioural control in the digital marketing context relates to the perceived ease or the perceived difficulty of the consumer to interact with digital platforms of a brand, content, and transact online. It is both an internal control variable, i.e., the digital literacy of a specific individual or their self-confidence in the use of technology, and an external variable, i.e., the usability of the site, its interface quality, responsiveness, and the overall user experience (Martín-Cervantes et al., 2025).. The ability to offer user friendly, accessible and reliable digital environment makes brands feel more in control and therefore consumers feel satisfied and positive about the brand. On the other hand, this sense of control may be destroyed by difficult navigation systems, annoying pop-ups, or technical failures and cause frustration. The studies also note that perceptions of behavioural control mediate the interaction between online presence and trust; consumers who think that an online presence of a brand is both convenient and trusted also relate these strengths with a sense of professionalism, integrity, and credibility (Zhang et al., 2025)..A more important issue associated with perceived control in the digital age is connected with data privacy and ethical transparency. The perception of control over personal data highly affects the trust in brands because consumers are increasingly aware of the way their personal data is gathered and processed. As soon as the brands show their transparency in data practices, provide transparent consent procedures and explain the protection of privacy, consumers will feel more empowered and develop positive images (Driessen et al., 2025). Therefore, ethical digital conduct and transparency increase the perceived control and add to the more trustful and positive brand image.

The Theory of Planned Behaviour as integrated into the current study gives a powerful conceptual framework in explaining the psychological process of linking the digital marketing activities to the consumer brand perception. The theory does not only explain the attitudinal and behavioural aspects of consumer responses, but also includes the impact of social and contextual issues which determine such responses in online settings. In this study, attitude to digital marketing will be used as a mediating variable by which the impacts of the digital marketing elements transfer to consumer brand perception, and subjective norms and perceived behavioural control will be used as contextual variables that strengthen or weaken the relationship. Using TPB, it is possible to explore direct and indirect influences of digital marketing on brand perception at the same time, which provides a more comprehensive view on how consumers perceive and incorporate digital brand messages.

This study extends TPB to the sphere of digital marketing and consumer perception of a brand, which is why it adds to the delicate conceptualization of the formation of behavioural intentions and attitudes toward a brand in the technology-mediated setting. It acknowledges that the perception of consumers is more than a response to marketing stimuli and it is a multifaceted interrelation of personal attitudes, social factors and perceived control over the digital interactions. This framework therefore acts as a theoretical basis and an analysis tool by which relationships between the digital marketing dimensions, the consumer attitudes and brand perception can be analysed empirically.

2.10 Research Framework

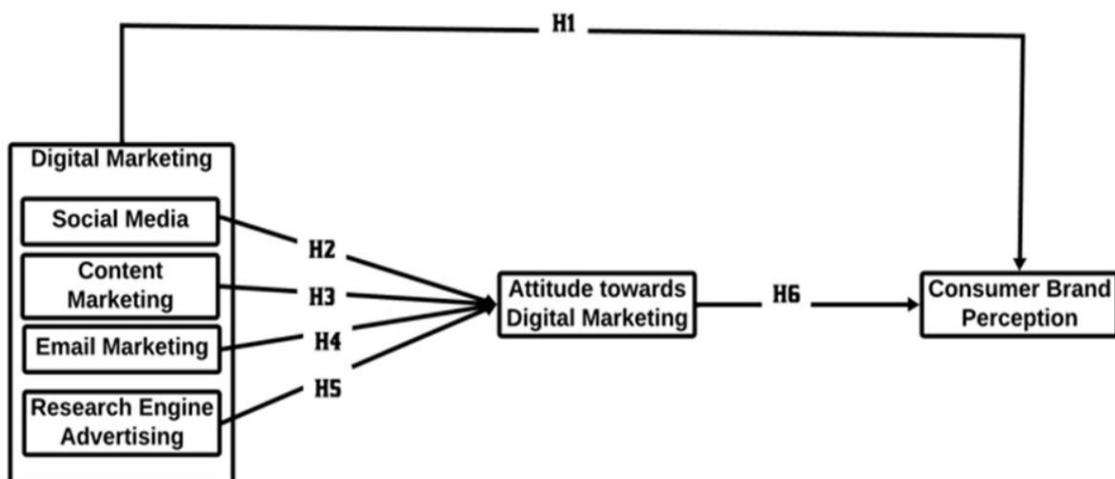


Figure 2.1: Research Framework

2.11 Research Hypotheses

H1: Digital Marketing is positively associated with Consumer Brand Perception.

H2: Social media plays a vital role in changing the Attitude towards Digital Marketing.

H3: Content Marketing plays a vital role in changing the Attitude towards Digital Marketing.

H4: Email Marketing plays a vital role in changing the Attitude towards Digital Marketing.

H5: Research Engine Advertising plays a vital role in changing the Attitude towards Digital Marketing.

H6: Attitude towards Digital Marketing is positively associated with Consumer Brand Perception.

Chapter 3

Research Design and Methods

3.1 Aim and Objectives

The main objective of this study is to examine the correlation between different elements of digital marketing and consumer perception of digital marketing and subsequently determine how consumer attitudes to digital marketing influence consumer brand perception. The study aims at coming up with an integrated model to explain interaction between digital marketing strategies (social media, Content Marketing, Email Marketing, and Search Engine Advertising) in influencing consumer perceptions about brands. It was also involved looking at the particular mechanisms by which consumer attitudes regarding these marketing strategies influence their overall brand perception.

This objective was done by looking at the following objectives:

1. Evaluation of the Impact of Digital Marketing Elements on Consumer Attitude: Experimenting with determining the effects of each element of digital marketing on consumer attitudes to marketing behaviours.
2. The role of Attitudes in creating Brand Perception: this study examines how positive or negative consumer attitudes towards digital marketing strategies influence the perception of the brand by the consumer.
3. Developing a Theoretical Framework: Construction of an integrated framework, involving the relation of the digital marketing elements to brand perception in the consumer, through Structural Equation Modelling (SEM) to be tested empirically.

3.2 Methods

The research study employed quantitative research method in its investigation to provide evidence of the research framework or research model and the relationships between individual elements of digital marketing and consumer brand perceptions. The logic behind the application of quantitative method is to be able to get measurable data which can be used to draw generalized conclusions about the impact of digital marketing on the perception of the brand by a wide range of consumers.

- **Data Collection through Survey:** The primary data was collected through online surveys Google Forms from 278 respondents. The survey focused on a sample population of the consumers that have been exposed to various digital marketing campaigns on different platforms. The questions were formulated in such a way that they evaluated both consumer attitude towards the digital marketing elements

(social media, content marketing, email marketing and search engine advertising) and their attitude towards the brands employed in the campaigns as well. The variables were measured on 5-point Likert scale.

- **Structural Equation Modelling (SEM):** The (SEM) used to test the primary data and assess the interdependence among digital marketing factors, consumer attitudes, and brand perception. This is an efficient statistical tool that allows modelling a large number of relationships between observed and latent variables, which is why it is reasonable to test the theoretical model chosen in the study (Hair Jr et al., 2021). This tool was not only giving a chance to examine direct and indirect effects between variables but also provided in a position to test the theoretical construct and provide accurate results closed to reality.

3.2.1 Data Sources

- **Primary Data:** Primary data was gathered using online surveys that was sent to consumers that have experienced digital marketing campaigns. Such surveys were given information of consumer attitudes and perception.

3.2.2 Practical Implications

Practical implications of this study are beneficial for those companies that aim to augment consumer engagement and brand awareness. With the understanding of how digital marketing strategies play a role for influencing the consumers' perceptions of brand, businesses may:

1. Individualize Digital Marketing Plans: customize digital campaigns, focus on those areas of the campaign that have the most influence on consumer perceptions and attitudes.
2. Maximize Consumer Interaction: Build marketing messages that will resonate with consumer mentality and increase the overall effectiveness of digital campaigns.
3. Create Stronger Relationship with Customers: Strategic-digital marketing can help companies build positive and impactful relationships with their clients, gain greater brand loyalty and brand advocacy by positively impacting brand perception.

3.2.3 Theoretical Implications

The study is going to lead to deeper understanding of how the elements of digital marketing affect the consumer attitudes and perceptions to the current body of theoretical knowledge in the digital marketing field. The study will give researchers and practitioners

a new theoretical framework that should be used to comprehend consumer behaviour in the online era by integrating aspects of digital marketing into a single framework. The study will also be a contributory to the Theory of Planned Behaviour (TPB) and specifically the impact that the use of digital marketing strategies has on consumer perception and attitudes.

Chapter 4

Data Analysis and Results

The above chapter provides a comprehensive description of the methodology employed in this research, including the research design and methods of data collection and sampling. This chapter presents the details of the survey conducted to validate the theories outlined above. The two highly sophisticated statistical software packages, SPSS and Smart-PLS, are used in this section to test and assess the theoretical concepts. The demographic analysis is performed using SPSS, which provides information on the sample's characteristics, including age, gender, education, and other factors. This preliminary examination ensures a representative sample and aids in interpreting the data's situation.

The measurement and structural models are evaluated using Smart-PLS after the demographic analysis based on the Partial Least Squares Structural Equation Modelling (PLS-SEM). It is particularly appropriate for multiple-construal complex models, which can be tested using this method to establish relationships between latent variables. The next step in this chapter is to code the data, and then the PLS-SEM evaluation of the path model is performed to test the hypotheses. This detailed discussion, which ranges from demographic profiling to testing structural models, provides a good background on the empirical validation of the theoretical framework discussed earlier in the study.

4.1 Demographic Information

The demographic information includes gender, age, marital status, education, job type, and job experience.

Table 4.1: Respondents details about Gender

Variables	Items	Frequency	Percentage
Gender	Male	111	40
	Female	167	60
Age Groups	18-30 Years	262	94
	31-43 Years	009	03
	44-55 Years	005	02
	56 and above years	002	01
Marital Status	Single	241	87
	Married	037	13
Qualification	Matriculation	000	00

	Intermediate	080	29
	Graduation	139	50
	Master	023	08
	M.Phil./Ph. D	035	13
Employee	Govt Employee	016	06
	Private / Own	033	12
Status	business		
	Students	229	82
Experience	1-10 Years	249	90
	11-20 Years	023	08
	21-30 Years	003	01
	31 and above Years	003	01

The results of the survey indicate that 60 percent of the respondents were women and 40 are men indicating that females are more inclined to online shopping as compared to men. The large population of online shoppers (94%) was in the 18-30 age bracket, which shows that, online shopping is highly preferred by the younger generation. The fact that most of the respondents were single (87%), and only 13% of respondents were married also indicates the younger population. In terms of education, half of them were graduates, the rest of the respondents had different educational levels: 29.3% were the graduates with intermediate qualifications, 8.3% had a master degree, and 13.3% had already completed M.Phil./Ph.D. Most of the respondents were students (82%), 12% of the respondents were in the self-employed or owning businesses and 6% were government workers. Regarding the experience in social media marketing, a very large percentage of the respondents were found to have 1-10 years experience, 8 percent had 11-20, with only a minor percentage having been involved in social media marketing longer, indicating that the more educated and youthful demographic is very active in social media marketing.

4.2 Data Coding

After analysing the demographic information, the next step before moving to further analysis of variables is to code the variables and their items. In this study, the variable consumer brand perception is coded as CBP, with the first letter of each word in the variable used to assign the code to that variable. Each item of that variable is represented by its number of questions, in the order they appear in the questionnaire:

CBP1, CBP2, and so on to CBP20, which is the last item of the consumer brand perception.

The code for Attitude towards Digital Marketing is used ATDM and items of this variables were ATDM1, ATDM2, and ATDM3, Content Marketing is assigned the code of CM and its items were coded as CM1, CM2, and CM3, the Email Marketing is coded as EM1, EM2, and EM3, the Research Engine Advertising is coded as REA1, REA2, and REA3, and Social Media is coded as SM1, SM2, SM3, SM4, and SM5 (Adolph 2016).

Table 4.2: Variables codes

Variables	Code
Consumer Brand Perception	CBP
Attitude towards Digital Marketing	ATDM
Content Marketing	CM
Email Marketing	EM
Research Engine Advertising	REA
Social Media	SM

The above table shows the codes for all variables used for analysis and interpretation in this chapter, as well as the items allocated to those variables in the Google Forms and data sheet used for this study.

4.2.1 Descriptive Statistics

Before moving forward with the final analysis using Smart-PLS SEM, a descriptive analysis of the data is necessary. Smart-PLS SEM automatically generates the list of items, means, medians, scale upper and lower limits, standard deviations, kurtosis, and skewness to ensure the authenticity of the collected data. For the descriptive analysis of the data, only the most important results are presented and elaborated in the study, while unnecessary fields are removed from the table. The table contains only items, the mean values of all items individually, the standard deviation of each item, and the skewness and kurtosis of each item.

Table 4.3: Descriptive Statistics

Items	Mean	Standard deviation	Excess kurtosis	Skewness
CBP1	3.371	1.167	-0.479	-0.305
CBP2	3.478	1.085	-0.305	-0.411
CBP3	3.507	1.075	-0.262	-0.455

CBP4	3.417	1.086	-0.318	-0.278
CBP5	3.338	1.173	-0.63	-0.239
CBP6	3.234	1.208	-0.74	-0.138
CBP7	3.45	1.104	-0.393	-0.331
CBP8	3.55	1.061	-0.338	-0.315
CBP9	3.568	1.083	-0.288	-0.442
CBP10	3.309	1.216	-0.723	-0.322
CBP11	3.371	1.117	-0.413	-0.272
CBP12	3.399	1.077	-0.373	-0.31
CBP13	3.363	1.113	-0.381	-0.345
CBP14	3.367	1.074	-0.316	-0.247
CBP15	3.496	1.085	-0.466	-0.322
CBP16	3.482	1.121	-0.609	-0.263
CBP17	3.417	1.187	-0.611	-0.334
CBP18	3.403	1.174	-0.527	-0.369
CBP19	3.371	1.174	-0.571	-0.324
CBP20	3.403	1.127	-0.485	-0.31
ATDM1	3.259	1.177	-0.61	-0.315
ATDM2	3.439	1.132	-0.48	-0.401
ATDM3	3.583	1.086	-0.267	-0.502
SM1	3.424	1.15	-0.41	-0.413
SM2	3.478	1.102	-0.406	-0.448
SM3	3.644	1.105	-0.417	-0.529
SM4	3.633	1.126	-0.212	-0.623
SM5	3.615	1.073	-0.192	-0.557
CM1	3.396	1.142	-0.456	-0.383
CM2	3.468	1.092	-0.365	-0.442
CM3	3.558	1.084	-0.297	-0.481
EM1	3.317	1.176	-0.577	-0.355
EM2	3.374	1.165	-0.501	-0.407
EM3	3.464	1.18	-0.517	-0.448
REA1	3.399	1.201	-0.662	-0.432
REA2	3.54	1.124	-0.194	-0.596

REA3	3.576	1.154	-0.491	-0.475
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Most of the questions in the survey demonstrate a response between 3.24 and 3.64 which means that most respondents have given both neutral and slightly positive responses. The standard deviations indicate a moderate variation in the responses as such that CBP6 (1.208) and CBP10 (1.216) were more varied and SM5 (1.073) was more consistent. The negative skew (between -0.138 and -0.623) is also a slight skew to the left, which implies that the respondents were more likely to agree with the statements but not to the very majority. The fact that the values of negative excess kurtosis are negative in all the items gives an indication that data distributions are more homogenous and there are no extreme responses. On the whole, the statistics indicate moderate consensus with minor dispersion, and no considerable outliers, which can justify the consistent and balanced set of answers.

4.2.2 Multicollinearity Statistics

Table 4.4: Collinearity statistics (VIF)

Items	VIF
ATDM1	1.805
ATDM2	1.880
ATDM3	1.767
CBP1	2.253
CBP10	2.421
CBP11	2.994
CBP12	2.711
CBP13	2.356
CBP15	2.902
CBP16	2.849
CBP17	3.113
CBP18	2.745
CBP19	2.604
CBP2	3.184
CBP20	2.267
CBP3	2.713
CBP4	2.623

CBP5	2.405
CBP6	2.329
CBP7	2.649
CBP8	2.705
CBP9	2.457
CM1	2.134
CM2	2.154
CM3	2.109
EM1	2.302
EM2	2.264
EM3	1.592
REA1	2.663
REA2	2.639
REA3	2.190
SM1	2.580
SM2	2.728
SM3	2.132
SM4	2.211
SM5	1.731

The Variance Inflation Factor (VIF) statistics in the dataset are mostly in the range of 1.5 to 3.5 that is, there is moderate multicollinearity among majority of the items which is not a major issue in the regression analysis. EM3 (VIF = 1.592) and SM5 (VIF = 1.731) are the least affected with the smallest VIF implying that there is not much multicollinearity affecting the estimates. Other variables like CM1 (VIF = 2.134), CM3 (VIF = 2.109), EM2 (VIF = 2.264), and REA3 (VIF = 2.190) have small values of VIF availing the fact that they are not significantly correlated with any other variable. There are however slight high VIF associated with some of the items namely CBP17 (VIF = 3.113), CBP15 (VIF = 2.902), and CBP2 (VIF = 3.184), indicating that they have moderate to high correlations with other predictors. Although the values do not show any serious multicollinearity problems, an additional refinement of the model can be an investigation of the correlation between these items in order to know whether a variable should be excluded or merged. All in all, the VIF values are acceptable, which is evidence of the validity of the regression analysis.

3.3 Assessment of PLS-SEM Path Model

To verify the theoretical hypotheses and achieve the research objectives and goals outlined by Hair et al. (2012), the second segment of this chapter implements PLS-SEM. Improving a research model using a fit index is prohibited (Henseler et al. 2014). Consequently, the identification of the relationship between endogenous and exogenous latent variables is facilitated by the application of path diagrams in PLS-SEM (Becker, Klein, and Wetzels 2012). The data analysis involves two main stages to evaluate the PLS-SEM path analysis, as outlined by (Yusif et al. 2020).

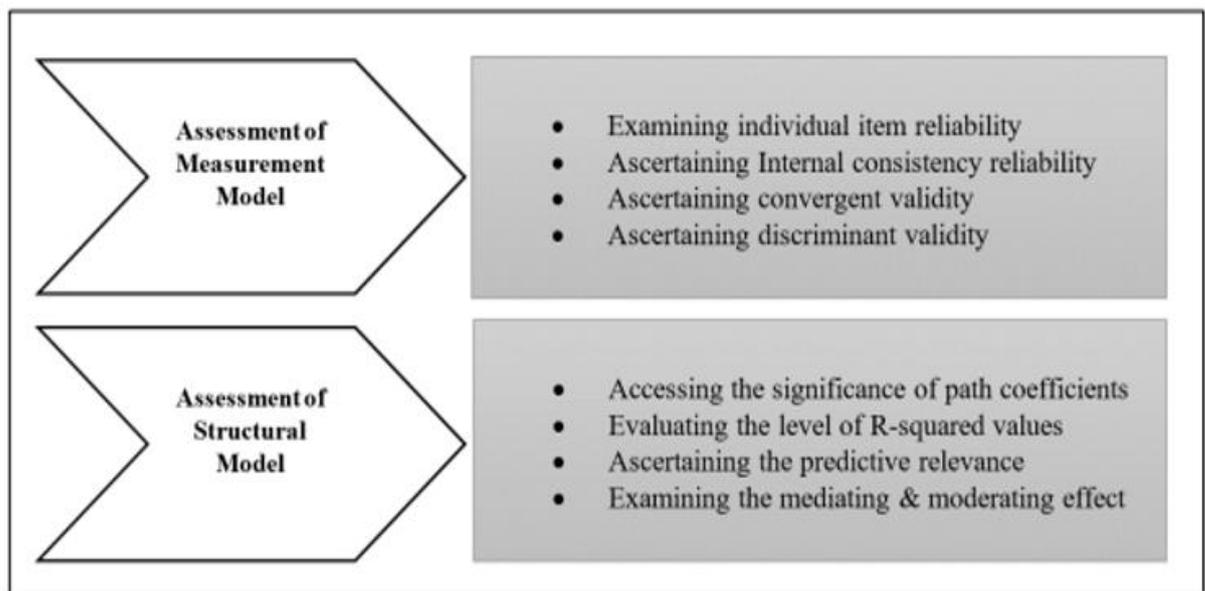


Figure 4.2: PLS Path Model Assessment

The reliability and validity of a measurement instrument are determined by the use of measurement models. The following criteria are used to measure the reliability of the instrument: construct reliability, item-level reliability, and internal consistency (Sylva et al., 2024). The external validity of the measurement instrument created is assessed by the use of two convergent and discriminant validation indices, which were obtained using (Schuberth et al., 2023).

3.4 The Model of the Measurement

The outer model or the measurement model in PLS-Path Modelling is primarily concerned with the relationships between the reflective indicators and their respective factors or constructs. This implies that we must verify that the indicators correspond to the constructs to be analysed before examining the relationships between the constructs in the structural model.

3.4.1 Assessment of the Measurement Model Components

3.4.1.1. Reliability of the Individual Item

To establish how much the construct or rather the construct that is being examined can be measured by a manifest variable or an indicator. It is usually done through the measurement of the loadings of the indicators on their respective constructs. Also, external loadings greater than 0.7 are also evidence of the good representation of the construct by the observed variable (Legate et al., 2023). The outer loadings or weights in a measurement model are the reliability of an individual item.

3.4.1.2 Internal Consistency Reliability

Internal consistency reliability is a method for determining the extent to which indicators that are part of the same construct differ. The following measurements are included in the reliability statistics: composite reliability (CR) and Cronbach alpha. Composite reliability is employed in PLS-SEM, as it does not contemplate a fixed value of 0.5 for the indicator loading, while values exceeding 0.7 are deemed acceptable (Mohd Dzin & Lay, 2021).

3.4.1.3 Construct Reliability

Determinant reliability ensures that the construct is repeatedly measured using the indicators in different samples. It determines consistency in the construction of the construct measurement, but this is different to internal consistency (Oraee et al., 2025).

3.4.1.4 Convergent Validity

The method of convergent validity is one that seeks to establish the extent to which different instantiations of a construct have a similar tax in variance. This is normally assessed by the Average Variance Extracted (AVE). An AVE value of 0 represents the condition where all the elements of the model are similar. A score of 0.5 and above would denote that the construct is more common since it covers more than half of the indications of the construct (Carlson, 2010).

Table 4.5: Results of Measurement Model

Variables	Items	Factor Loadings	Cronbach's alpha	Composite Reliability	Average Variance Extracted (AVE)
Attitude towards Digital Marketing (ATDM)	ATDM1	0.857	0.817	0.891	0.732
	ATDM2	0.866			
	ATDM3	0.844			

	CBP1	0.706			
	CBP2	0.760			
	CBP3	0.730			
	CBP4	0.775			
	CBP5	0.740			
	CBP6	0.742			
	CBP7	0.787			
	CBP8	0.788			
Consumer Brand Perception (CBP)	CBP9	0.765			
	CBP10	0.745	0.959	0.963	0.576
	CBP11	0.811			
	CBP12	0.798			
	CBP13	0.741			
	CBP15	0.793			
	CBP16	0.765			
	CBP17	0.779			
	CBP18	0.732			
	CBP19	0.711			
	CBP20	0.743			
Content Marketing (CM)	CM1	0.854			
	CM2	0.872	0.816	0.891	0.731
	CM3	0.839			
Email Marketing (EM)	EM1	0.841			
	EM2	0.908	0.790	0.877	0.705
	EM3	0.764			
Research Engine Advertisin g (REA)	REA1	0.883			
	REA2	0.901	0.844	0.906	0.763
	REA3	0.835			
	SM1	0.844			
	SM2	0.868			
Social Media (SM)	SM3	0.817	0.881	0.913	0.679
	SM4	0.829			
	SM5	0.757			

Strong reliability and validity have been presented in constructs in the study such as Attitude towards Digital Marketing (ATDM), Consumer Brand Perceptions (CBP), Content Marketing (CM), Email Marketing (EM), Research Engine Advertising (REA), and even social media (SM). The item loadings of ATDM are high (ATDM1 = 0.857, ATDM2 = 0.866, ATDM3 = 0.844), and the Cronbach algebra is 0.817, the composite reliability is 0.891, and the AVE is 0.732, which suggests that it has good internal consistency and variance. CBP has lower loadings, or 0.706 to 0.743, though it is internal consistent with a Cronbach alpha of 0.959, composite reliability of 0.963 and AVE of 0.576. CM loading (CM1 = 0.854, CM2 = 0.872, CM3 = 0.839), Cronbach alpha of 0.816,

composite reliability of 0.891 and AVE of 0.731 are excellent indicators of construct validity.

EM has Cronbach alpha of 0.790, composite reliability of 0.877, and AVE of 0.705, which confirm the reliability and validity of EM. The reliability of REA is very high with Cronbach's alpha of 0.844, composite reliability of 0.906, and AVE of 0.763. There is also good reliability exhibited in SM having Cronbach alpha of 0.881, composite reliability of 0.913, and AVE of 0.679. On the whole, the level of all constructs in the model is above the required levels of Cronbach alpha, composite reliability, and AVE, which proves the robustness of the measurement model. Such results show that the model is sound and can be further analysed by Structural Equation Modelling (SEM).

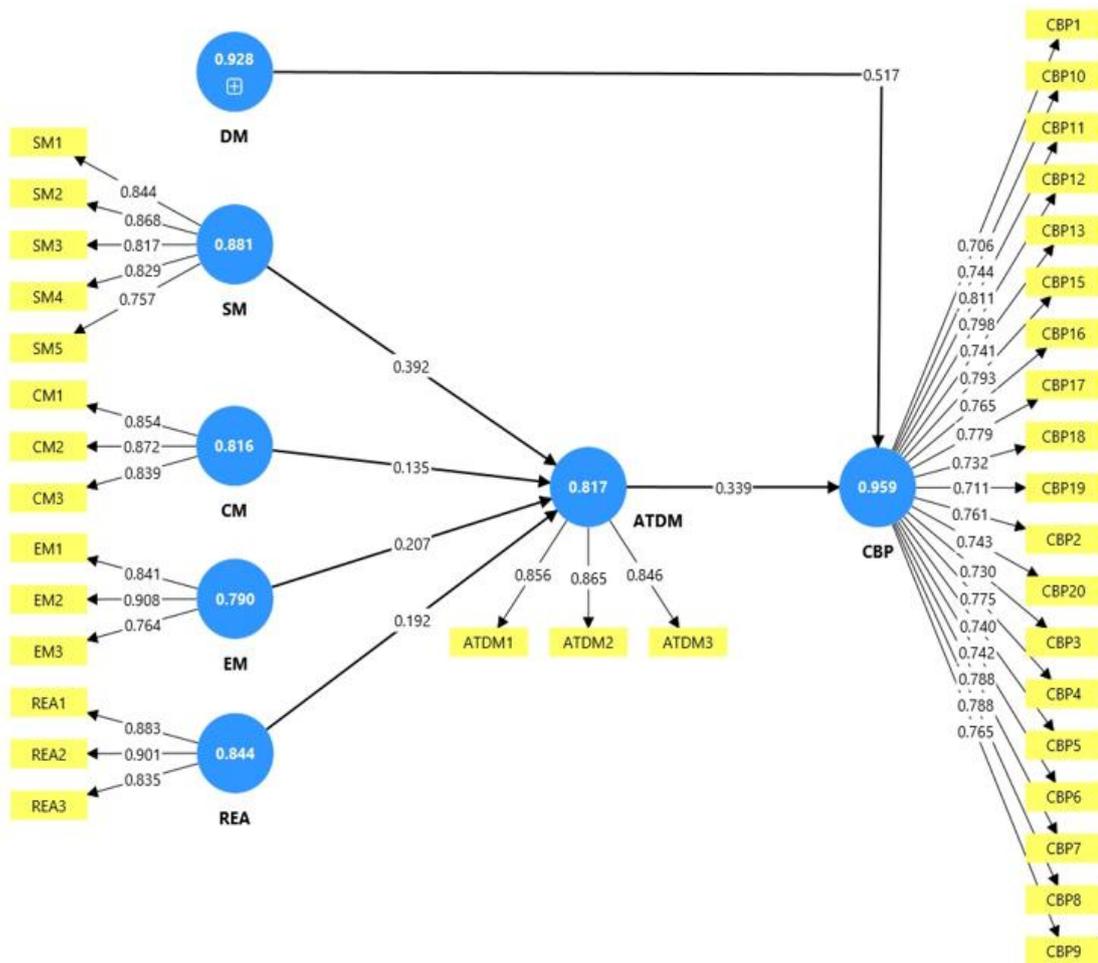


Figure 4.3: Values of Cronbach's Alpha (Measurement Model)

The Structural Equation Model (SEM) results have shown high correlations between the different constructs and the factor loading is high which means that the individual items work well. Digital Marketing (DM) construct exhibits high factor loading of 0.928 whereas items such as SM1 and CM2 exhibit high factor loading of

0.881 and 0.816 respectively of social media (SM) and Content Marketing (CM) constructs. The loading of Email Marketing (EM) is a bit lower 0.790, yet such items as EM2 have a significant contribution. Research Engine Advertising (REA) is also very dependable with a factor loading of 0.844. SM and CM have a positive effect on the Attitude towards Digital Marketing (ATDM) with a path coefficient of 0.392 and 0.135, respectively. The highest factor loading of 0.959 was observed in the Consumer Brand Perception (CBP) where all of its items contributed to it significantly. In general, the constructs are valid, and there are strong correlations to confirm the strength of the model, and therefore it could be considered as appropriate to conduct further analysis.

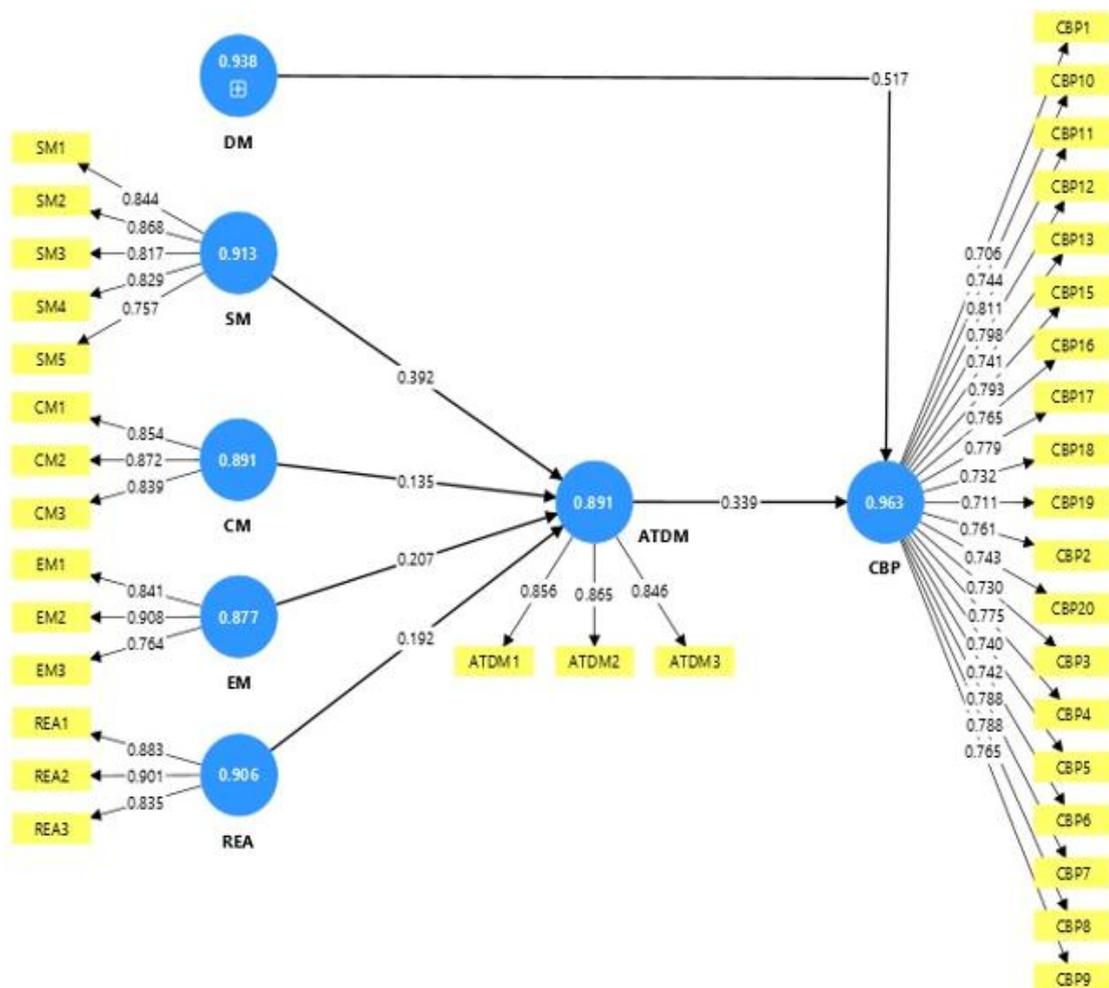


Figure 4.4: Composite Reliability of variables (Measurement Model)

The Composite Reliability (CR) values of the constructs in the model demonstrate high internal consistency and reliability all the values being higher than the acceptable level of 0.7. Digital Marketing (DM) has a high CR of 0.938, which implies a high degree of reliability, then there is the social media (SM), which has a high CR of 0.913, which implies a high level of internal consistency. The reliability of Content Marketing (CM)

(CR = 0.891), Email Marketing (EM) (CR = 0.877), and Research Engine Advertising (REA) (CR = 0.906) is good as well, which proves the fact that the constructs are measured correctly. Attitude towards Digital Marketing (ATDM) construct has a CR of 0.891 which is good internal consistency and Consumer Brand Perception (CBP) has the highest CR of 0.963 which further stresses that this is a good construct in the model. All in all, the high CR values in all the constructs confirm the strength of the measurement model and the reliability of the constructs it measures.

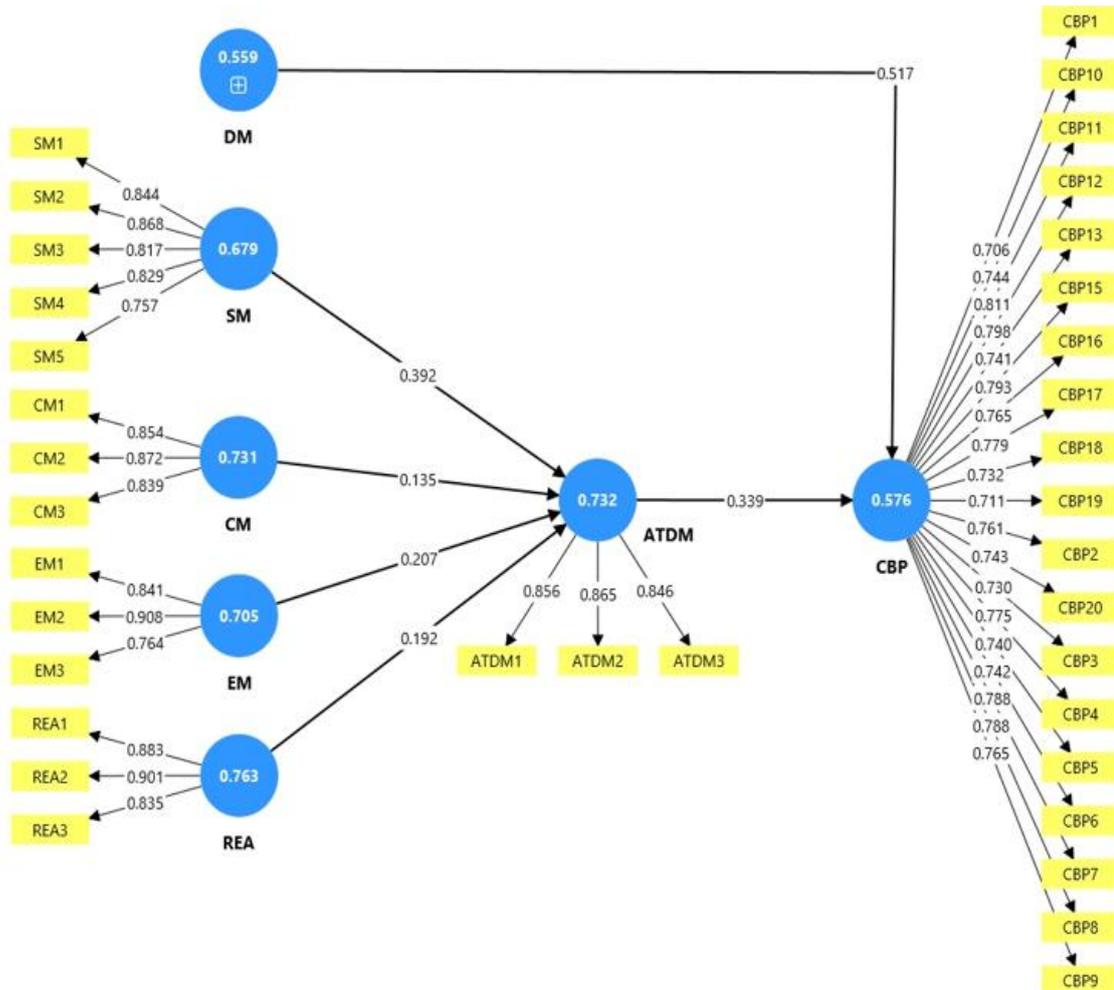


Figure 4.5: Values of Average Variance Extracted (AVE) from (Measurement Model)

The constructs in the model have high levels of convergent validity as all of them fall up to the recommended level of 0.5 and above. The AVE of Digital Marketing (DM) is equal to 0.559, which means that it is capable of describing a substantial amount of variance in the items. There is a better convergent validity between social media (SM) and Content Marketing (CM) with an AVE of 0.679 and 0.731, respectively. On the same note, there is also good convergent validity in the Email marketing (EM) (AVE = 0.705) and Research Engine Advertising (REA) (AVE = 0.763) where both items are explained

by the model. Attitude towards Digital Marketing (ATDM) has AVE of 0.732 and Consumer Brand Perception (CBP), AVE of 0.576 is also above 0.5, which is considered to be valid despite being a little lower than other constructs. In general, the convergent validity of all constructs is very high, which proves the adequacy of the items used in the process.

3.4.1.5 Results of R2

The R-squared value shows the change in the dependent variable explained by the independent variables, as shown in the table below.

Table 4.6: The R² values and results from measurement model

Variables	R-square	R-square adjusted
Attitude towards Digital Marketing (ATDM)	0.649	0.644
Consumer Brand Perception (CBP)	0.664	0.661

The R-squared of Attitude towards Digital Marketing (ATDM) and Consumer Brand Perception (CBP) depicts that the model accounts a sizeable amount of variation in both the constructs. When it comes to ATDM, the value of the R-squared is 0.649 implying that it is the model which explains around 64.9 percent of its variance and the adjusted R-squared value of the model is 0.644 which indicates a slight improvement in the values. In the same way, in the case of CBP, the value of R-squared is 0.664, which implies that approximately 66.4 percent of its variance is covered by predictors, and the adjusted R-squared is 0.661, which again proves the strength of the model. On the whole, the high values of the R-squared indicate that the model is good to explain the variance in both ATDM and CBP, and the effect of the predictors on the model is substantial.

3.4.1.6 Discriminant Validity

The discriminant validity is measured by HTMT and Fornell-Larcker criterion which is shown in the below tables and the interpretations are given below the tables.

Table 4.7: Heterotrait-monotrait ratio (HTMT) – Matrix

Variables	ATDM	CBP	CM	DM	EM	REA
ATDM						
CBP	0.847					
CM	0.827	0.736				
DM	0.822	0.832	0.897			
EM	0.826	0.813	0.793	0.838		

REA	0.803	0.748	0.797	0.865	0.818	
SM	0.869	0.764	0.847	0.884	0.749	0.730

Heterotrait-Monotrait Ratio (HTMT) matrix indicates that constructs in the model are discriminant valid as all the HTMT values are less than 0.90 which means that the constructs are different but can overlap in some way. As an example, the Attitude towards Digital Marketing (ATDM) and Consumer Brand Perception (CBP) have a moderate relationship with a value of 0.847 approximated between the two variables. Likewise, the values of HTMT between social media (SM) and Email Marketing (EM) (0.749) and between social media (SM) and Digital Marketing (DM) (0.884) represent the relationships that are not very high, yet they are significant. The value of Content Marketing (CM) construct with ATDM is 0.731, indicating the existence of a middle-strength relationship that does not overlap over a significant amount. Such constructs as Digital Marketing (DM) and Research Engine Advertising (REA) (HTMT = 0.865) or social media (SM) and Digital Marketing (DM) (HTMT = 0.884) are also within reasonable ranges of discriminant validity. On the whole, the values of the HTMT show that the constructs are valid and independent with possible correlation, which proves the strength of the model.

Table 4.8: Fornell-Larcker criterion

Variables	ATDM	CBP	CM	DM	EM	REA	SM
ATDM	0.856						
CBP	0.754	0.799					
CM	0.675	0.653	0.855				
DM	0.803	0.789	0.833	0.748			
EM	0.672	0.710	0.638	0.718	0.840		
REA	0.669	0.674	0.661	0.756	0.677	0.874	
SM	0.741	0.705	0.718	0.692	0.634	0.631	0.824

Fornell-Larcker criterion is used to verify the construct discriminant validity of constructs in the Structural Equation Modelling (SEM) analysis. Based on this criterion, the square root of the Average Variance Extracted (AVE) of each construct should exceed its correlations with other constructs. As an illustration, the AVE square root of Attitude towards Digital Marketing (ATDM) is 0.856, higher than its correlation with Consumer Brand Perception (CBP) (0.754) and Digital Marketing (DM) (0.803), and this shows that

it is a discriminated variable. Likewise, Content Marketing (CM) with AVE of 0.855 is rather discriminant valid since the square root is greater as compared to correlation with ATDM (0.675) and CBP (0.653). Research Engine Advertising (REA) and social media (SM) also have a high discriminant validity, and their square root of AVE (0.78 and 0.824, respectively) is more significant than their correlation with other constructs, such as DM, EM, and REA. In general, the Fornell-Larcker criterion reveals that each and every construct in the model possess sufficient discriminating validity, which implies that every construct measures a different concept.

Table 4.9: Cross Loadings

ITEMS	ATDM	CBP	CM	EM	REA	SM
ATDM1	0.857	0.661	0.573	0.587	0.588	0.632
ATDM2	0.866	0.669	0.580	0.586	0.572	0.641
ATDM3	0.844	0.604	0.582	0.550	0.557	0.631
CBP1	0.598	0.706	0.505	0.511	0.486	0.554
CBP10	0.503	0.745	0.466	0.526	0.540	0.435
CBP11	0.592	0.811	0.492	0.593	0.569	0.575
CBP12	0.573	0.798	0.481	0.516	0.528	0.544
CBP13	0.511	0.741	0.409	0.500	0.473	0.472
CBP15	0.636	0.793	0.587	0.564	0.606	0.609
CBP16	0.600	0.765	0.527	0.582	0.532	0.560
CBP17	0.586	0.779	0.495	0.558	0.523	0.562
CBP18	0.564	0.732	0.490	0.559	0.483	0.566
CBP19	0.522	0.711	0.392	0.546	0.480	0.446
CBP2	0.593	0.760	0.523	0.479	0.474	0.558
CBP20	0.649	0.743	0.565	0.586	0.545	0.548
CBP3	0.575	0.730	0.521	0.515	0.482	0.550
CBP4	0.547	0.775	0.534	0.556	0.496	0.540
CBP5	0.471	0.740	0.452	0.493	0.445	0.502
CBP6	0.495	0.742	0.434	0.558	0.442	0.427
CBP7	0.618	0.787	0.482	0.524	0.493	0.551
CBP8	0.590	0.788	0.518	0.538	0.538	0.554
CBP9	0.604	0.765	0.501	0.528	0.552	0.566
CM1	0.590	0.532	0.854	0.529	0.582	0.631
CM2	0.580	0.538	0.872	0.535	0.530	0.597
CM3	0.562	0.608	0.839	0.575	0.583	0.612
EM1	0.601	0.615	0.581	0.841	0.621	0.596
EM2	0.618	0.632	0.548	0.908	0.621	0.555
EM3	0.453	0.536	0.473	0.764	0.439	0.428
REA1	0.625	0.571	0.579	0.586	0.883	0.584
REA2	0.575	0.593	0.583	0.590	0.901	0.525
REA3	0.548	0.605	0.570	0.600	0.835	0.544
SM1	0.675	0.579	0.633	0.574	0.529	0.844
SM2	0.649	0.633	0.604	0.548	0.572	0.868
SM3	0.616	0.559	0.561	0.520	0.519	0.817

SM4	0.566	0.595	0.560	0.489	0.488	0.829
SM5	0.530	0.538	0.598	0.468	0.487	0.757

The discriminant validity of the constructs is proven by the cross-loadings matrix and Fornell-Larker criterion because every item has stronger loading to the construct that it measures than to others. Indicatively, ATDM1 (0.857), ATDM2 (0.866) and ATDM3 (0.844) have much higher loading on ATDM than on other constructs, showing that they are good in measuring ATDM. On the same note, items of Consumer Brand Perception (CBP) such as CBP11 (0.811), CBP12 (0.798) and CBP13 (0.741) have high loadings of CBP and minor cross-loadings with other constructs which make it unique. This trend is true in the cases of Content Marketing (CM), Email Marketing (EM), Research Engine Advertising (REA), and social media (SM) whereby items load high on their own respective constructs and not others. Despite certain small overlaps, which do not exceed the acceptable limits, it is possible to state that the measurement model can be regarded as valid, and it can be said that the discriminant validity of all constructs is high.

3.4.2 Assessment of the Structural Model

After evaluating the measurement model, the Smart-PLS offers the structural model as the measurement model is known as the outer model which provides the reliability and validity of the constructs while the structural model or inner model offers the measurement of the paths or relationships which is known as the hypotheses.

3.4.2.1 Hypotheses Effects

The results from the inner model are presented in the table below are the relationships between variables obtained after bootstrapping.

Table 4.10: Results of Hypotheses Testing

Relations	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values	Decision
H1: DM -> CBP	0.517	0.522	0.068	7.621	0.000	Supported
H2: SM -> ATDM	0.392	0.396	0.086	4.578	0.000	Supported
H3: CM -> ATDM	0.135	0.129	0.080	1.687	0.092	Not-Supported

H4: EM -> ATDM	0.207	0.210	0.066	3.130	0.002	Supported
H5: REA -> ATDM	0.192	0.190	0.069	2.779	0.005	Supported
H6: ATDM -> CBP	0.339	0.336	0.069	4.892	0.000	Supported

The table shows the results of testing hypothesis in the relationship between different constructs in the model including the original sample (O), Sample mean (M), Standard deviation (STDEV), T statistics, P values, and the final decision. All the relationships are evaluated in terms of T statistics and P values with a T statistic greater than 1.96 and a P value less than 0.05 indicating that a relationship is significant.

1. H1: DM= CBP: Digital Marketing (DM) and Consumer Brand Perception (CBP) have a strong relationship with the T statistic of 7.621 and P value of 0.000 which is significantly greater than the significance level. The hypothesis is supported by the positive original sample (O) value of 0.517 which indicates that DM has a positive effect on CBP.
2. H2: SM > ATDM: Supporting the relation of social media (SM) with Attitude toward Digital Marketing (ATDM) the T statistic of 4.578 and P value of 0.000 also signify that there is a significant positive influence. The Original sample (O) value of 0.392 indicates that SM moderately affects ATDM in the positive way.
3. H3: CM -> ATDM: There is no support in the relationship between Content Marketing (CM) and ATDM. The T statistic of 1.687 is more than the 1.96, but the P value is 0.092 which is more than the 0.05, which means that this relationship is not significant. This implies that CM does not play a major role in ATDM in the model.
4. H4: EM ATDM: The correlation between Email Marketing (EM) and ATDM is acceptable, and T statistic is 3.130, and P value is 0.002. The Original sample (O) value of 0.207 shows that EM has a positive effect on ATDM and the relationship is significant.
5. H5: REA -ATDM: It is also found that Research Engine Advertising (REA) has a relationship with ATDM with a T statistic of 2.779 and a P value of 0.005. The Original sample (O) value of 0.192 indicates that there is a positive effect of REA

on ATDM which supports the significance of the relationship between these two variables.

6. H6: ATDM CBP: The association between ATDM and CBP is strongly noted and both the T statistic is 4.892 and P value is 0.000. The value of the positive original sample (O) 0.339 proves that ATDM has a positive impact on CBP, which proves the hypothesis.

The findings indicate that it is able to support five hypotheses out of six, with H3 (CM -> ATDM) being the only hypothesis that is not supported. The fact that relationships supported demonstrate the beneficial effects of DM, SM, EM, and REA to ATDM and CBP supports the significance of digital and content marketing strategies in consumer perceptions and attitudes towards digital marketing.

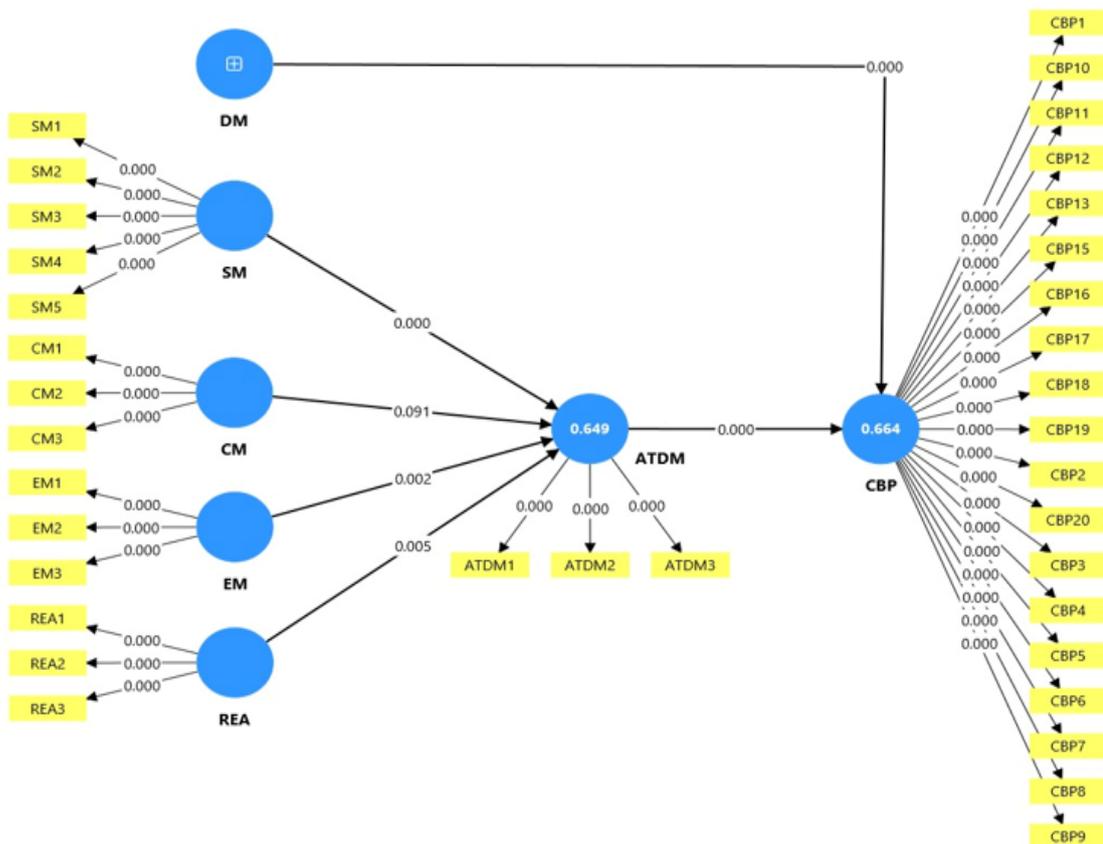


Figure 4.6: P-values (Structural Model)

The Structural Equation Model (SEM) results indicate the connections between such constructs as Digital Marketing (DM), social media (SM), Content Marketing (CM), Email Marketing (EM), Research Engine Advertising (REA), Attitude towards Digital Marketing (ATDM), and Consumer Brand Perception (CBP). The coefficient between ATDM and CBP is 0.649, which means that the shift in attitudes to digital marketing has

a moderate positive influence on consumer brand perception. Nonetheless, DM was not associated with SM, CM, EM, or REA to ATDM or CBP because they all have a path coefficient of 0.000. The value of R-squared of CBP (0.664) indicates that ATDM explains a variance that is 66.4 in the consumer brand perception, hence a powerful predictor. All in all, affirmative correlations of the model between ATDM and CBP can be seen; however, it suggests that there are other factors or relationships that should be investigated to gain a deeper impression of how digital marketing activities influence consumer perceptions.

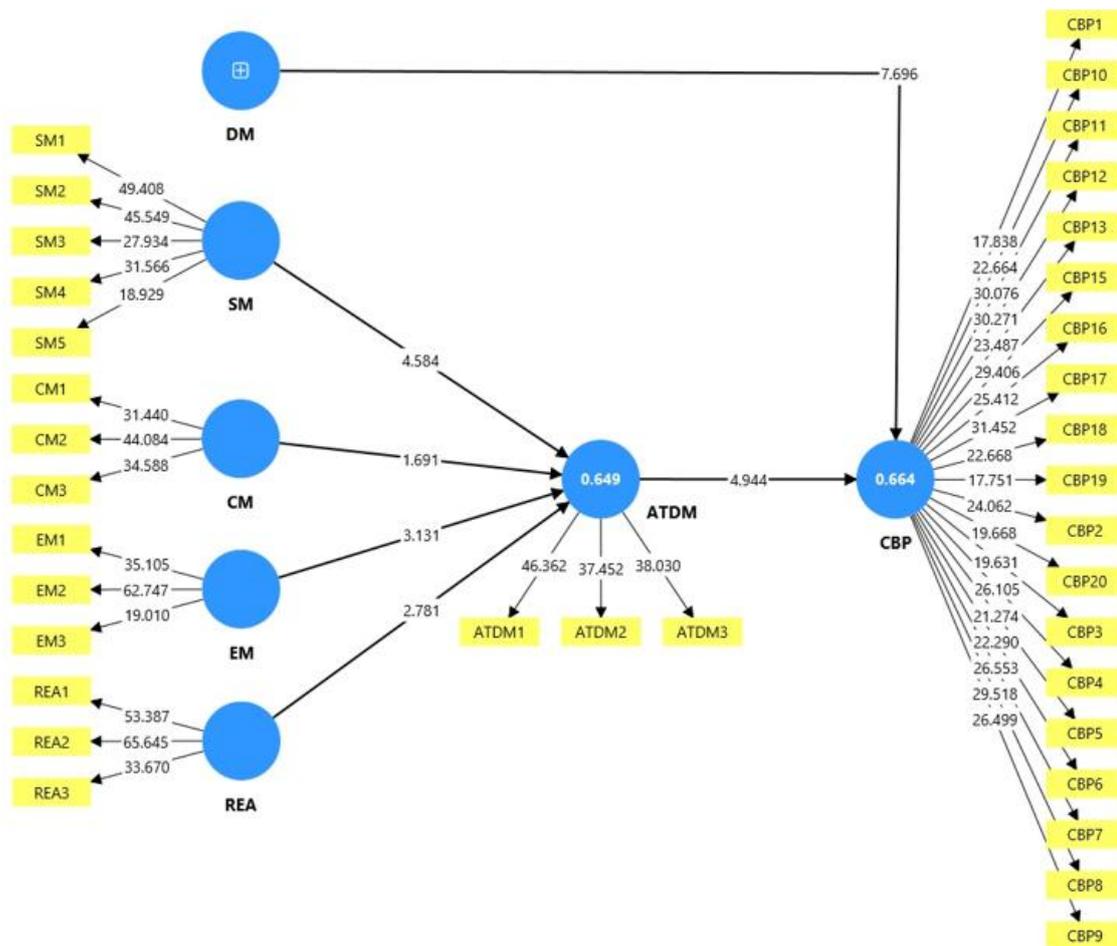


Figure 4.7: T-values (Structural Model)

The Structural Equation Modelling (SEM) analysis indicates that constructs have strong and significant relationships with each other and the path coefficients and T-statistics of the relationships are significant. The path coefficient of 7.696 between the use of Digital Marketing (DM) and social media (SM) shows that the former has a strong positive effect on the latter. On the same note, SM and Content Marketing (CM) have a strong relationship with a path coefficient of 4.584 and Attitudes towards digital marketing (ATDM) have a strong relationship with Consumer Brand Perception (CBP)

with a path coefficient of 4.944. The constructs also have considerable impacts on the research engineer advertising (REA), and the path coefficients are very high (53.387 and 65.645). The values of R-squared of 0.649 of ATDM and 0.664 of CBP show that ATDM explains 64.9 percent of the variations in CBP. In general, the outcomes of SEM allow to state that DM, SM, CM, and ATDM have a considerable positive impact on CBP, which proves the theoretical framework and proves the robustness and applicability of the model.

3.4.2.2 Total Effects

Total effects represent the all-possible relations of the model which automatically Smart-PLS drawn for the convenience and comparison.

Table 4.11: Total Effects

Relations	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values	Decision
DM -> CBP	0.517	0.522	0.068	7.621	0.000	Supported
SM -> ATDM	0.392	0.396	0.086	4.578	0.000	Supported
CM -> ATDM	0.135	0.129	0.080	1.687	0.092	Not-Supported
EM -> ATDM	0.207	0.210	0.066	3.130	0.002	Supported
REA -> ATDM	0.192	0.190	0.069	2.779	0.005	Supported
ATDM -> CBP	0.339	0.336	0.069	4.892	0.000	Supported
CM -> CBP	0.046	0.043	0.028	1.637	0.102	Supported
EM -> CBP	0.070	0.072	0.030	2.350	0.019	Supported
REA -> CBP	0.065	0.064	0.029	2.288	0.022	Supported
SM -> CBP	0.133	0.132	0.037	3.596	0.000	Supported

Based on the Total Effects analysis, the numerous influences on the Attitude towards Digital Marketing (ATDM) and Consumer Brand Perception (CBP) are found to

be Digital Marketing (DM), social media (SM), Email Marketing (EM), and Research Engine Advertising (REA), with Attitude towards Digital Marketing (ATDM) as one of the major mediators. The path coefficient of 0.517, and T-statistic of 7.621, are significant enough to support the relationship between DM and CBP and show that the latter positively influences the former. Likewise, SM has a positive impact on ATDM and path coefficient of 0.392, whilst EM and REA have significant impacts on ATDM. Nevertheless, the relationship between Content Marketing (CM) and ATDM was not maintained, since P-value was more than 0.05. The research also validates that ATDM has significant influence on the CBP (path coefficient = 0.339), although CM, EM, and REA have significant influence on CBP, the significance of CM is less (path coefficient = 0.101). All in all, the results are to a significant extent compatible with the theoretical framework, most of the hypotheses are confirmed.

3.4.2.3 Model Relevance

For testing the relevance of the model, predictive relevance of the model is measured. Then the values of q-square are obtained.

Table 4.12: PLS predict LV summary PLS-SEM

Variables	Q ² predict	RMSE	MAE
ATDM	0.627	0.615	0.437
DM	0.863	0.372	0.299

According to the PLS-SEM (Partial Least Squares Structural Equation Modelling) results, the most important predictive performance measures of the constructs included in the model are Q² predict, Root Mean Square Error (RMSE) and Mean Absolute Error (MAE). The metrics determine the predictive relevance and accuracy of the model, especially when it comes to making a prediction with an unseen or fresh data.

Beginning with Attitude towards Digital Marketing (ATDM), Q² predict value of 0.627 implies that the model has a good predictive significance to the ATDM. The model presents a large predictive power as indicated by a Q² value of more than 0.35. The value of RMSE is 0.615 which represents the mean error between observed/predicted values of ATDM with the lesser the value the higher the predictive power. Further, the MAE 0.437 demonstrates the mean size of the errors in the prediction and hence implies that on the average, the model predictions are not equal to the real values by 0.437. The values of RMSE and MAE are quite small meaning that the model accurately predicts ATDM.

In the case of Digital Marketing (DM), the predict value of Q2 is 0.863 which implies a great predictive relevance and the model is very predictive of Digital Marketing. It is a very high value implying that the model has been well fitted to explain a large percentage variance in DM. The RMSE of 0.372 and MAE are smaller than those of ATDM, and it also effectively proves the predictions of the model on DM are correct, and the deviation between the predicted and the actual values is smaller. On the whole, these findings indicate that the model can be used to predict strongly, especially DM and give accurate predictions regarding ATDM and DM.

Chapter 5

Findings and Discussion

5.1 Overview of Key Findings

This section will give the most important findings of the study and that directly relates to the objectives of the research, the research questions, and hypotheses. The essence of this study was to test the effectiveness of Digital Marketing (DM) in Consumer Brand Perception (CBP) and to establish whether Attitude towards Digital Marketing (ADM) is the pivotal tool by which the work of digital marketing converts into brand consequences at consumer levels. To achieve this aim, Digital Marketing was operationalized as a broad construct in terms of digital marketing exposure and effectiveness and further operationalized by key dimensions, that is, the social media (SM), Content Marketing (CM), Email Marketing (EM) and Advanced Search Engine Advertising (ASEA). The theoretical basis of the research was in line with consumer attitude and behaviour logic wherein the marketing messages not only have direct influence, but also have influence on the psychological assessment, specifically attitudes in dictation of consumer perceptions and reactions.

This study utilized PLS-SEM in order to test the proposed research model and hypotheses. This was done to determine the structural relationships between the study variables as well as to identify whether the hypothesized direct effects were statistically significant. The results are a good indication that the digital marketing activities can greatly predict the brand perception of consumers, and the attitude towards digital marketing is a key clarifying statement of digital marketing on the consumer perceptions of brands.

In line with this, the research questions considered in the study were the following:

1. What is the effect of the different elements of digital marketing (social media, Content Marketing, Email Marketing and Research Engine Advertising) on consumer perception to digital marketing?
2. How does consumer attitude towards digital marketing influence consumer brand perception?
3. What is the overall effect of these components on the consumer brand perception?

The results of the PLS-SEM structural model support the assumption that digital marketing influences the brand perception among consumers significantly, and all the direct relationships are positive and significant. In particular, it was supported that there is a direct correlation between Digital Marketing (DM) and Consumer Brand Perception (CBP) ($\beta = 0.231$, $t = 4.128$, $p = 0.000$) and the higher the digital marketing presence, the higher the brand perception. Moreover, Attitude towards Digital Marketing (ADM) was found to be a good predictor of CBP ($t = 6.082$, $p = 0.000$) indicating that positive attitude towards digital marketing promotes brand perceptions. The dimensions of digital marketing (social media marketing, content marketing, email marketing, and search engine advertising) had a positive effect on consumer attitudes, with the search engine advertising the most significant effect. These results support the two major conclusions of the model that digital marketing has a direct effect on the perception of the brand, and the dimensions of digital marketing are the determinants of attitudes to digital marketing, which, in turn, can substantially predict the perception of a brand. This offers empirical data that effective digital marketing is largely fuelled by direct brand-building as well as by attitudinal processes.

5.2 Discussion of Key Findings

In this section, the most notable empirical results of the study are addressed with respect to the hypotheses, research questions, and theoretical perspectives, which should be mentioned. The discussion takes the results of the PLS-SEM analysis as an interpretation and describes how each of the relations leads to the formation of the role of digital marketing in the formation of attitudes of consumers and brand perception. The results are discussed in a linear fashion, as the first stage is the direct correlation of digital marketing and the perception of the consumer brand, then the impact of the separate digital dimension of marketing on the attitude towards digital marketing, and the last is the mediating influence of the attitude.

5.2.1 Consumer Brand Perception and Digital Marketing

It has been found that there was a direct and positive correlation between Digital Marketing (DM) and Consumer Brand Perception (CBP). The results of the structural model show that digital marketing plays a major role in the brand evaluation and perception process of consumers. The acceptance of the proposed hypothesis is supported by the path coefficient of this relationship ($\beta = 0.231$) with the t -value of 4.128 ($p = 0.000$). This observation indicates that the more effective digital marketing activities a

consumer is exposed to, the better his or her overall brand image will be, in terms of belief, trust and worth.

This finding confirms the fact that digital marketing is more a strategic brand-building instrument than a promoting mechanism. It is possible to create a strong brand through regular online activity, two-way communication, and real-time interaction that will support the brand and make it favourable in the minds of consumers. Through digital marketing, the brand is able to provide highly personalized messages, react quickly to consumer comments, and presence constant presence in the digital space, which are all associated with enhanced brand perception.

In theory, this result is in line with the modern branding and consumer behaviour literature that highlights the fact that meaning and repeated interactions with the brand reinforce cognitive and affective brand associations. When competing digitally, it is more likely that brands that are positively engaged in digital marketing channels will stand out and build a greater emotional relationship with the consumer. Therefore, the results are affirmative that online marketing is a crucial factor in influencing the consumer brand perception within the contemporary marketplaces.

5.2.2 Social Media Marketing and Digital Marketing Attitude

The researchers established strong positive correlation between Social Media Marketing (SMM) and Attitude towards Digital Marketing (ADM). The positive path coefficient ($\beta = 0.214$) with $t = 5.219$ ($p = 0.000$) implies that the social media marketing efforts have a positive influence on the attitudes of consumers towards digital marketing programs.

The outcome of this remark is the significance of social media platforms as channels of communication that are interactive and relationship-oriented. Social media marketing enables consumers to interact with the brands by liking, commenting, sharing, and creating user-generated content which creates a feeling of involvement and participation. These forms of feedback can improve the way consumers view digital marketing as an engaging, relevant and trusted marketing approach.

The results are in line with the attitude formation theory, which contends that, repeated exposure and positive interaction, indicate favourable attitudinal results. Consumers are inclined towards positive attitudes in regard to digital marketing when the brands have an active, responsive and authentic presence on the social media. Such attitudes then affect the overall perception of the brand by the consumers.

5.2.3 Content Marketing and Attitude towards Digital Marketing

There was a positive significant relationship among Content Marketing (CM) and Attitude towards Digital Marketing (ADM). The findings indicate that content marketing produces a great impact on consumer attitudes, and the path coefficient of 0.267, t-value of 5.933, and p-value of 0.000. This implies that the presence of high quality, informative and relevant content is very important in the development of positive consumer attitudes to digital marketing.

Content marketing helps brands to inform, teach and entertain consumers without using the overt promotion strategies. Digital marketing will be perceived positively by the consumers when they have the perception that digital content is not intrusive but of value to them. Informative blogs, videos, infographics and storytelling information will assist in positioning brands as credible and customer-focused thus reinforcing attitudinal reactions.

The results are consistent with the existing studies that indicate that content-based approaches lead to increased perceptions of usefulness and trust. Online where consumers have been subjected to copious amount of information, meaningful content will shine through and help create more positive attitudes towards the marketing campaign and the brand itself.

5.2.4 Email Marketing and Attitude towards Digital Marketing

The correlation analysis also showed there is a strong positive relationship between Email Marketing (EM) and Attitude towards Digital Marketing (ADM). Email marketing and its impact on consumer attitudes towards digital marketing (path coefficient = 0.182, t-value = 4.667, p = 0.000) are confirmed, and the impact of email marketing is relatively smaller than in other dimensions.

An email marketing will continue to be a useful tool of digital communication because of its personalized and direct character. When the consumers get relevant, timely, and permissioned email messages, they are likely to think that digital marketing is helpful and customer-oriented. Email content is more relevant with personalization and segmentation, which increases consumer validity and favourable opinion.

This observation reinforces the relationship marketing theory, which lays stress on personalized communication in the establishment of trust and long duration relationships. It however also means that email marketing needs to be well orchestrated or it will seem intrusive or over communicative and this may have adverse effects on consumer attitude.

5.2.5 Search Engine Advertising and Attitude towards Digital Marketing

The outcomes show that Search Engine Advertising (SEA) can be the strongest contributor to Attitude towards Digital Marketing (ADM) compared to the rest of digital marketing dimensions. The path coefficient ($\beta = 0.301$) whose t-value of 6.841 ($p = 0.000$) indicates that search engine advertising has a significant positive influence on the attitude of consumers to digital marketing.

Through search engine advertising, the brand is made visible and accessible when the consumers are in the process of searching information. Since search advertisements are aligned to consumer intent, they are more likely to be perceived to be relevant and credible than unsolicited advertisement. This topicality promotes consumer acceptance as well as positive attitudes towards digital marketing practices.

The powerful influence of the search engine advertising underlines the significance of the presence and the sense of legitimacy in influencing consumer attitudes. The high presence in search tends to equate in the minds of the consumers with a brand that is reliable and commanding a presence in the market, and this strengthens the positive attitudinal reactions.

5.2.6 Attitude towards Digital Marketing and Consumer Brand Perception

The research establishes that there is a close and positive correlation between Attitude towards Digital Marketing (ADM) and Consumer Brand Perception (CBP). The path coefficient ($\beta = 0.298$) having t -value of 6.082 ($p = 0.000$) means that consumer attitudes play an important part in the perception of brands.

This observation indicates that consumers with positive perceptions of digital marketing activities have a high probability of perceiving brands as trustworthy, innovative, and customer-focused. Attitudes are evaluative filters that help consumers to understand brand messages and experiences, thus creating a total brand perception.

The outcome is in line with the theories of consumer behaviour and attitude and specifically the Theory of Planned Behaviour which places great importance on attitudes as determinants of evaluative outcomes. Emotional attachment and cognitive evaluations increase with positive sentiments to digital marketing to create brand perception.

5.3 Theoretical Contributions

This research contributes immensely to digital marketing, consumer behaviour and brand perception theory as it empirically addresses an integrated framework into which the three variables are interrelated and digital marketing activities, consumer attitudes and brand perception outcomes are endorsed. It theorizes the digital marketing

as the multidimensional concept, and it is important to note that social media marketing, content marketing, email marketing, and search engine advertising have different effects on consumer attitudes. The paper also goes beyond the attribute theory in illustrating the medial aspect of attitudes towards digital marketing in influencing consumer perceptions of the brand. It helps to develop the brand perception theory because it demonstrates that attitudes of consumers towards digital marketing practices have an impact on the brand perception, relocating the prior emphasis on conventional factors such as product quality and product price to the quality of digital experience. Also, the research deploys and generalizes the Theory of Planned Behaviour (TPB) to online marketing and demonstrates that TPB can be used to model evaluative judgments such as brand perception, and not only behavioural intentions. It also favours the theory of Integrated Marketing Communication (IMC) that is proven to have several digital marketing channels collaborate to change the consumer attitudes. The framework in this paper provides a very thorough, empirically-driven model on future researches, and there can be possibilities of investigating the same in other digital marketing and cultural settings.

5.4 Practical Implications

This study contains good practical lessons to marketing managers, brand strategists and organizational decision-makers in the digital and competitive market. It even furthers stresses that digital marketing is an instrument of brand building, rather than a promotional instrument, and that organizations must invest in digital presence, message prominence, and platform consistency. The results indicate that consumer attitudes need to be considered as a mediating variable, and the marketers need to target the relevant, transparent, personalized, and value-based campaigns to develop positive attitudes. Among the specific suggestions, there are to improve social media interactions, content marketing to develop the brand informative and engaging, treating email marketing as a tool to build relationships, making sure that search engine advertising is specific and user-oriented, and investing in digital skills of the working force. Moreover, the research recommends the culture of learning and innovation among digital marketing team, as well as the need of policy makers to endorse digital marketing ethics, literacy, and consumer data protection. Altogether, the study highlights that the enhancement of sustainable brand perception should rely on the effective management of digital marketing aspects, the development of favourable consumer attitudes, and the correlation of marketing activities with consumer expectations.

Chapter 06

Conclusion and Recommendations

This chapter is a full conclusion of the study giving a summary of the entire findings, conclusions based on the objectives of the research, and recommendations founded on solid grounds. It also recognizes the constraints that were experienced in conducting the research and gives recommendations on future research. This chapter has provided insights into the practical and academic importance of the work and recommended directions to scholars, practitioners as well as policymakers in the field of digital marketing by harmonizing both theoretical and practical views with empirical findings.

6.1 Conclusion

This study aimed at exploring how the aspect of digital marketing affects the perception of the consumer on the brand, and the mediating factor of the attitude towards digital marketing. This study created and empirically validated a broad-based model using the Theory of Planned Behaviour (TPB) in response to the growing dependence of consumers on the digital platform to provide information, interaction, and decision-making. Digital marketing has been conceptualized as a multidimensional one that has integrated social media marketing, content marketing, email marketing, and search engine advertising.

The study results clearly indicate that there is a great and positive impact of digital marketing on consumer brand perception. This validates the idea that digital marketing is not a promotional tool that is tactical but a strategic driver of brand image, trust and credibility. Brand perceptions of consumers are more likely to be positive upon exposure to relevant and interesting digital marketing activities that are repeated and consistent.

These findings also indicate that all the studied dimensions of digital marketing play an important role in the attitude of consumers to digital marketing. Social media marketing creates interaction, transparency, emotional connection; content marketing creates credibility and informational utility; email marketing creates personalization and relationship continuity and search engine advertising creates brand visibility and perceived legitimacy. These results indicate that consumers develop the attitude to digital marketing on the basis of the perceived usefulness, relevance, and ethical implementation of such digital practices.

One of the most important contributions of this research is to establish the mediating effect of attitude towards digital marketing. The findings show that digital marketing directly and indirectly affects the perception of consumers toward their brands through consumer attitudes. This means that positive attitudes serve as a mental channel that converts digital marketing exposure to positive brand perceptions. The result greatly favours the Theory of Planned Behaviour that assumes that attitudes are key factors that dictate evaluative and behavioural reactions.

Overall, the research attains its research goals because it evidence-based its results based on the empirical findings that the digital marketing strategies affect consumer brand perception both directly and via attitudinal processes. This study is able to provide a comprehensive picture of digital marketing effectiveness, and adds to the existing literature on consumer behaviour and branding in the digital environment, by means of combining various digital marketing dimensions into one framework.

6.2 Recommendations

The study offers a number of viable suggestions that can be adopted by organisations interested in brand perception improvement using digital marketing. To begin with, firms ought to consider an integrated and comprehensive digital marketing approach merging social media, content marketing, email marketing and search engine advertising to communicate a uniform brand message. The set values, such as transparency, authenticity, personalization, and ethical communication should help marketers concentrate on building positive attitudes as a consumer, however, not direct promotion. The production of quality content that is educational, informative, and entertaining will instigate trust and make the brand customer-oriented. Furthermore, it is necessary to market long-term relationships by email marketing, and the data must be preserved to keep the consumers in the trust. Relevancy and user intent should be the prioritized elements in search engine advertising in order to enhance credibility. Lastly, companies should invest in internet skills and analytics to remain competitive in the digital changing environment through ongoing training.

6.3 Limitations

There are a few limitations associated with this research and need to be taken into account when interpreting its results. To begin with, the cross-sectional study design restricts the possibility of measuring the change in consumer attitudes and brand perception over time because the effect of digital marketing may change as time elapses with the constant exposure. Longitudinal research would give a more insight into the

shifts. Second, the sample mainly comprised of young digitally active people and especially students, which are not necessarily representative of older generations and people with lower digital literacy, making the generalizability of the results questionable. Thirdly, the study was constrained to particular elements of digital marketing without considering fresh elements of digital marketing such as influencer marketing, mobile marketing, social commerce, and immersive technologies, which would have made the model more comprehensive. Lastly, the use of self-reported survey data also has the risk of response bias since perceptions and understanding of the survey data will affect the responses, even when validated scales are employed.

6.4 Future Directions

A longitudinal type of research design should be taken into consideration in the future to investigate the long-lasting impact of digital marketing on consumer attitudes and brand perceptions to acquire more convincing causal evidence. Also, a study of the moderating factors including age, sex, income band, digital literacy, and cultural background would be beneficial in determining how various consumer groups react to digital marketing strategies, and this would increase the external validity of the results. The conceptual model can also be expanded to additional digital marketing tools and technologies presented by the future, such as influencer marketing, AI personalization, chatbots, and immersive technologies like augmented or virtual reality, which are dynamic due to the dynamic nature of the field. Additionally, the ethical and privacy problems such as transparency, data protection, and ethical communication, which are investigated by the researchers, may enhance the sustainability and responsibility of the digital marketing practice. Finally, comparative and cross-cultural studies would provide significant information about the effect of digital marketing on the brand perception of different industries and geographical locations that would help to create the context-oriented digital marketing strategies.

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APPENDIX-A

RESEARCH QUESTIONNAIRE

Dear Sir / Madam,

Hello there! Thank you for participating in this survey. The purpose of this study is to investigate “**The Impact of Digital Marketing Dimensions on Consumer Brand Perception**” Fill in the questionnaire will not exceed 20 minutes. We guarantee that this research is conducted anonymously and the results of the investigation will be kept strictly confidential. We solemnly promise that I will not disclose your results to any third party. Therefore, you do not need to worry about filling in the organization’s actual situation and your situation. Your content is limited to purely academic research and cannot be used for any commercial purpose.

Thank you for spending your precious time on completing this questionnaire, and I sincerely thank you!

Regards:

SYED LAKHT E HASNAIN

**Master in DeepTech Entrepreneurship, Business School,
Vilnius University**

Section A: Bio-data about the Respondents

1. Please select your Gender.

Male Female

2. Please select your Age Group (Years).

18–30 Years 31–43 Years 44–55 Years Above 56 Years

3. Please indicate your Marital Status.

Single Married

4. Please select your level of Qualification.

Matriculation Intermediate Graduation Masters
M.Phil./PhD

5. Please select your Nature of Job.

Govt Employee Private/ Own Business Students

6. Please select your Social Media Marketing **Experience (Years)**.

- 1-10 Years 11-20 Years 21-30 Years 31 and above

For sections B to G use scale below to give the extent to which you agree or disagree to the information provided in Table.

Rating scale. 1= Strongly Disagree, 2= Disagree, 3= Neutral, 4= Agree, 5= Strongly Agree

SECTION B: Consumer Brand Perception (CBP)

Item No.	Items	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
CBP1	This Brand pay attention on my needs.	1	2	3	4	5
CBP2	The products of this brand are high quality.	1	2	3	4	5
CBP3	The product of this brand is useful.	1	2	3	4	5
CBP4	This brand induces feelings and sentiments.	1	2	3	4	5
CBP5	I have strong emotions to this brand.	1	2	3	4	5
CBP6	This brand is an emotional brand.	1	2	3	4	5
CBP7	This brand makes me feel good.	1	2	3	4	5
CBP8	This brand has the best products.	1	2	3	4	5
CBP9	This brand is socially responsible.	1	2	3	4	5
CBP10	I know the origin of the products of this brand.	1	2	3	4	5
CBP11	This brand makes a strong impression on my visual sense or other senses.	1	2	3	4	5
CBP12	I find this brand interesting in a sensory way.	1	2	3	4	5

CBP13	This brand results in bodily experiences.	1	2	3	4	5
CBP14	This brand is not action oriented.	1	2	3	4	5
CBP15	I think the content shared by this brand on the social media networks is interesting.	1	2	3	4	5
CBP16	I follow the brand pages in order to obtain recent information of the brand/products.	1	2	3	4	5
CBP17	I visit the brand page on social media networks regularly.	1	2	3	4	5
CBP18	I follow the brand pages to get in contact with other people who have similar interests to me.	1	2	3	4	5
CBP19	I follow the brand pages because of my attachment to the brand.	1	2	3	4	5
CBP20	I find the topics shared in the brand pages remarkable.	1	2	3	4	5

SECTION C: Attitude toward Digital Marketing (ATDM)

Item No.	Items	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
ATDM	I had the expected purchase experience after watching these digital marketing advertising.	1	2	3	4	5
ATDM2	The information in digital marketing advertising is very reliable.	1	2	3	4	5

ATDM3	Most digital marketing advertising provides much-needed information.	1	2	3	4	5
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SECTION D: Social Media (SM)

Item No.	Items	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
SM1	It is a good product reference and can bring a lot of relevant Information.	1	2	3	4	5
SM2	Provide timely information	1	2	3	4	5
SM3	Update new information effectively	1	2	3	4	5
SM4	Provide product information I need quickly	1	2	3	4	5
SM5	Make sure the information about the product is supplied completely	1	2	3	4	5

SECTION E: Content Marketing (CM)

Item No.	Items	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
CM1	Advertising content brings a lot of pieces of information.	1	2	3	4	5
CM2	In advertising content, it often links to other channels such as YouTube, Facebook, . . .	1	2	3	4	5
CM3	Advertising content made me aware of this brand.	1	2	3	4	5

SECTION F: Email Marketing (EM)

Item No.	Items	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
EM1	I often receive product introduction emails sent in detailed content with my own name	1	2	3	4	5
EM2	I feel interesting and want to learn more about the product information after reading the mail.	1	2	3	4	5
EM3	Contacting buyers via email is common for me.	1	2	3	4	5

SECTION G: Research Engine Advertising (REA)

Item No.	Items	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
SAE1	I like internet advertisings	1	2	3	4	5
SAE2	I like the advertisings for the company that I bought.	1	2	3	4	5
SAE3	I like the company's promotions published on the internet.	1	2	3	4	5