ABSTRACT

In today’s digital age, digital marketing has become an integral part of our daily lives. The internet, mobile applications, social media and other digital communication tools have become ubiquitous and are used by billions of people worldwide. This study aimed to investigate the factors that affect consumer purchase decisions in digital marketing. A set of self-administered questionnaires has been distributed to 166 respondents in Malaysia. The stimulus-organism-response (SOR) theory was employed in this study. The independent variables included in this study are email marketing, social media marketing, mobile marketing, online advertising, influencer marketing and trust plays as a moderating variable in the study. The findings of this study revealed that five out of eleven hypotheses were supported. Trust significantly showed a mediation effect on the relationship between mobile advertising and online advertising on purchase decisions. These findings contribute to Sustainable Development Goal 9 (Industry, Innovation, and Infrastructure) by providing inputs on digital marketing's effects, which can relate to the advancements in technology and innovation within the marketing sector. This research offers important insights for individuals, marketers and employers. Digital marketing is a powerful tool that can help businesses reach a larger audience, even with a limited budget. Utilising digital marketing tools like online advertising provides a valuable opportunity to strengthen online visibility, target the right audience, boost exposure and improve business outcomes.

KEYWORDS: Digital Marketing, Trust, Purchase decision, Mobile marketing, Online advertising

1. INTRODUCTION

There are numerous digital marketing methods available nowadays that can affect a buyer’s decision. Using digital marketing channels can help to improve client spending experiences at the purchase level. According to Desai (2019), “digital marketing” denotes the utilization of diverse digital methods and channels to engage with customers who predominantly spend their time online. This encompassing approach involves all marketing endeavours conducted through electronic devices or over the Internet. Rao and Ratnamadhuri (2018) characterised digital marketing as the commercial exchange of goods, services and information facilitated through computer networks or the Internet. Digital marketing is extensively employed to promote products or services and engage with online audiences (Yasmin et al., 2015).

People nowadays use digital marketing extensively, and it has become the norm. People use it to buy and sell things or services, to advertise, and to interact with one another. Of course, it has some advantages for customers and businesses, such as convenience, time savings, low cost, engagement with people worldwide with no borders, and so on. However, there are still some issues among digital marketers. Some businesses are currently struggling to get traffic to their websites or social media accounts. Anbumani et al. (2017) stated that marketers are currently faced with the difficulty of promoting their brand awareness to the appropriate market. This involves knowing which channels to use in order to draw relevant audiences to their website and convert them into consumers.

Issues with data security and privacy are also another concern. Data information and personal data are
crucial to protect in today's digital world. But as Suleiman et al. (2020) pointed out, it is evident that user data can now be readily shared with third parties without the user's permission. Customers may feel uneasy or concerned about how their information may be used if they provide personal information to internet firms (Wang, 2019). This is due to instances where businesses have misused customer personal information, using it for purposes other than those for which it was intended. Additionally, this will make customers lose faith in the business.

Trust is a challenge that organisations encounter in internet marketing. This becomes one of the hurdles for organisations on their digital marketing journey. According to Suleiman et al. (2020), online trust focuses on how customers perceive if a website will satisfy the criteria, whether the content on the network is genuine, and how much credibility the network delivers to online users. Despite the increasing rise of internet sales, many individuals still do not accept electronic payment methods and are concerned about whether their goods will be delivered (Suleiman et al., 2020). As a result, it is critical for businesses to explore this issue in order to avoid losing customers' trust.

Digital marketing has emerged as a popular strategy for engaging targeted audiences in the realm of online retail (Khan et al., 2020). With Malaysia's internet user population reaching 33.03 million and an internet penetration rate of 96.8% (Kemp, 2023), it becomes crucial to understand the impact of digital marketing on consumer purchasing behavior. Therefore, this study aims to investigate the effect of digital marketing on consumer purchasing decisions, considering trust as a mediating factor in the Malaysian context.

2. LITERATURE REVIEW

This section provides a detailed literature review discussing the factors that influence consumers' purchasing decisions through digital marketing channels.

2.1 Stimulus-Organism-Response (SOR) Theory

Mehrabian and Russell first proposed the stimulus-organism-response (SOR) framework in 1974. It is one of the most well-known environmental psychology models. The S-O-R theory describes how the environment influences a person's perception and behaviour (Aslam & Luna, 2021). It describes how an external environmental stimulus (stimulus) influences a consumer's internal state (organism), which determines whether they approach or avoid an object (reaction) (Chopdar & Balakrishnan, 2020).

Jayadi et al. (2022) stated that the stimulus (S) in the SOR framework is thought of as having an impact on the person's internal organs. Cognitive and affective processes are employed in organism (O) to implement intermediaries and processes that operate as a mediator between stimuli and reaction, or individual response. The technique based on customer behaviour produced the response (R). These three dimensions show that each setting produces unique emotional situations for an individual. According to Hetharie et al. (2019), environmental psychology's subject matter is typically contrasted with the idea of arousal ideas. Being in an uncomfortable setting causes one to avoid it. Therefore, proximity conduct is influenced by a comfortable, high-charge (arousal) environment.

Al-Azzam and Al-Mizeed (2021) proposed that email marketing, online advertising, social media marketing, and mobile marketing significantly impact purchase decisions. Similarly, previous studies such as Nagori (2020) and Radwan et al. (2021) have demonstrated the significant impact of influencer marketing on purchase decisions. The mediating effect of trust on purchase decisions has also been highlighted in past studies (Manzoor et al., 2020; Puspaningrum, 2020). Therefore, we proposed a theoretical model for this study that consists of five components in the stimulus (S) – email marketing, online advertising, social media marketing, mobile marketing, and influencer marketing; one component in the organism (O) – trust; and one component in the response (R) – purchase decision, based on the SOR (Stimulus-Organism-Response) framework.

2.2 Purchasing Decision

Hanaysha (2018) defined purchasing decisions as the consumer making a series of choices before reaching a decision and making a purchase as soon as he or she is willing to meet the desire. According to Santoso and Sispradana (2021), decision-making is a type of psychological construction; even if the decision is not apparent, it may be inferred from observable conduct that one has made one, resulting in the conclusion that a psychological "decision" event has occurred. Assume that the person has already committed to participating in that activity and correlate a meaningful commitment with an observable action. Schoemaker and Russo (2014) defined decision-making as the process by which an individual, group or organisation comes to judgements about future actions given a set of goals and available resource restrictions. The process is generally iterative, comprising problem formulation, intelligence collection, forming conclusions and learning from experience.

According to a survey by Nayak et al. (2021), 90% of respondents made purchases using digital channels, 50% prefer shopping products through digital channels, and 40% buy any type of product primarily through digital channels. Smartphones have the most significant influence on people, followed by social networking sites,
The buying habits of customers and the corporate environment are constantly changing in today’s fast-paced world. The world is changing daily as technology advances, notably in the information and communication industries (Wardhana et al., 2021). It is critical for businesses to understand and predict the behaviour of various sorts of consumers when purchasing products and services to meet their demands and employ the appropriate digital marketing approach to reach them.

2.3 Trust

According to Mayer et al. (1995), trust is the ability of one party to be influenced by the other’s activities and the expectation that the other party would conduct particular acts that are significant to the client independent of the ability of one party to monitor or control the other party. According to Rasidi and Tiarawati (2021), if the service provider can be trusted or given preference in performance, customer trust is viewed as the ideal agreement by the buyer. A person’s relationship with another person is evaluated in terms of whether they can be trusted to carry out specific transactions, as opposed to whether they can be trusted to carry out certain transactions in an unpredictable environment (Ba & Pavlou, 2002). Trust is critical in developing e-commerce, and any violation will be kept in long-term memory, reducing e-commerce adoption (Grabner-Kräuter, 2002). Trust is built on the trustworthiness of the seller and the possibility that a consumer will purchase the company’s goods or services (Widodo et al., 2017).

Mahliza (2020) revealed that trust mediated the study’s three factors, which were brand image, perceived risk, and security before customers made an online purchase. Except for perceived risk, both brand and security positively influenced consumer trust. Meanwhile, they revealed that trust has a favourable impact on purchase decisions. The greater the consumer’s faith in the seller, as shown in the seller’s expertise, integrity, and generosity, the greater the consumer’s purchase choice. Tahir and Khan (2020) also revealed that online reviews did influence customers’ purchasing intentions and trust levels. Source credibility was also important in evaluating the relationship between customer trust in online reviews and customer purchase intent.

Azis et al. (2021) discovered that trust is positively relevant towards purchase decisions among Shopee users in Makassar City, implying that Shopee’s consumer purchasing choice cannot be separated from trust. According to Mahliza’s (2020) research, trust has a favourable influence on purchase decisions. Customers are more inclined to buy from a vendor they trust because the merchant is friendly, skilled and honest. Fadhilah et al. (2021) also showed that trust influences online purchasing decisions, whereby when customers feel comfortable in making transactions on the e-marketplace, they will not be hesitant to try making their initial purchase or even repeat purchases.

H1: There is a significant positive relationship between trust and purchasing decisions.

2.4 Email Marketing

Azzam et al. (2021) mentioned that email is a crucial communication channel in marketing tools companies can use to communicate brand value to their target audience. Meanwhile, email marketing is a way to allow buyers and sellers to communicate freely and build a connection based on value and trust (Venugopal et al., 2012). Omar and Atteya (2020) mentioned that email marketing provides customised or targeted information to a specific person at appropriate times.

Based on the study by Azzam et al. (2021), email marketing positively influences purchasing decisions. Hamid et al. (2013) indicated that permission-based email gave a higher degree of effectiveness and opting for permission-based email will cause higher click-through rates for advertisers and more value for consumers. The study of Umair et al. (2021), which studied the influences of digital marketing on fast food business purchase intent, was shown to have a positive and significant impact on email marketing and purchase intention.

Email marketing has changed how customers shop online by utilising technology and the ease it offers (Widodo et al., 2017). According to Purwaningati et al. (2016), email is used for customer service-related services or to receive customer inquiries. Trust has become one of the factors in email marketing. Several studies show the relationship between trust and email marketing. According to Fariborzi and Zahedifard (2012), email marketing delivers many software viruses that make customers suspicious of even trusted sources and markets. Some customers may have trust issues with email marketing because they are concerned that the email contains viruses, spam or malware that could cause some damage to them, such as the laptop being infected, personal data being stolen, data loss, etc. Samantaray and Pradhan (2020) mentioned that email marketing has long been considered an untrustworthy and undesirable type of consumer marketing contact, which presently, its reputation has improved and it is regarded as one of the crucial marketing strategies for building brands, strengthening customer relationships, gain new connections and support sales business.

However, there were trust factors that influenced customer purchase decisions. Namira and Wandeboori’s (2016) study showed that critical factors in research,
such as trust, cause recipients to reply to emails. A study by Duwa (2017) revealed that email marketing had a positive influence on brand loyalty, which will affect customer purchase decisions in the end. Email advertising with an eye-catching display had a higher tendency to attract customers to purchase the product or service (Duwa, 2017).

H2: There is a significant positive relationship between email marketing and trust.

H3: Trust mediates the relationship between email marketing and purchase decisions.

2.5 Social Media Marketing

Social networking sites are used as marketing platforms for social media marketing (Kujur & Singh, 2017). According to Azzam et al. (2021), social media marketing is a new trend and a fast-growing way to reach businesses’ target audiences easily and efficiently. Social media marketing refers to a series of software-based digital technologies – typically in the form of applications and websites that give users access to a digital space where they can communicate and receive data via an online social network (Appel et al., 2020). Social media marketing involves running social media ads, interacting with followers, listening to followers, analysing results, and updating content on social media profiles (Zuhdi et al., 2019).

There was few research done previously on social media marketing and purchase decision. Based on the study done by Manzoor et al. (2020), they found that consumers’ purchase intentions are significantly influenced by social media and trust. This digital era has enhanced the importance of social media marketing. There are studies showing trust affects social media marketing. Haudi et al. (2022) findings indicated there is a significant effect between social media marketing and brand trust. Conducting marketing activities on social media such as Instagram can help generate trust among users of the particular social media. The study conducted by Puspaningrum (2020) revealed that social media marketing has an impact on improving customer trust and loyalty towards McDonald’s brand. They also found that increasing customer loyalty to the McDonald’s brand will also increase brand trust. Dutta and Bhat’s (2015) study results indicated that trust plays a crucial role in forming social capital in social media marketing. Customers expect a variety of information from trusted sources.

Social media is another kind of digital marketing channel that businesses may utilise to reach customers with advertisements (Appel et al., 2020). The result of Manzoor et al. (2020) showed that trust and social media influence consumers’ purchase intention significantly. Participants of this study were more likely to make purchases through social networking sites while experiencing high-quality systems or information.

H4: There is a significant positive relationship between social media marketing and trust.

H5: Trust mediates the relationship between social media marketing and purchase decisions.

2.6 Mobile Marketing

Mobile marketing is described as using wireless media to deliver tailored information to consumers that is time and location-sensitive to market goods, services and concepts that are advantageous to all parties involved (Scharl et al., 2005). Baruçu (2008) mentioned mobile marketing referring to marketing activities and campaigns carried out through mobile phones in mobile commerce. Ververidis and Polyzos (2002) defined mobile marketing as “All activities necessary to interact with consumers through the use of mobile devices to facilitate the sale of products or services and the distribution of information about such items and services”. Ćinđević et al. (2015) indicated that mobile marketing refers to two-way marketing contact between firms and consumers through mobile devices, a relatively new marketing sector. Mobile marketing is also stated as any type of marketing communication that uses mobile devices in the creative process to bring potential opportunities and benefits to customers, including location-based mobile services and mobile content delivery services (Andrews et al., 2012).

Nowadays, mobile marketing has become an important channel for new information and how consumers collect and exchange information, creating huge potential marketing opportunities for commercial organizations (Gana & Koce, 2016). Trust does affect mobile marketing, too. Some research has been conducted regarding mobile marketing and trust. The research of Janson et al. (2013) indicated that there is a relationship between trust and mobile marketing applications. Their study showed that in mobile marketing applications, performance is the most important factor of user trust. A study in Tanzania by Chille et al. (2021) indicated that there is a positive effect on trust and mobile marketing in Tanzania. Customers not only use mobile marketing platforms to make purchases, but at the same time, they also require protection for their security and privacy.

Mobile marketing is a channel that enables companies to have personalised interactions with their clients. Trust is related to the seller’s credibility and the potential buyer’s willingness to buy the company’s products or services (Widodo & Anggi, 2017). The purchasing decision is stated as what to purchase, when to purchase, where to purchase, whether to purchase or not, and how to pay for it (Kotler & Keller, 2016). The study conducted by Bouhlet et al. (2011) indicated that the more a consumer believed a brand to be sincere and capable, the more trust he placed in it, which in turn
created his attachment and commitment.

H6: There is a significant positive relationship between mobile marketing and trust.
H7: Trust mediates the relationship between mobile marketing and purchase decisions.

2.7 Online Advertising
Online advertising is information that persuades customers to make a purchase decision and is presented to viewers (Azzam et al., 2021). The word “online advertising” simply refers to advertising that takes place through the Internet. It is a form of marketing where advertising messages are sent to potential clients over the Internet and the World Wide Web (Mishra & Mahalik, 2017). Digital marketing has grown rapidly in these past few years. In this modern era, advertising is becoming the most crucial channel for promoting products and services and is used for communication (Mishra & Mahalik, 2017). Marketers have invested in various media platforms to influence consumer behaviour (Sama, 2019). Consumers can use online advertising to assist them in carrying out their purchase intents on shopping websites (Lans et al., 2021). In the digital era nowadays, e-commerce plays an important role in the business. However, online advertising will affect trust issues among consumers. There are few researchers’ studies on trust and online advertising to enhance the understanding of trust and online advertising. Leung and Chan (2018) study showed varying trust in advertising media. According to the perceived truthiness test, commercial information is not more trustworthy when it has more media exposure than fake information. A study by MacKinnon (2012) indicated that consumers trust user-generated content more than they trust the advertisement. They also believed that opinion leaders have some credibility with the content on the review websites. Scheer and Stern (1992) mentioned that trust is essential in marketing relationships. Tobi et al. (2020) studies found that online advertising credibility affected online user’s purchase decisions. The credibility included trust, privacy and data security. Mahliza’s (2020) findings indicated that the purchase decision is influenced positively by trust, whereby the more a customer trusts a seller, demonstrated by the seller’s skill, generosity, and integrity, the more likely they are to make a purchase.

H8: There is a significant positive relationship between online advertising and trust.
H9: Trust mediates the relationship between online advertising and purchase decisions.

2.8 Influencer Marketing
Influencer marketing refers to the marketing of products and services on social platforms through influential people (often referred to as influencers), whereby they can be Nano, Micro, Macro, and Mega, which depend on their number of followers and average engagement on the page (Guptaa, 2021). According to Belanche et al. (2021), influencers represent a new type of opinion leader, somewhere between celebrity and friend, that has emerged as social media opportunities have increased. Chopra et al. (2021) stated that anyone can be an influencer, whether a wedding photographer on Pinterest, a fashion blogger on Instagram, or a cybersecurity expert who posts on Twitter.

Influencer marketing is growing rapidly in this digital era. Influencer marketing has emerged as a powerful tool for influencing consumer attitudes and choices regarding the goods and services they purchase based on recommendations of respected online influencers (Sesar et al., 2021). Companies can inform the audience about their products in a more social and participatory way by utilizing social media influencers. Martínez-López et al., 2020). Gögüü (2019) study results showed that higher levels of influencer trust positively impact brand image, loyalty and engagement. The research of (Lou & Yuan, 2019) revealed a relationship between influencer marketing and trust, whereby compared with content and source-related factors, followers’ trust in influencers’ brand posts has the strongest influence on purchase intention. Influencer marketing is a type of digital advertising in which brand managers work with well-known influencers relevant to their brand positioning to promote their products to target audiences (Childers et al., 2019). Gögüü (2019) study showed that trust impacted influencer marketing and purchase intention. Consumers can act on the purchase when influencers they trust promote or suggest products and services through their Instagram profiles.

H10: There is a significant positive relationship between influencer marketing and trust.
H11: Trust mediates the relationship between influencer marketing and purchase decisions.

3. METHODOLOGY

Based on the G*power software’s calculation, the minimum number of respondents needed in this study is 146 respondents. Convenience sampling is used in this study to gather research information. Convenience sampling is a non-random sample of anyone the researcher can choose to meet with. It is a simple, fast and cost-effective method and one of the most commonly used methods in sampling plans. The data collection process covers only three states in Malaysia: Johor, Melaka, and Selangor. The questionnaire of this study consists of two main parts, parts A and B. Part A requires respondents’ demographic background to obtain their personal information. In this section, nominal scales are used to identify variables that have no quantitative value. Next, the factors influencing consumers’ purchasing decisions through digital marketing are covered in Part B of the questionnaire.
The independent variables included in this study are email marketing, social media marketing, mobile marketing, online advertising, and influencer marketing. The measurement items for all variables are adopted from Tang and Chan (2017). The five-point Likert scale was used to measure all the variables of this study. The collected data was then keyed into SPSS and further analysed by using SMART-PLS software.

4. RESULTS AND DISCUSSION

The respondent of this study comprises of 51.8% female and 48.2% of male respondents. Chinese compromise 50.6% of respondents, Malay stands 31.3%, Indian were 16.9%, and Ibanese were 1.2%. There were 60.2% of respondents came from the age 18-29 years old, 27.1% were from the age of 30-39, 9% of respondents were from age 40-49, and only 3.6% of respondents came from the age 50 and above. 30.7% of respondents spent 1-3 hours online daily, 44% spent 4-6 hours online per day, 17.5% of them spent 7 hours and above each day, and only 7.8% spent less than 1 hour per day. 30.1% of respondents made online purchase few times a month, 32.5% purchase online once a week or more, 1.8% made purchase once a year, 27.75 of them purchase online once every month or two, and 7.8% of them purchase online once in a six month. The analysis first starts with the convergent validity assessment. In this study, the indicators we got are between 0.4 ≤ AVG < 0.7. Hence, all the indicators were acceptable, as the range of indicators was from 0.556 to 0.887 (Hair et al., 2020). Convergent validity measures how well it correlates with other variables and measures of a similar construct (Krabbe, 2016). When the Average Variance Extracted (AVE) is > 0.50, convergence validity is established. However, the construct’s convergent validity is sufficient when AVE is less than 0.5 but composite reliability is more than 0.6 (Fornell & Larcker, 1981). Hence, the AVG values shown in Table 1 were acceptable, although PD’s AVG value was 0.463, but its composite reliability was > 0.6, which was 0.810. According to Hair et al. (2014), the composite dependability value ought to be greater than 0.70; however, a value of 0.60 to 0.70 is also acceptable. Table 1 showed the value of composite reliability from 0.810 to 0.939, which meant all the items measured were reliable.

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<th>Items</th>
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Cronbach’s alpha is a method of assessing reliability by comparing the amount of shared variance or covariance between the items that make up the instrument with the amount of overall variance (Collins, 2007). It is widely agreed that a number of 0.8 or more is a very good rating, and a value of 0.6 to 0.7 indicates an adequate degree of reliability (Ursachi et al., 2015). Based on Cronbach’s Alpha results in Table 1, all variables have the Cronbach’s Alpha values above 0.70 and not more than 0.95, which meant all the values were satisfactory. Raykov’s rho (rho_A), sometimes called composite reliability and reliability rho, has a range of 0 to 1. The item scale will be more trustworthy the higher its value. A rho_A number exceeding 0.8 indicates high internal consistency, whereas a rho value of 0.7 denotes the lower limit of adequacy (Cicchetti, 1994). However, recent studies show the value of rho_A should be greater than 0.6 (Dijkstra & Henseler, 2015). As shown in Table 1, all the rho_A values were above 0.6; this showed that all the items had good internal consistency.

Discriminant validity is the degree to which a structure is different from one structure and the other empirically (Hamid et al., 2017). Evidence of discriminant validity suggests that constructs’ measurements that, in theory, shouldn’t be highly correlated are not, in fact, highly correlated with each other; in fact, the discriminant validity coefficient should be significantly smaller than the convergent validity coefficient (Hubley, 2014). HTMT is a modern approach to assess discriminant validity. If the reflectance measurement model is equivalent, HTMT assumes a reflectance measurement model and provides a consistent estimate of the correlation between two latent variables (Schuberth, 2021). Shah and Rahim (2019) mentioned in HTMT analysis that HTMT ratios have discriminant validity when all values are less than 0.85. In Table 2, each indicator’s HTMT ratio against its corresponding indication was less than 0.85, this showed discriminant validity has been established between the reflective constructs. Figure 1 demonstrates the overview of the model of this study.

<table>
<thead>
<tr>
<th>Construct</th>
<th>EM</th>
<th>IM</th>
<th>MM</th>
<th>OA</th>
<th>PD</th>
<th>SMM</th>
<th>T</th>
</tr>
</thead>
<tbody>
<tr>
<td>EM</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>IM</td>
<td>0.319</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MM</td>
<td>0.542</td>
<td>0.434</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>OA</td>
<td>0.187</td>
<td>0.262</td>
<td>0.496</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>PD</td>
<td>0.251</td>
<td>0.301</td>
<td>0.548</td>
<td>0.736</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SMM</td>
<td>0.406</td>
<td>0.500</td>
<td>0.471</td>
<td>0.197</td>
<td>0.383</td>
<td></td>
<td></td>
</tr>
<tr>
<td>T</td>
<td>0.359</td>
<td>0.374</td>
<td>0.695</td>
<td>0.791</td>
<td>0.869</td>
<td>0.369</td>
<td></td>
</tr>
</tbody>
</table>

Figure 1: Overview of the model
4.1 Direct Effect

Bootstrapping is a statistical technique that uses many simulated samples from a single dataset to calculate standard errors, confidence ranges, and hypothesis tests (Forst, 2020). Large quantum samples are taken from the original sample during the bootstrapping procedure and replaced with a bootstrapping standard error. This then gives the approximate t-values for the structural path and normalcy of the data. Table 3 showed the results of the hypothesis testing showed on the direct effects on the variables of the study. As shown in Table 3, there were three hypotheses supported and three hypotheses not supported.

There is a positive significant relationship between trust and purchasing decision. Based on the research done by Azis et al. (2021) on Shopee users in Makassar City, they found out that their trust is positive significant towards purchasing decision. The results of Hidayat et al. (2021) research indicated consumer purchase decisions by purchasing through the online applications are positively influenced by purchase interest, value perception and trust. Fadhilah et al. (2021) research showed trust is the major element that influences the online purchasing decision. Hence, H1 is supported.

Results of H2 indicated that there is no positive significant relationship between email marketing and trust. Based on previous research done by Shifhuddin (2022), there was a negative relationship between email marketing and brand loyalty, whereby building trust is crucial for the growth of brand loyalty. There is a negative relationship between trust and email marketing because email marketing cannot provide trust towards customers. Email marketing is not effective enough in building trust among customers. Some customers will straight away ignore and not have any interaction with the email advertisement that they are not interested in. Hence, H2 is not supported. Our result revealed that here is no significant relationship between social media marketing and trust. This shows consumers have negative affected on trust in social media marketing. Advertising is one of the components of social media marketing. The study by Chi (2011) indicated that trust negatively affected social media marketing advertising because some people feel that Facebook advertisements were irritating. To get the most out of people marketing effort while using social media platforms, people essentially must give up their information—both public and personal, this will create trust issues among consumers. This shows some customer does not trust social media marketing much nowadays due to trust issues. Thus, H4 is not supported.

There is a positive significant relationship between mobile marketing and trust. A study in Tanzania by Chille et al. (2021) revealed that there is a positive influence on trust and mobile marketing. Strom et al. (2014) also found consumers trust mobile advertising. This study is aligned with those previous studies. Through mobile marketing, customers can make purchase through mobile marketing platforms and mobile marketing applications. It is easy for them whereby they can make purchases anywhere anytime they want. Mobile marketing also provides instant reply to customers, whereby customers can straight away contact customer service in the mobile marketing platforms or applications if they have any doubts. Therefore, H6 is supported.

There is a positive significant relationship between online advertising and trust. The findings of Enehasse and Sağlam (2020) indicates that digital media marketing also referred to online advertising, was related on brand trust. In the study of Tang and Chan (2017), they also stated that Malaysian showed higher level of trust in the digital advertisement, which also known as online advertisement. Online advertisements will influence consumers to try on a new product or new brand. Consumers will also click on the online advertisement if they find the advertisements interesting, which drives their interest rather than their needs for the products. Thus, H8 is supported. There is a negative significant relationship between influencer marketing and trust. The study of Singh (2021) revealed that influencer marketing can lead to negative experiences and negative attitudes, which can reduce trust and interest in social media influencers, causes consumers not to want to engage with the content on offer, and avoid buying. Some people will feel that if an influencer’s information or content is too high quality, it shows that the content is being sponsored, and they feel annoyed on that. If the influencer has a negative personality, consumers will loss trust from the influencer, and have a negative impression on them. Hence, H10 is not supported.

Table 3: Result of direct relationship

<table>
<thead>
<tr>
<th>Hypothesis</th>
<th>Relationship</th>
<th>Std. Beta</th>
<th>Std. Error</th>
<th>t-value</th>
<th>Decision</th>
</tr>
</thead>
<tbody>
<tr>
<td>H1</td>
<td>T -&gt; PD</td>
<td>0.694</td>
<td>0.041</td>
<td>17.132**</td>
<td>Supported</td>
</tr>
<tr>
<td>H2</td>
<td>EM -&gt; T</td>
<td>0.028</td>
<td>0.055</td>
<td>0.493</td>
<td>Not supported</td>
</tr>
<tr>
<td>H4</td>
<td>SMM -&gt; T</td>
<td>0.107</td>
<td>0.070</td>
<td>1.517</td>
<td>Not supported</td>
</tr>
<tr>
<td>H6</td>
<td>MM -&gt; T</td>
<td>0.294</td>
<td>0.084</td>
<td>3.483**</td>
<td>Supported</td>
</tr>
<tr>
<td>H8</td>
<td>OA -&gt; T</td>
<td>0.471</td>
<td>0.078</td>
<td>6.017**</td>
<td>Supported</td>
</tr>
<tr>
<td>H10</td>
<td>IM -&gt; T</td>
<td>0.045</td>
<td>0.066</td>
<td>0.672</td>
<td>Not supported</td>
</tr>
</tbody>
</table>

**p<0.01, *p<0.05, Bootstrapping (n=5000)**
4.2 Mediating Effect

Table 4 summarises the result of the mediating effect of the five hypotheses. Only two hypotheses, which are H7 and H9, showed significant supporting results. Based on the result of the study, trust does not have a mediating effect between email marketing and purchase decisions. A study by Duwa (2017) revealed that email marketing had a positive influence on brand loyalty, which will affect customer purchase decisions in the end. The result of this study does not align with the Duwa (2017) study. Nowadays, many people receive spamming email, this will one of the reason people trust less on email marketing, which causes people straight away ignore the email sent by the businesses. Hence, H3 is not supported. The result of the study shows trust does not mediate the relationship between social media marketing and purchase decisions. This research study is aligned with the previous study. Customers will see whether the social media site they are following will satisfy their need for a good or service, that is, whether the social media site can help them choose the good or service in a trustworthy way (Kumar & Pradhan, 2015). If the social media marketing site does not serve their need, they will lose trust and might unfollow the site. Customers nowadays lose trust in social media marketing as it becomes savvy. Thus, H5 is not supported.

The study result shows trust mediates the relationship between mobile marketing and purchase decision. The research done by Giovannini et al. (2015) revealed that mobile trust will influence consumers’ attitudes towards mobile devices and their purchase intention, whereby the results confirm the mediating role of trust in trust-related attitudes and intentions. Nowadays, many people make purchases through their smartphones. A good product description and good information quality on mobile sites will build trust in customers and thus increase the chances of purchase. Users may believe that a mobile application is unable to deliver dependable service if the services it contains are continuously unavailable, leading them to believe that the application is unreliable and untrustworthy (Janson et al., 2013). A mobile application that operates properly on a regular basis will build trust in customers, too. Thus, H7 is supported.

The findings indicate that trust mediates the relationship between online advertising and purchase intention. Tobi et al. (2020) studies found that online advertising credibility, which included trust, affected online user’s purchase decisions. A study by Enehasse and Sağlam (2020) concluded that trust acts as a moderating factor in digital marketing and consumer behaviour. Shaouf’s (2018) study mentioned that a well-designed online banner advertisement will increase customer trust in advertisers, and thus, this trust affects consumers’ views and purchasing decisions. Hence, H9 is supported.

Based on the study result, trust does not act as a mediator between influencer marketing and purchase decisions. The study by Singh (2021) revealed that influencer marketing can lead to negative experiences and negative attitudes, which can reduce trust and interest in social media influencers, cause consumers not to want to engage with the content on offer, and avoid buying. This will cause customers straight away to ignore the influencer, and not to see the content or information posted by the influencer. Therefore, H11 is not supported.

5. CONCLUSION

Among the five stimuli, online advertising initiative is the strongest activator on trust and it has the strongest direct and indirect relationship with purchase decisions on digital marketing. This study will generate awareness among businesses by focusing on the way they conduct digital marketing for their company. This research concentrated on customer purchase purchase behaviour in digital marketing. Businesses can utilise this research in their daily operation of digital marketing to increase the probability of customers’ purchase intention. This finding also demonstrates that trust plays a strong mediating role in influencing purchase decisions within the SOR framework. For future research, it is suggested that the data collection process can be extended to other states of Malaysia. Furthermore, more factors of digital marketing channels can be added in future studies, such as search engine optimization (SEO), content marketing, pay-per-click (PPC) etc.

Finally, this research offers individuals, marketers, and employers managerial implications. Digital marketing is a powerful tool that will help businesses to reach a larger audience with a small budget. Through this study, they will know more about Malaysians and how to target them efficiently in digital marketing.

<table>
<thead>
<tr>
<th>Hypothesis</th>
<th>Relationship</th>
<th>Std. Beta</th>
<th>Std. Error</th>
<th>t-Value</th>
<th>Decision</th>
</tr>
</thead>
<tbody>
<tr>
<td>H3</td>
<td>EM-&gt;T-&gt;PD</td>
<td>0.020</td>
<td>0.040</td>
<td>0.497</td>
<td>Not supported</td>
</tr>
<tr>
<td>H5</td>
<td>SMM-&gt;T-&gt;PD</td>
<td>0.074</td>
<td>0.050</td>
<td>1.495</td>
<td>Not supported</td>
</tr>
<tr>
<td>H7</td>
<td>MM-&gt;T-&gt;PD</td>
<td>0.204</td>
<td>0.064</td>
<td>3.169**</td>
<td>Supported</td>
</tr>
<tr>
<td>H9</td>
<td>OA-&gt;T-&gt;PD</td>
<td>0.327</td>
<td>0.057</td>
<td>5.736**</td>
<td>Supported</td>
</tr>
<tr>
<td>H11</td>
<td>IM-&gt;T-&gt;PD</td>
<td>0.031</td>
<td>0.047</td>
<td>0.661</td>
<td>Not supported</td>
</tr>
</tbody>
</table>

**p<0.01, *p<0.05, Bootstrapping (n=5000)**

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It is important for them to use digital marketing to target them as most people exist online and make online purchases today. It is a great opportunity to expose themselves online through digital marketing such as online advertising. Online advertising can help them to reach greater audiences, the right audiences, increase their exposure, and enhance their business.

REFERENCES


