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A Study on the Impact of Digital Marketing Strategies on Consumer Buying Behaviour

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Abstract:

The rapid advancement of digital technologies has significantly transformed marketing practices and consumer buying behaviour. Digital marketing strategies have emerged as important mechanisms through which organizations communicate with consumers, enhance brand awareness, provide product information and influence purchasing decisions. The present study aims to examine the relationship between digital marketing strategies and consumer buying behaviour and to assess the predictive contribution of social media marketing, search engine marketing, content marketing, email marketing and influencer marketing. The study focuses on consumers in Bengaluru, Karnataka, and proposes a quantitative research approach incorporating descriptive and explanatory research designs. A structured questionnaire using a five-point Likert scale is proposed for collecting primary data from 250 respondents selected through a non-probability convenience sampling technique. Descriptive statistics, Pearson correlation and multiple linear regression are identified as the principal statistical techniques, while one-way analysis of variance is included for supplementary demographic analysis. The study seeks to evaluate the relationships between digital marketing strategies and consumer buying behaviour and identify the strategies exhibiting the strongest statistical associations with purchasing decisions. The proposed research is expected to contribute to the understanding of digital marketing effectiveness and provide useful insights for organizations seeking to develop consumer-oriented digital marketing strategies.

Keywords: Digital Marketing, Consumer Buying Behaviour, Social Media Marketing, Search Engine Marketing, Content Marketing, Email Marketing, Influencer Marketing.

1. Introduction

In today's modern world, digital marketing has emerged as a crucial function in the business operations in order to make a significant impact on the businesses' communication with consumers, promotion of their products and development of customer relationship. The popularity of Internet connected devices, social networking, digital payment systems and digital commerce applications has resulted in a very interactive marketplace where consumers are able to find information about products, compare alternatives, and make purchasing decisions via a variety of Internet-based platforms. Unlike traditional approaches, digital marketing allows businesses to communicate personalised messages, tailor their ads to specific target audiences, engage their audiences with interactive content and take the guesswork out of promotion by measuring their effectiveness.

Additionally, the evolving digital landscape has altered consumers' purchasing patterns. Today, consumers often consult a variety of information sources such as product descriptions, customer reviews, search engine results, and social media ads and recommendations when researching products and services. Digital marketing platforms shape

the various stages of the consumer decision-making process, such as the recognition of the need, the search for information, the evaluation of the possibilities, the decision to purchase and the assessment after the purchase. Therefore, organizations in competitive consumer markets have come to reality that they need to know what works and what doesn't when it comes to digital marketing strategies.

In the era of digital and social media marketing, Dwivedi et al. (2021) pointed out that digital and social media marketing has become vital for developing the modern marketing practices and consumer interactions. Their study highlighted the potential for digital marketing to enhance customer engagement and communication and the new issues that arise in digital marketing with respect to privacy, trust and digital relationship management. In a similar manner, Li et al. (2021) discussed the strategic aspects of SM marketing and highlighted the need to incorporate digital channels into marketing mix.

As part of the various techniques used in promoting digital marketing, social media marketing is becoming increasingly essential due to the ability it provides to connect brands and consumers directly. Instagram, Facebook, and YouTube are some of the platforms that allow businesses to send out promotional messages, post product information, and invite consumers to get involved. Social media marketing can also give consumers the chance to voice their opinions, share their experiences and, in some way, shape or form, sway consumer buying decisions. These interactions can help build brand awareness, engagement and purchase intent.

Another digital marketing strategy is search engine marketing. Search engines are often used by consumers to find products, to try to match prices, and to consider different options before buying into. Businesses can make their products visible and get to audience members who engage in information-searching behaviour, by means of paid search ads and search-based promotional activities. Promotional messages could thus impact consumer sense of relevance and visibility, which may then affect their buying decision making.

Content marketing emphasizes on providing and sharing valuable, informative and relevant content that captures and retains the attention of customers. Product demonstrations, informative videos, blogs, online reviews and other product information can help consumers grasp product characteristics and the options available to them. Content marketing is different from promotional strategies, which emphasize primarily the direct advertising. If it's content that is effective, it can enhance brand credibility and give people a better understanding of what to buy.

Organizations provide customers with personalized recommendations, messages about their customer relationships, and promotional offers via email marketing and it remains a direct digital communication channel. Relevance, personalization and the frequency of message delivery, plus consumers' perception of privacy, might affect how effective it is. If your promotional communication is tailored to meet your consumers' favourites, then email marketing can take part of your ongoing relationship and repeat sales activities.

Another major player in this digital marketing landscape is influencer marketing. Social media influencers share product information through review, recommendations, demos and sponsored promoted posts. Such recommendations can be perceived differently by consumers, as influencers may build long-term engagement with their followers, which can differ from traditional advertising. In the same domain, Sokolova and Kefi (2020) discussed how the concept of influencer credibility and parasocial interaction influenced purchase intentions, underscoring the necessity to consider consumers' perceived relationships with the online influencers.

More recent research also shows that effectiveness of digital marketing isn't simply a function of promotional exposure. The responses to marketing communication may be affected by the level of consumer engagement, perceived authenticity, information quality, credibility and trust. Hudders, et al., (2021) spoke about the commercialization of social media influencers and the implications that influencer marketing has on consumer responses and advertising. All these developments imply that consumer buying behaviour may vary from one digital marketing strategy to another.

Bengaluru is an appropriate context in the Indian scenario for this study as the region has a wide range of consumers and a business environment geared towards technology. When consumers are looking for products, comparing options and buying online or offline, they may see several different digital marketing strategies. The analysis of those strategies, in a common framework, can help identify their respective relationships with consumers' buying actions.

While various studies have focused on social media marketing, search engine marketing, content marketing, email marketing and influencer marketing individually, a comparative study of all five marketing strategies in the same consumer buying behaviour model can be valuable. Thus, the present study aims to explore the relationship of these five digital marketing strategies with consumer buying behaviour of consumers in Bengaluru. Through correlation and multiple regression analysis, this study will seek to reveal the statistical contribution of each strategy and provide an integrated understanding of the effectiveness of digital marketing.

2. Review of Literature

The study by Sokolova and Kefi (2020) aimed to examine the relationship between social media influencer credibility, parasocial interaction and consumer purchase intention. Beauty and fashion bloggers on the social media platforms Instagram and YouTube were the target group of the study and partial least squares structural equation modeling was used. The results showed a significant positive relationship between the attributes of the influencers (credibility and parasocial interaction) and the intention of purchase. The study introduced the significance of perceived credibility and consumer–influencer relationship in the influencer marketing effectiveness.

A detailed conceptual framework of social media marketing strategies was created by Li, Larimo, and Leonidou (2021). The researchers found four categories for strategies: social commerce, social content, social monitoring, and social customer relationship management. The framework was validated and supported with the review of extant research. During their study, they emphasized that social media use in an organization should be aligned with the overall marketing goals and strategies.

Hudders, De Jans and De Veirman (2021) undertook a literature review on the strategic role of social media influencers in business marketing. They have done comprehensive research to pinpoint key trends in influencer marketing and collated all related literature from academia. The study highlighted the increased commercialisation of influencer activity and the need to better understand the influence of consumer responses in relation to influencer characteristics, content created for a sponsor and promotional strategies. The results serve as theoretical basis for studying the phenomenon of influencer marketing as part of the digital marketing strategy.

The authors Dwivedi et al. (2021) discussed the latest trends in digital and social media marketing and suggested further research areas. The research collated and synthesized academic views of digital communication, consumer engagement, customer relationship and technological developments. Authors identified some of the opportunities and challenges for Digital Marketing such as consumer trust, engagement on online platforms, privacy, and changes in digital platforms. Their research can help in the understanding of digital marketing initiatives in an integrated consumer behaviour framework.

Campbell and Farrell (2020) have conceptual defined the influencer marketing model and its managerial actions of choosing and managing the social media influencers. The authors classified influencers into various types and mentioned the influential factors for influencer reach, authenticity, expertise and relationships with the followers. The research pointed to the need for aligning the personalities of the influencers with the campaign goals and audience. The outcomes are applicable to the comprehension of the involvement and buying responses of consumers influenced by usefulness of influencer marketing strategies.

Schouten, Janssen and Verspaget (2020) studied the effectiveness of celebrity endorsement as compared with an influencer’s endorsement for advertising. The researchers examined how product–endorser fit, identification and credibility influence the effectiveness of ads. Their results showed that relationship between the consumers and the

endorsers, and the perceived credibility is significant in predicting consumers' responses to promotional communication. The research offers valuable findings on the psychological mechanisms that can drive consumer attitudes and purchase decisions when it comes to influencer marketing.

A systematic literature review by Vrontis, Makrides, Christofi and Thrassou (2021) aimed to grasp the impact on consumers' attitudes and behaviors of social media influencer marketing. The researchers examined 68 articles from 29 academic journals, and created an integrative framework that included antecedents, mediators, moderators and consumer outcomes. They found that the characteristics of influencers, as well as the credibility of influencers and contextual factors played a key role in the understanding of the responses of the consumers. The study has ample theoretical bases to discuss about influencer marketing and its association with consumer buying behaviour.

In United Arab Emirates, Hanaysha (2022) looked into how the features of social media marketing affect the purchase decision of the fast food industry. In obtaining data, the study used convenience sampling method with 258 consumers. AMOS was used to analyze data in the study using structural equation modelling. The results showed that informativeness, perceived relevance and perceived interactivity had significant direct effect on purchase decision, while entertainment does not have significant direct effect. The relationship between interactivity and purchase decisions, as well as the relationship between informativeness and purchase decisions were mediated by brand trust. The study emphasizes the need to develop marketing communication, which is relevant and informative in order to have an impact on the purchasing behavior of consumers.

Ao et al. (2023) performed a meta-analysis that examined the correlation between the social media influencers characteristics, customer engagement and purchase intention. The study combined the 176 effect sizes derived from the 62 studies to produce a single overall effect size, with a total of 22,554 subjects, across all the studies. According to the results, the two most significant factors that were related to the purchase intention were buyer's trust in the influencer and entertainment value, while customer engagement was strongly associated with buyer's trust in the influencer. The study has confirmed through empirical evidence the relevance of incorporating influencer marketing in research on consumer buying behaviours.

Pan, Blut, Ghiassaleh and Lee (2025) undertook a detailed meta-analysis of the effectiveness of influencer marketing, which combined affect sizes from 1,531 research papers from 251 research papers. They found that the importance of factors associated with consumer attitudes, engagement, purchase intention and purchasing behaviour were influencer characteristics, follower characteristics, and content characteristics. This focused on the informational and entertainment value, which had significant relevance for purchase intent, and on source credibility and persuasion knowledge, which provided explanations for the relative marketing effectiveness. The study is able to illustrate that there is a lot more to the outcomes of influencer marketing than just exposure to the promotion.

The analysed research clearly shows the impact of the digital marketing strategies on customers engagement, brand perceptions, trust, and purchasing intentions. The research studies on social media marketing highlight informativeness, interactivity and relevance as important factors affecting consumer responses in accordance with the research studies in the field of influencer marketing, it is identified that credibility, authenticity, consumer identification and informational value are important factors.

A lot of the reviewed literature, however, focuses on social media or on influencer marketing per se. In this collection, there is not much space devoted to looking at social media marketing concurrently with search engine marketing, content marketing, email marketing and influencer marketing. Hence, the present study suggests an integrated framework for exploring the relationships among these five digital marketing strategies and consumers buying behaviour in the context of consumer users situated in Bengaluru which is investigated through Pearson correlation and multiple regression analysis.

3. Objectives of the Study

1. To examine the relationship between digital marketing strategies and consumer buying behaviour.

2. To assess the influence of social media marketing, search engine marketing, content marketing, email marketing and influencer marketing on consumer buying behaviour.

3.1 Research Hypotheses

H01: There is no significant relationship between digital marketing strategies and consumer buying behaviour.
H11: There is a significant relationship between digital marketing strategies and consumer buying behaviour.
H02: Digital marketing strategies do not significantly predict consumer buying behaviour.
H2: Digital marketing strategies significantly predict consumer buying behaviour.

H1a: social media marketing positively predicts consumer buying behaviour.
H1b: Search engine marketing positively predicts consumer buying behaviour.
H1c: Content marketing positively predicts consumer buying behaviour.
H1d: Email marketing positively predicts consumer buying behaviour.
H1e: Influencer marketing positively predicts consumer buying behaviour.

4. Research Methodology

The present study adopts a quantitative research approach employing a descriptive and explanatory cross-sectional research design to examine the relationship between digital marketing strategies and consumer buying behaviour in Bengaluru, Karnataka. The target population comprises consumers aged 18 years and above who have been exposed to digital marketing activities through online platforms. A sample of 250 respondents is proposed using a non-probability convenience sampling technique based on respondents' accessibility, willingness to participate and familiarity with digital marketing platforms. Primary data will be collected using a structured questionnaire consisting of demographic characteristics and statements measuring five independent variables, namely social media marketing, search engine marketing, content marketing, email marketing and influencer marketing, with consumer buying behaviour considered the dependent variable. Responses will be measured using a five-point Likert scale ranging from Strongly Disagree (1) to Strongly Agree (5). Secondary data will be obtained from peer-reviewed journal articles and academic publications. The collected data will be analyzed using IBM SPSS Statistics. Descriptive statistics, including frequency, percentage, mean and standard deviation, will be employed to summarize respondent characteristics and study variables. Pearson correlation analysis will examine the strength and direction of relationships between digital marketing strategies and consumer buying behaviour, while multiple linear regression analysis will assess the individual and collective predictive contributions of the five digital marketing strategies. Additionally, one-way analysis of variance (ANOVA) will be used to examine differences in consumer buying behaviour across age groups. Statistical assumptions, including linearity, normality of residuals, homoscedasticity and multicollinearity, will be evaluated before interpreting the regression results. All hypotheses will be tested at a 5% significance level ($p < 0.05$). The regression model is specified as $CBB = \beta_0 + \beta_1(SMM) + \beta_2(SEM) + \beta_3(CM) + \beta_4(EM) + \beta_5(IM) + \varepsilon$, where CBB represents consumer buying behaviour and the five predictors represent the respective digital marketing strategies.

5. Data Analysis and Results

The present section provides a detailed statistical analysis of the relationships between digital marketing strategies and consumer buying behaviour. The analysis includes descriptive statistics, one-way analysis of variance (ANOVA), Pearson correlation and multiple linear regression. The five independent variables considered in the study are social media marketing, search engine marketing, content marketing, email marketing and influencer marketing, while consumer buying behaviour is the dependent variable. The analysis is based on the previously generated simulated dataset comprising 250 respondents.

Demographic Profile of Respondents

Table 1. Demographic Profile of Respondents (N = 250)

Demographic Variable	Category	Frequency	Percentage (%)
Gender	Male	118	47.2
	Female	128	51.2
	Other / Prefer not to say	4	1.6
	Total	**250**	**100.0**
Age Group	18–25 years	65	26.0
	26–35 years	95	38.0
	36–45 years	54	21.6
	Above 45 years	36	14.4
	Total	**250**	**100.0**

Table 1 shows that female respondents account for 51.2% of the simulated sample, male respondents 47.2%, and other/prefer not to say 1.6%. Respondents aged 26–35 years constitute the largest group (38.0%), followed by 18–25 years (26.0%), 36–45 years (21.6%) and above 45 years (14.4%). Overall, 64.0% are aged 18–35 years. These descriptive figures are illustrative and must be replaced with actual survey results before publication.

2 Descriptive Statistics

Variable	**N**	**Mean**	**SD**
Social Media Marketing	250	3.234	0.552
Search Engine Marketing	250	3.252	0.578
Content Marketing	250	3.310	0.558
Email Marketing	250	3.191	0.578
Influencer Marketing	250	3.306	0.568
Consumer Buying Behaviour	250	4.077	0.517

Table 2 presents the descriptive statistics of the five digital marketing strategies and consumer buying behaviour. Content marketing recorded the highest mean (M = 3.310, SD = 0.558), followed closely by influencer marketing (M = 3.306, SD = 0.568), indicating comparatively favourable scores on these constructs in the synthetic dataset. Search engine marketing (M = 3.252, SD = 0.578) and social media marketing (M = 3.234, SD = 0.552) recorded slightly lower mean scores. Email marketing had the lowest mean (M = 3.191, SD = 0.578). Consumer buying behaviour recorded a relatively high mean (M = 4.077, SD = 0.517). Standard deviations indicate moderate dispersion around

the respective means. These descriptive comparisons reflect levels of reported agreement; they do not establish the influence or predictive importance of any marketing strategy.

5.1 One-Way ANOVA: Differences Across Age Groups

Null hypothesis: Consumer buying behaviour does not differ significantly across age groups. Alternative hypothesis: Consumer buying behaviour differs significantly across age groups.

Table 3. Descriptive

Age group	N	Mean	SD
18–25 years	65	4.281	0.414
26–35 years	95	4.008	0.509
36–45 years	54	4.063	0.529
Above 45 years	36	3.912	0.589
Total	250	4.077	0.517

Table 4 ANOVA

Source	SS	df	MS	F	p
Between groups	4.134	3	1.378	5.440	.001
Within groups	62.311	246	0.253		
Total	66.444	249			

Tables 3 and 4 show the simulated age-group means and one-way ANOVA results. The 18–25 years group had the highest mean consumer buying behaviour score (M = 4.281, SD = 0.414), followed by the 36–45 years group (M = 4.063, SD = 0.529), the 26–35 years group (M = 4.008, SD = 0.509), and the above-45 group (M = 3.912, SD = 0.589). The ANOVA was statistically significant, $F(3, 246) = 5.440$, $p = .001$, indicating that at least two age-group population means differ in the illustrative data. Accordingly, the null hypothesis is rejected. This omnibus test does not establish which pairs differ; post-hoc comparisons, such as Tukey HSD when assumptions are satisfied, are required. Assumptions concerning independence, variance homogeneity and residual distributions should also be evaluated on actual observations.

5.2 Pearson Correlation Analysis

H01: There is no significant relationship between digital marketing strategies and consumer buying behaviour. H11: There is a significant relationship.

Variable	SMM	SEM	CM	EM	IM	CBB
SMM	1.000					
SEM	.187	1.000				

CM	.143	.102	1.000			
EM	.119	.186	.171	1.000		
IM	.120	.144	.042	.144	1.000	
CBB	.393	.377	.422	.309	.306	1.000

Note: SMM = Social Media Marketing; SEM = Search Engine Marketing; CM = Content Marketing; EM = Email Marketing; IM = Influencer Marketing; CBB = Consumer Buying Behaviour. Each of the five correlations with CBB has $p < .001$.

Table 5 demonstrates positive and statistically significant bivariate relationships between each digital marketing strategy and consumer buying behaviour in the simulated dataset. Content marketing had the highest correlation ($r = .422$, $p < .001$), followed by social media marketing ($r = .393$, $p < .001$), search engine marketing ($r = .377$, $p < .001$), email marketing ($r = .309$, $p < .001$) and influencer marketing ($r = .306$, $p < .001$). These coefficients indicate small-to-moderate or moderate positive linear associations depending on the convention applied. The intercorrelations among the five predictors are comparatively low, although formal variance inflation factor testing is still necessary for regression diagnostics. The illustrative evidence supports H11 and rejects H01, but a correlation does not demonstrate causation or marketing effectiveness.

5.3 Multiple Linear Regression Analysis

H02: Digital marketing strategies do not significantly predict consumer buying behaviour. H12: Digital marketing strategies significantly predict consumer buying behaviour.

6 Model Summary

R	R^2	Adjusted R^2	Standard error
0.662	0.438	0.427	0.391

Table 6 reports a multiple correlation coefficient of $R = .662$, indicating the correspondence between observed buying behaviour and model predictions. $R^2 = .438$ indicates that the five predictors collectively account for approximately 43.8% of variation in consumer buying behaviour in the synthetic dataset. Adjusted $R^2 = .427$ provides a correction for the number of predictors. The remaining 56.2% of the observed variation is unexplained by this model and may reflect omitted variables, measurement differences and random variation. The residual standard error of .391 indicates the typical size of prediction residuals in the outcome scale.

7 ANOVA for the Regression Model

Source	SS	df	MS	F	p
Regression	29.128	5	5.826	38.093	< .001
Residual	37.316	244	0.153		
Total	66.444	249			

Table 6 evaluates whether the regression model improves on an intercept-only model. The overall F test is statistically significant, $F(5, 244) = 38.093$, $p < .001$. Thus, the joint null hypothesis that all five regression slope coefficients are

zero is rejected in the synthetic dataset, supporting H12. The regression sum of squares (29.128) represents explained variation, whereas residual sum of squares (37.316) represents unexplained variation. Statistical significance demonstrates predictive association, not a causal effect of the strategies on buying behaviour.

5.4 Regression Coefficients

Predictor	B	SE	t	p
Constant	0.559	0.259	2.161	.032
Social Media Marketing	0.243	0.046	5.241	< .001
Search Engine Marketing	0.213	0.045	4.774	< .001
Content Marketing	0.302	0.045	6.639	< .001
Email Marketing	0.133	0.045	2.984	.003
Influencer Marketing	0.187	0.045	4.190	< .001

Table 8 shows that all five predictors have positive and statistically significant unstandardized coefficients when the other strategies are held constant. Content marketing has the largest B coefficient ($B = .302$, $t = 6.639$, $p < .001$), indicating an estimated .302-unit difference in consumer buying behaviour per one-unit increase in the content marketing score, conditional on the other predictors. Social media marketing ($B = .243$, $t = 5.241$, $p < .001$), search engine marketing ($B = .213$, $t = 4.774$, $p < .001$), influencer marketing ($B = .187$, $t = 4.190$, $p < .001$) and email marketing ($B = .133$, $t = 2.984$, $p = .003$) also exhibit positive conditional associations. All five directional hypotheses H1a–H1e are supported within this synthetic example. Because B coefficients are unstandardized, comparison of relative predictive strength should also use standardised coefficients, confidence intervals and diagnostic checks.

Estimated Regression Equation

CBB = 0.559 + 0.243(SMM) + 0.213(SEM) + 0.302(CM) + 0.133(EM) + 0.187(IM).

The equation gives the predicted consumer buying behaviour score for a specified combination of marketing strategy scores. Each slope represents the expected difference associated with a one-unit predictor increase, conditional on all other predictors. The intercept of .559 corresponds to all predictors equaling zero; because the proposed Likert scales range from 1 to 5, this value falls outside the measurement range and should not be substantively interpreted.

6. Discussion

The illustrative findings indicate that all five digital marketing strategies have a positive relationship with the buying behaviour of the consumers. Content marketing is recorded as having the highest correlation and the highest unstandardized regression coefficient, indicating the informational value of marketing communication needs to be investigated empirically. The importance of digital communication and engagement in today's marketing is highlighted by Dwivedi et al. (2021), while the integration of social media activities within the wider strategic marketing processes in marketing explained by Li et al. (2021). The positive association of the influencer-marketing is conceptually consistent with the work of Sokolova and Kefi (2020) that studies credibility and parasocial interaction and its connection to purchase intentions. The demonstration also reveals positive conditional associations with search engine and email marketing, indicating that there may be merit in further examining search visibility and personalised

messages. The supplementary age-group ANOVA further illustrates analysis of comparative research across the age groups. The parallels are conceptual in nature and do not imply inferences about real consumers in BG City.

7. Managerial Implications

The suggested framework can help marketing managers assess the relevance and performance of various digital channels when real-world data are available. Managers could evaluate not just if descriptive copy and educational videos and demos enhance consumer reactions – but they could also look at social engagement, search relevance, influencers inducing credibility and on-target personalized e-mail correspondence. If patterns repeat, then they could provide information about audience segments and campaign design for age-specific audiences. Rankings included here are for illustrative purposes and should not be used as a basis for making decisions regarding channel prioritization or budget allocation.The rank given to the channels reflected here should not be assumed to be a basis for prioritizing channels or setting their budgets – they are only illustrative.

8. Limitations and future studies

The convenience sampling plan could reduce the representativeness and generalizability of the respondents. A cross-sectional design does not allow for temporal or causal ordering and self-report items might be susceptible to common method variance, recall error and social desirability. Other factors that could be important, like brand trust, perceived value, product category, price sensitivity and customer involvement, are not considered in the model. Other study designs for future research would involve probability-based sampling, greater geographical scope, longitudinal data, mediation and moderation studies, and structural equation modelling. Most importantly, the current data do not represent questionnaire item responses; instead, they are the result of a construct-level synthetic scoring of the data, so that no legit Cronbach's alpha, factor analysis and construct validity could be reported from the data.

9. Conclusion

This paper builds and proposes analytical framework involving two objectives to evaluate the relationship between social media, search engine, content, email and influencer marketing with consumer buying behaviour in Bengaluru. Simulated data are used to demonstrate descriptive statistics, ANOVA, Pearson correlation and multiple regression. The illustrative model explains 43.8% and all five predictors have positive and statistically significant coefficients with content being the highest unstandardized coefficient. These patterns are not empirical and cannot be generalized into specific consumers. The hypotheses need to be tested using a properly administered questionnaire, validated measurement scales and analyses and conclusions of genuine responses to be publishable..

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