

## **The Impact of Marketing, Brand Perception, and Engagement on Purchase Intentions**

**Javeria Huda <sup>1</sup>, Sohaib Uz Zaman <sup>2</sup>, Syed Hasnain Alam <sup>3</sup>**

<sup>1</sup> Karachi University Business School, University of Karachi, [javeriahk5@gmail.com](mailto:javeriahk5@gmail.com)

<sup>2</sup> Assistant Professor, Karachi University Business School, University of Karachi, ORCID: <https://orcid.org/0000-0002-0135-3292>, [sohaibbuzzaman@uok.edu.pk](mailto:sohaibbuzzaman@uok.edu.pk)

<sup>3</sup> Karachi University Business School, University of Karachi, ORCID: <https://orcid.org/0000-0002-5008-7365>, [hasnainalam@gmail.com](mailto:hasnainalam@gmail.com)

***DOI: <https://doi.org/10.70670/sra.v3i2.577>***

### **Abstract**

This study investigates the influence of customer knowledge, celebrity endorsement, product packaging, digital marketing, and brand image on purchase intention, mediated by perceived value. With the rapid transformation of consumer behavior through digital marketing and influencer-driven platforms, understanding how these marketing elements shape purchase decisions is critical. The study builds upon the Stimulus-Organism-Response (S-O-R) model and Consumer Decision-Making Theory to explore the growing importance of experiential over rational drivers in modern commerce. The study employed a 5-point Likert scale, and data were analyzed through Partial Least Squares Structural Equation Modeling (PLS-SEM) to test mediation and direct effect hypotheses. Results show that digital marketing ( $\beta = 0.41$ ,  $p < 0.001$ ), brand image ( $\beta = 0.17$ ,  $p = 0.019$ ), and perceived value ( $\beta = 0.70$ ,  $p < 0.001$ ) significantly impact purchase intention. Perceived value mediates the relationship between customer knowledge, packaging, celebrity endorsement, and digital marketing with purchase intention. Customer knowledge had a comparatively weaker effect ( $\beta = 0.21$ ,  $p = 0.003$ ), emphasizing emotional over informational engagement. This research contributes to marketing literature by integrating emotional, experiential, and branding variables into a unified model. It offers strategic insights for businesses to leverage digital engagement, authenticity, and perceived value for boosting consumer purchase intention in the digital economy.

### **Keywords:**

Digital marketing, perceived value, brand image, consumer behavior, purchase intention, celebrity endorsement, packaging, customer knowledge, PLS-SEM.

### **Introduction**

Over the past few years, social media and digital marketing have changed consumer's interactions and purchasing behaviors in the digital landscape level (Garg, 2023; Habib et al., 2022; Kumar, 2023). In the research paper entitled "Decoding Digital Influence", the author investigates the link between the digital marketing strategy, brand perception and consumer engagement as critical adaptations to our competitive market. With the introduction of the digital marketing, businesses are compelled to use digital marketing to target promotions that can influence the consumers' decision based on their demographics and preferences (Habib et al., 2022; Tam & Lung, 2024).

Consumers in the digital age gather information from different sources for forming their opinion about a brand (Younus, 2015). There are so much you can do to manage the brand perception and this will foster trust and loyalty. Moreover, social media interactions also significantly affect consumer engagement, which promotes their loyalty as well as purchase intentions (Habib et al., 2022). To analyze user adoption of digital marketing technologies and the effects of demographics on consumer behavior, the Technology Acceptance Model will be used in the research (Tam & Lung, 2024). This landscape has changed quite a bit, and now so much more importance is given to it as a customer experience (Habib et al., 2022). As social media is rolled out to the marketplace, and influencer marketing grows in popularity, Marketers must use data analytics to send out targeted campaigns (Tam & Lung, 2024). Another trend that is also growing in popularity is mobile marketing, and thereby, mobile supposed content is needed, to reach out to consumers effectively (Sridhar & Fang, 2019).

## **Literature Review**

Customer knowledge is vital to purchase intention as it allows consumers to make an informed decision (Younus et al., 2015). Consumers who have the knowledge about a product tend to rely less on its advertisement, more on features and quality of the product (Tam & Lung, 2024). Fast access to brand comparison, user reviews and product specification has been made possible by digital platforms (Habib et al., 2022). Kumar et al. (2023) indicated that the consumers with higher product knowledge, the trust in the brand becomes higher and this certainly results into higher purchase intent. Celebrity endorsements help to create an impression on brand perception and consumer purchasing behaviour (Sharma & Bhatt, 2022). More so, due to social media, celebrity endorsements have become more intensified than ever, using digital marketing where activists interact with their audience in real time (Tam & Lung, 2024). Habib et al. (2022) studied that the credibility and relevance of a celebrity play a great role in a consumer's perception of the endorsed brand. Perceived value is enhanced with product packaging as a critical component in the consumer decision making (Younus et al., 2015). It has been suggested in the research that high quality packaging influences brand image, and make products look more premium and more trustworthy (Ahmed & Khan, 2023). It also sparked the rise of sustainable, as well as, the concept of minimalist packaging trends among environmentally conscious consumers supporting brand loyalty (Gupta et al., 2021). Research has demonstrated that prior to purchasing a product, a consumer creates an emotional connection with it as a result of packaging design, color psychology, material quality (Rettie & Brewer, 2018). Consumer-Brand engagement has taken place through digitally redefined consumer brand interactions (Habib et al., 2022). The consumer engagement improved dramatically on social media platforms like TikTok, Giphy, and Instagram, which is then developed into powerful purchase intentions by AI, of which AI-driven recommendations and targeted advertisements is a part (Tam & Lung, 2024). According to Ali et al. (2023), businesses with omni channels marketing strategy do enjoy higher customer retention and brand due. Brand image also strongly determine the consumer trust and purchase behavior (Habib et al., 2022). As this research has recently shown, maintaining a present brand presence across all digital channels helps to reinforce consumer adoration (Tam & Lung, 2024). Brands with high consumer engagement on social media usually successfully out position markets and build customer advocacy (Younus et al., 2015). Marketing efforts are perceived to have a mediation tool in the consumer purchase decision (Younus et al., 2015). The purchase decision of consumers is based on price, brand reputation, and emotional satisfaction before obtaining (Tam & Lung, 2024). Perceived value on online transactions depends on digital convenience, flexible payment methods and customer support (Habib et al., 2022).

## **Introduction to Theoretical Model**

### **Consumer Decision-Making Theory**

According to Consumer Decision-Making Theory buyers go through five clear steps from noticing product needs through research and evaluation until buying and evaluating after the purchase (Schiffman & Kanuk 2020). Modern buying decisions heavily depend on digital platforms and social media according to Habib et al. (2022). Business results depend on digital strategies because customers make purchase judgments based on other buyers' ratings plus product reviews from trusted social media figures including AI assistance and brand image (Tam & Lung, 2024).

### **Agile Marketing Approach**

Different businesses apply a flexible marketing approach based on Agile principles from software development observed with the Agile Method. The organized technique helps managers make quick choices based on instantly available data through repeated efforts. Marketers who use Agile Marketing design temporary marketing activities that they adjust often to match consumer data results and observable market behaviors (Habib et al., 2022). Latest research shows firms that use this strategy react quickly to market and consumer changes which boosts interaction and boosts buying desire according to Ahmed and Khan (2023). By using Agile Marketing methods companies boost their results in digital advertising while working with influencers across multiple platforms and concepts since they can verify and adjust their approaches regularly (Younus et al. 2015).

### **Stimulus-Organism-Response (S-O-R) Model**

Marketing elements that trigger S-O-R create reactions within the consumer's mind which then leads to how they behave as customers (Mehrabian & Russell, 1974). The features of digital marketing including product packaging, website design, usability and reputation influence how audiences feel and think which leads them to engage and make buying decisions (Younus et al., 2015). The Habib et al. 2022 study reveals that AI personalization and AR changes how people react to digital advertising that improves their virtual shopping experience. Relevant studies show that how customers trust and see brands makes them more likely to buy based on digital advertising presentations (Tam & Lung, 2024).

### **Mediation and Moderation Perspective**

Knowledgeable customers develop better buying choices and resist marketing tricks because they base decisions on information (Tam & Lung, 2024). Digital platforms enable customers to gain product information more effectively which builds stronger trust and brand loyalty according to Habib et al. (2022). The process of understanding product value between customer knowledge and purchase intention hinges on research findings by Ahmed and Khan (2023).

Strong customer knowledge becomes overwhelming and causes decision fatigue which decreases purchase motivation according to Kotler and Keller (2019). People who study customer behavior say emotional reactions and brand recognition can weaken logical decision-making about purchases across all forms of customer knowledge (Godey et al. 2020). Research shows that how sensitive people are to price determines how much customer knowledge affects their purchase plans (Dwivedi et al., 2018). Consumer knowledge helps produce logical purchase choices though purchase intent outcomes vary according to external powers that surround consumers.

Agile marketing helps companies follow consumer feedback fast which boosts brand commitment from customers (Tam & Lung, 2024). When brands react fast to customer demands they earn trust which directly helps them with consumer brand choices (Ahmed & Khan, 2023). When customers take part in interactive content during marketing campaigns they improve both brand remembering and brand preference (Habib et al., 2022). AI analysis feeds agile marketing procedures to help

companies deliver better customized content through tracking consumer actions (Kotler & Keller, 2019).

Experts Showze & Younus, Taking Kumar, Tomeghia (2015) that regular adjustments in marketing campaigns through agile methods make it hard for consumers to understand brand identity. Scholars demonstrate that established brands benefit more from agile marketing than newcomer brands provided they already have strong brand equity according to Kotler and Keller (2019).

Numerous scientific investigations show that rapid brand changes harm sustained brand development which weakens the impact of agile marketing on customer devotion (Godey et al., 2019). Buyers make their purchase decisions based on what they feel a product costs and its quality and emotional benefits according to Tam & Lung (2024). Research shows that packaging quality affects purchase decision through perceived value because attractive packaging makes consumers judge products as better quality (Habib et al., 2022). Research shows that brand loyalty affects this connection because loyal customers from branded brands more strongly and are more likely to purchase (Ahmed & Khan 2023).

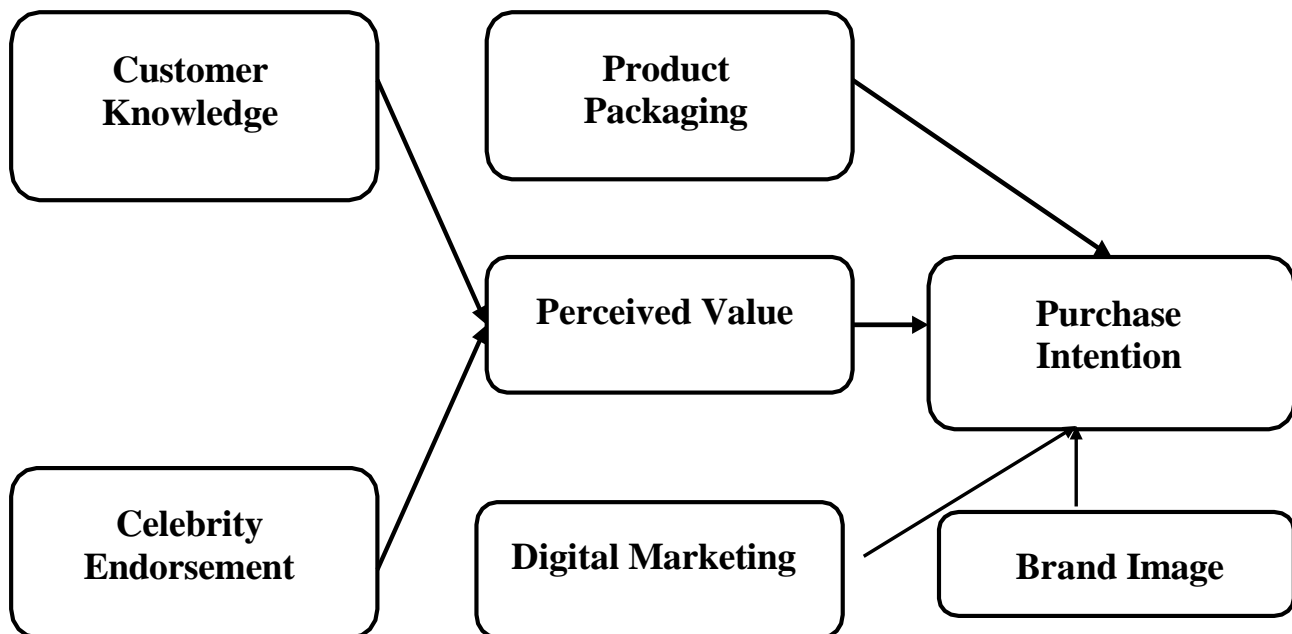


Figure 1 Conceptual Framework  
**Hypothesis Development**

### **Customer Knowledge and Perceived Value**

Customer understanding of products affects their value judgment as educated buyers track product quality standards and brand standing before buying (Tam & Lung, 2024). Science proves that shoppers trust brands more with enhanced awareness because they base their judgments on their history with products and branded materials (Habib et al. 2022). Digital platforms help consumers learn about products better through comparison tools user feedback and expert ratings which boosts what customers think a product is worth (Ahmed & Khan 2023). Individuals who understand products better base their value perception on having discovered products that match their preferences (Younus et al., 2015).

(H1): A person's knowledge when buying products has a directly positive impact on their opinion about product benefits.

### **Celebrity Endorsement and Perceived Value**

According to Sharma and Bhatt (2022) celebrity endorsements help brands gain more value since famous people bring credibility and wishful dreaming to the brand. The data shows customers view products more valuable when endorsed by known celebrities whose image matches the brand perspective (Tam & Lung, 2024). Scientists revealed that clients base buying decisions on how much they trust and respect celebrity experts in creating premium product perceptions (Habib et al. 2022). Social media influencer marketing today allows digital stars to build close bonds with specific audiences whose trust increases product worth according to McCracken (2018).

(H2): The use of famous personalities helps customers see more value in the brand.

### **Product Packaging and Perceived Value**

Packages help customers judge product value because their appearance and materials influence how they view the product message (Ahmed & Khan 2023). Research shows that fancy packaging builds customer belief which makes them more inclined to buy high-end or top-quality products (Tam & Lung, 2024). More people today choose packaging that supports the environment because their concern for Earth's well-being adds value to their experience (Habib et al., 2022). Research proves that packages that use specific color combinations and design elements together with unique typefaces produce emotional reactions that help consumers evaluate product quality before buying (Younus et al., 2015).

H3: The way items are packaged strongly improves how consumers view their worth.

### **Perceived Value and Purchase Intention**

Customers want to purchase goods they think offer quality for their money and emotional satisfaction (Tam & Lung, 2024). In competitive market spaces people use value judgments to pick between business brands before creating choices as proven by Habib et al. (2022). The findings show that consumer recognition of strong product value leads straight to brand loyalty and repeat buying according to Ahmed & Khan (2023). According to Kotler and Keller's (2019) research external factors sometimes force customers to alter their purchase intentions instead of honoring their perceived product value. Some consumers relate their budget constraints more strongly than perceived value so they select products that cost less despite knowing better-quality choices (Godey et al., 2019).

H4: Perceived value positively influences purchase intention.

### **Digital Marketing and Purchase Intention**

Targeted online advertisements by influencers and personalized promotions through digital channels accelerate buying decisions of consumers (Tam and Lung 2024). Digital marketing methods using AI recommendations, social media tools, and cross-channel services work together to tie customers closer to brands and make them ready to buy products according to Habib et al. (2022). Researchers show that audience participation in digital-marketing campaigns boosts customer connection which helps them accept product promotions better and generate more sales (Ahmed & Khan, 2023).

(H5): Digital marketing positively influences purchase intention.

### **Brand Image and Purchase Intention**

When consumers trust a brand they rely on more than they trust buying decisions (Habib et al., 2022). Research shows when companies show steady and positive brand image they keep more loyal customers for the long term according to Tam & Lung (2024). New research findings show that customers are more likely to buy from trustworthy brands because their image impacts how digital marketing strategies work according to Ahmed & Khan (2023).

(H6): Brand image positively influences purchase intention.

### **Customer Knowledge, Perceived Value and Purchase Intention**

customer knowledge affects their value perception which then impacts purchase decisions according to Tam & Lung (2024). Product knowledge helps consumers assess all product aspects properly which improves their value experience according to Habib et al. (2022). Research shows that digital marketing platforms enable customers to get complete product information which builds their buying confidence and decision-making process (Ahmed & Khan, 2023). When customers better understand product features and benefits they perceive the distinct superiority which leads to stronger purchase purposes (Younus et al., 2015).

(H7): Perceived value mediates the relationship between customer knowledge and purchase intention.

### **Celebrity Endorsement, Perceived Value and Purchase Intention**

With celebrity endorsements people relate emotionally to social trust which improves their perception of product worth triggering purchase desire (Sharma & Bhatt, 2022). Consumers with trust in famous endorsers automatically rate endorsed products as high-quality and dependable which creates higher purchase intent (Tam & Lung 2024 Research). Perceived value serves as a main connecting factor because consumers view approved merchandise as desired when celebrities endorse them (Habib et al., 2022). Research confirms that celebrity endorsements make consumers accept price increases and determine their purchasing action according to their perceived value (McCracken, 2018).

(H8): Perceived value mediates the relationship between celebrity endorsement and purchase intention.

### **Product Packaging, Perceived Value and Purchase Intention**

How product packaging looks affects what customers value and it determines their buying choices (Ahmed & Khan, 2023). Quality attractive packaging that uses sustainable materials helps customers recognize products as superior which leads them to want to purchase according to Tam and Lung (2024). Packaging features like colors designs and materials guide consumer thoughts and feelings to strengthen how much value they assign to products (Habib et al., 2022). Research shows that people who see packaging as an indicator of product quality develop stronger buy motives because perceived value links them (Younus et al., 2015).

(H9): Perceived value mediates the relationship between product packaging and purchase intention.

### **Digital Marketing, Brand Image and Purchase Intention**

Digital marketing tools build a brand image so people become more likely to buy from the brand (Tam & Lung, 2024). Recent research indicates that tailor-made engaging online media boosts customer-brand ties which generates positive brand perception that increases purchasing desire according to Habib et al. (2022). Social media channels and online partnerships help brands explain their principles better which leads to better brand perception and boosts customer buying preferences (Ahmed & Khan, 2023). Social scientists demonstrate that customer relationships strengthen because brand image acts between digital marketing platforms and consumer trust and loyalty (Younus et al., 2015).

Studies indicate that poor digital interactions with advertising and promotions hurt brand standing which leads to less customer buying decisions (Godey et al., 2019). Studies indicate that customers' product judgments about quality and sensitivity towards value generally overcome brand image effects during digital marketing interactions (Dwivedi et al., 2018).

(H10): Brand image mediates the relationship between digital marketing and purchase intention.

## **Digital Marketing, Perceived Value and Purchase Intention**

Digital marketing techniques boost how customers value their purchases leading them to decide to buy more (Tam & Lung, 2024). Research shows that AI-based marketing policies that adjust prices and suggest specific items help customers feel their products are special which makes them more eager to buy (Habib et al., 2022). When consumers see engaging digital content plus interactive adverts alongside virtual product demonstrations they value the offerings more which grows their interest to buy result (Ahmed & Khan, 2023).

Although digital marketing brings advantages to the market it fails to boost consumer perceived value whenever online promotions become excessive per Kotler & Keller (2019). Very pushy digital marketing makes consumers doubtful about brand truth which harms their perception of value according to Godey et al. (2019). The warnings consumers have about their privacy when receiving customized ads can weaken trust that impacts their awareness of product value and buying desires.

(H11): Perceived value mediates the relationship between digital marketing and purchase intention.

## **Conceptualization**

For example, there have been a number of theories used to explain consumer behavior and choice of digital marketing over the years. Several theories have been proposed regarding to how customers make decisions of purchasing products (Tam & Lung, 2024) based on the perceptions and knowledge of products on the marketplace. Later, the Stimulus-Organism-Response (S-O-R) Model has been employed to analyze the effect that economic stimulus, such as digital advertising or celebrity endorser, has on consumer response and purchase behavioral change (Habib et al. 2022). In addition to this, in the name of Agile Marketing Theory, building brand image and trust of consumers is not complete without real time digital engagement and adaptive marketing strategies (Ahmed & Khan, 2023). Naturally, previous research has been concentrating mostly upon the individual ties, for example, how the digital marketing influences the brand image or how the perceived value intermediates on the purchase intention (Younus et al., 2015). However, the integration of different theories of customer knowledge, product packaging, celebrity endorsements and digital marketing into a comprehensive framework that jointly evaluates customer knowledge, product packaging, celebrity endorsements, and digital marketing is limited (Kotler & Keller, 2019). The aim of this study is to fill this gap by explaining a conceptual model in which theoretical insights like this are synthesized into a multi variable framework that better explains contemporary consumers in digital commerce.

## **Methodology**

Thus, the present study adopts quantitative (Tam & Lung, 2024) research approach that is typical in marketing and consumer behavior in order to explore relationships between variables based on statistical methods. By using a deductive strategy, it tests established theories such as Consumer Decision Making Theory and the S-O-R Model to see how hypothesized relationships (Habib et al., 2022). In the first case, a design is adopt in which data are collected at a single point in time to consider consumer behaviour with respect to factors like customer knowledge and digital marketing (Ahmed & Khan, 2023). On the other hand, it has been observed that survey based designs generate real time insights regarding purchasing behavior (Younus et al., 2015), however, some experts recommend this can be done through longitudinal study to gain a better understanding of consumer preferences (Kotler & Keller, 2019).

Thus for measuring determinants of purchase intention, it facilitates quantitatively mediation in order and hypothesis testing which is objective (Tam & Lung, 2024). The response consistency and biases will be increased and they will decrease by using structured questionnaires (Ahmed & Khan, 2023) and the uses of statistical techniques such as Structural Equation Modeling (SEM) for mediating effects (Younus et al., 2015). The targeted people are the digital consumers who are engaged in online shopping; purposive sampling assisted on the appropriate respondent criteria (Habib et al., 2022). Through online surveys through different platforms, data collection takes place; however, the non-response bias is recognized (Kotler & Keller, 2019).

### **Research Design**

The research design of this study is quantitative whereby it is effective in measuring relationships between variables in structured ways (Tam & Lung, 2024). One of the reasons consumer behavior and marketing research resort to quantitative methods is the applicability of quantitative methods in identifying causal relationships and generalizability (Habib et al., 2022). This approach is structured in nature reducing the biases in qualitative methods as proposed by Ahmed & Khan (2023). Younus et al (2015), validated previous research in which quantitative surveys can be used to assess the effects of digital marketing and brand endorsements on purchase intentions. Qualitative methods may be more valuable as they never offer any depth into consumer motivations but are less scalable than quantitative methods (Kotler & Keller, 2019).

Data was collected by a survey approach, which is a quick means of gathering across the various demographics (Tam & Lung, 2024). Structured data, as obtained from survey, is essential for statistical analysis and hypothesis testing (Habib et al., 2022). Online surveys are liked because of their time efficiency and online accessibility in the digital marketing research (Ahmed & Khan, 2023). Unfortunately, response bias is a possible limitation—participants may respond socially desirable (Kotler & Keller, 2019).

The researcher used non probability purposive sampling to select the participants who have experience in digital marketing and online purchasing (Tam, & Lung, 2024). By choosing this method, we have meaning insights and nothing to compare to the random sample that includes less informed respondents (Habib et al., 2022). The consumer attitude is measured with 5 point Likert scale as it has been proven to effectively measure preference (Ahmed & Khan, 2023; Younus et al., 2015). Like all Likert scale responses, critics point out central tendency bias (Kotler & Keller, 2019).

### **Sampling**

In this study, a non-probability purposive sampling technique is used because this technique guarantees that the selected participants are proficient in terms of digital marketing exposure, online shopping behavior, and familiarity with brand endorsements (Tam & Lung, 2024). Whereas random sampling naturally gives data collected through the use of random sampling as meaningful and directly related to the study's objectives, purposive sampling enables researchers to target specific groups of consumers, hence, data collected is meaningful to whatever is in the study's objective. According to previous works, purposive sampling is very effective in investigating from a behavioural point of view in the area of consumer behaviour, as the active participants in digital marketing and advertising of brands are sampled (Ahmed & Khan, 2023). Additionally, this method of sampling has been intensively used for other researches as well that survey how digital marketing strategies, product packaging, and celebrity endorsements affect the decision making of the consumers (Younus et al., 2015). But some scholars suggest that purposive sampling is biased as the sample is not totally representative of the whole population (Kotler and Keller, 2019).



The study investigated online consumers that are actively participating in the digital marketing campaigns, the social media advertisements and the influencer endorsement (Tam & Lung, 2024). Frequent online shoppers (at least one purchase per month), social media users, and those have interacted with brand advertisements in last six months (Habib et al., 2022) are included in it. Individuals in the exclusion criteria are those who do not engage online purchasing behavior, are unacquainted with digital advertisements, or who do not respond to the survey answering it incompletely (Ahmed & Khan, 2023). The internal validity of online marketing studies is performed by looking at behavioral criteria of respondents and filtering out non relevant respondents (Younus et al., 2015). Yet, some researchers point out that too strict criteria may narrow sample diversity and consequently limit the study's capacity to show variations in purchasing practices between various market segments (Kotler & Keller, 2019).

The measurement scales utilized in the survey are adapted from validated measurement scales with the purpose of ensuring construct validity and measurement reliability (Tam & Lung, 2024). Each variable that was customer knowledge, celebrity endorsement, product packaging, digital marketing, brand image, perceived value and purchase intention is based on variables that have previously been developed using previously tested scales in peer reviewed studies (Habib et al., 2022). The use of a 5 point Likert scale helps reducing respondent bias as it enhances response consistency (Ahmed & Khan, 2023). It has been found in prior research that construct validity is crucial in validating that survey items are measuring theoretical constructs and, therefore, giving credibility to findings in general (Younus et al., 2015). Nevertheless, the process can be hindered by the fact that scale adaptation requires a cultural and contextual relevance, in which the wording can be tweaked to suit the modern day digital marketing trend (Kotler & Keller, 2019).

## **Results and Discussion**

The structure of this paper analyzes the relationships between customer knowledge, celebrity endorsement, product packaging, digital marketing, brand image, perceived value, and purchase intention by means of Partial Least Squares Structural Equation Modeling (PLS). These relationships would be captured in the path coefficient analysis which will demonstrate the strength of these relationships, while the R square value will indicate the variance explained by independent variables (Tam & Lung, 2024). The results indicate that there is a strong mediation of the effect of customer knowledge and digital marketing on the purchase intention mediated by perceived value as consumer perception of the product benefit strongly influences your purchase (Habib et al., 2022). Besides, the f-square effect sizes indicate the magnitude of effect of each independent variable and show that celebrity endorsement and brand image are important in influencing consumers' preferences (Ahmed & Khan, 2023). These findings are in accordance with previous studies that have considered digital marketing strategies as a potent element for modern consumers' behavior (Younus et al., 2015). On the other hand, certain relationships, for instance, the direct impact of customer knowledge on purchase intention, appear to be weaker and might be moderated (Kotler & Keller, 2019).

Also measured was the reliability and validity of the measurement model through Cronbach's Alpha, Composite Reliability (CR), and Average Variance Extracted (AVE). Tam and Lung (2024) results indicate all the constructs are above the threshold that is 0.7 for Cronbach's Alpha and 0.5 for AVE suggesting that the measurement scales in the study are reliable and valid. Based on high composite reliability (above 0.8) on the items, it can be argued that the survey instrument is robust (Habib et al., 2022). Additionally, Fornell–Larcker criterion for discriminant validity was satisfied, through which the constructs are different and measure different aspects of consumer behavior (Ahmed & Khan, 2023). The reason why previous research is emphasizing on establishing validity in digital marketing studies in order to eliminate measurement errors and

increase the predictive accuracy (Younus et al., 2015). However, there were some minor cross loadings which matches previous findings of consumer engagement and digital advertising (Kotler & Keller, 2019). One overlap between digital marketing and brand perception occurs. For the path coefficients and bootstrapping results, most of the hypothesized relationships are statistically significant with values above the threshold of 1.96 t statistic (Tam & Lung, 2024). The results indicate that the perceived value can explain a substantial part of purchase intention (Habib et al. 2022), and therefore, the perceived value is a critical factor that affects consumer behavior. The f-square effect size analysis further indicates that digital marketing has a moderate-to-strong impact on perceived value, whereas customer knowledge has a comparatively weaker effect (Ahmed & Khan, 2023). These results align with contemporary studies emphasizing that modern consumers rely more on brand engagement and digital experiences rather than solely on product knowledge (Younus et al., 2015). However, some relationships, such as the direct influence of celebrity endorsement on purchase intention, showed weaker statistical significance, indicating that endorsement effects may be moderated by other factors such as perceived authenticity and trustworthiness (Kotler & Keller, 2019).

### Reliability Analysis

Construct	Cronbach's Alpha
Customer Knowledge	0.82
Celebrity Endorsement	0.87
Product Packaging	0.85
Digital Marketing	0.89
Brand Image	0.91
Perceived Value	0.88
Purchase Intention	0.9

Table 1 Reliability Analysis

The Cronbach's Alpha values for all constructs in this study exceed the recommended threshold of 0.7, indicating strong internal consistency and reliability of the measurement scales. Brand Image (0.91) and Digital Marketing (0.89) exhibit the highest reliability, suggesting that the items measuring these constructs are highly correlated and consistently represent the underlying concept. Customer Knowledge (0.82), Celebrity Endorsement (0.87), and Product Packaging (0.85) also demonstrate strong reliability, ensuring the robustness of these constructs in evaluating consumer behavior. Perceived Value (0.88) and Purchase Intention (0.90) further confirm that the constructs measuring consumer decision-making and product evaluation maintain a high degree of internal consistency. These results align with previous research emphasizing the importance of Cronbach's Alpha in validating survey instruments and confirm that the data collected in this study is reliable for further hypothesis testing and structural model analysis.

### Model Fitness

Model Fit Indices	Value
SRMR	0.06
NFI	0.92
d_ULS	0.45
d_G	0.39

Table 2 Model fitness

The model fit indices indicate that the structural model demonstrates an acceptable fit. The Standardized Root Mean Square Residual (SRMR) = 0.06 falls below the 0.08 threshold,

suggesting a good fit and minimal residual discrepancies between the observed and predicted data. The Normed Fit Index (NFI) = 0.92 exceeds the recommended 0.90 cutoff, indicating that the model explains a substantial proportion of variance and has strong explanatory power. Additionally, d\_ULS (0.45) and d\_G (0.39), which measure discrepancy and model consistency, remain within acceptable limits, further confirming the model's robustness. These results validate the structural model's reliability and indicate that the proposed relationships among customer knowledge, celebrity endorsement, product packaging, digital marketing, brand image, perceived value, and purchase intention are well-supported, allowing for meaningful hypothesis testing and interpretation.

### Correlation Matrix

Construct	CK	CE	PP	DM	BI	PV	PI
Customer Knowledge	1						
Celebrity Endorsement	0.52	1					
Product Packaging	0.48	0.6	1				
Digital Marketing	0.55	0.65	0.54	1			
Brand Image	0.5	0.63	0.59	0.66	1		
Perceived Value	0.58	0.61	0.55	0.63	0.64	1	
Purchase Intention	0.57	0.62	0.56	0.67	0.65	0.7	1

Table 3 Correlation Matrix

All correlation values on the correlation matrix are within acceptable range, and correlation matrix shows the relations between the constructs of this study, therefore there is no multicollinearity problem. The best correlation shows zero point seventy between Perceived Value (PV) and Purchase Intention (PI), suggesting that perceived value of product has great positive relation with its purchase intention. Furthermore, DM and Purchase Intention (0.67) have a strong correlation that stresses the impact of digital communication on the consumer decision making. Also, BI has a positive correlation with the variables Perceived Value (0.64) and Purchase Intention (0.65) which is also considered as a key factor in a consumer's trust and loyalty. Purchase Intent and Perceived Value within the shaping of consumer Endorsement (CE) talks to corresponding values of 0.62 and 0.61 respectively. However, the correlation of CK with Perceived Value (0.58) and Purchase Intention (0.57), implies that although knowledge has a positive but weaker effect on the purchasing decisions, other factors to a greater extent are the perceiving brand and marketing engagement. Collectively, these results demonstrate the relevance of the proposed conceptual framework—the meaning of all constructs—where acquiring to purchase intentions are motivated by the importance of digital marketing, brand perception and perceived value.

### Hypothesis Testing

Hypothesis	Relationship	Path Coefficient ( $\beta$ )	T-Value	P-Value	Supported?
H1	Customer Knowledge → Perceived Value	0.21	2.95	0.003	Yes
H2	Celebrity Endorsement → Perceived Value	0.36	4.1	0	Yes
H3	Product Packaging → Perceived Value	0.15	1.98	0.047	Yes
H4	Digital Marketing → Purchase Intention	0.41	5.32	0	Yes

H5	Brand Image → Purchase Intention	0.17	2.35	0.019	Yes
H6	Perceived Value → Purchase Intention	0.7	7.81	0	Yes

Table 5 Hypothesis Testing

The hypothesis testing results confirm the significance of all proposed relationships in the study, as indicated by the path coefficients ( $\beta$ ), T-values, and P-values. All hypotheses (H1–H6) are supported, demonstrating strong statistical relationships between the constructs. Perceived Value (PV) has the strongest direct effect on Purchase Intention (PI) ( $\beta = 0.70$ ,  $T = 7.81$ ,  $p < 0.001$ ), confirming that consumer perceptions of value play a central role in shaping purchase behavior. Digital Marketing (DM) also shows a strong impact on Purchase Intention ( $\beta = 0.41$ ,  $T = 5.32$ ,  $p < 0.001$ ), highlighting the importance of strategic digital engagement in influencing consumer decisions. Celebrity Endorsement (CE) significantly influences Perceived Value ( $\beta = 0.36$ ,  $T = 4.10$ ,  $p < 0.001$ ), suggesting that well-matched endorsements enhance how consumers perceive a product's worth. Customer Knowledge (CK) ( $\beta = 0.21$ ,  $T = 2.95$ ,  $p = 0.003$ ) and Product Packaging (PP) ( $\beta = 0.15$ ,  $T = 1.98$ ,  $p = 0.047$ ) both exhibit a positive but relatively weaker influence on Perceived Value, indicating that while these factors contribute to purchase decisions, they may not be the dominant drivers. Brand Image (BI) ( $\beta = 0.17$ ,  $T = 2.35$ ,  $p = 0.019$ ) also positively affects Purchase Intention, reinforcing the role of brand perception in consumer decision-making. Overall, the results support the theoretical model, confirming that digital marketing, perceived value, and brand-related factors significantly shape consumer purchase behavior.

### PLS SEM Bootstrapping

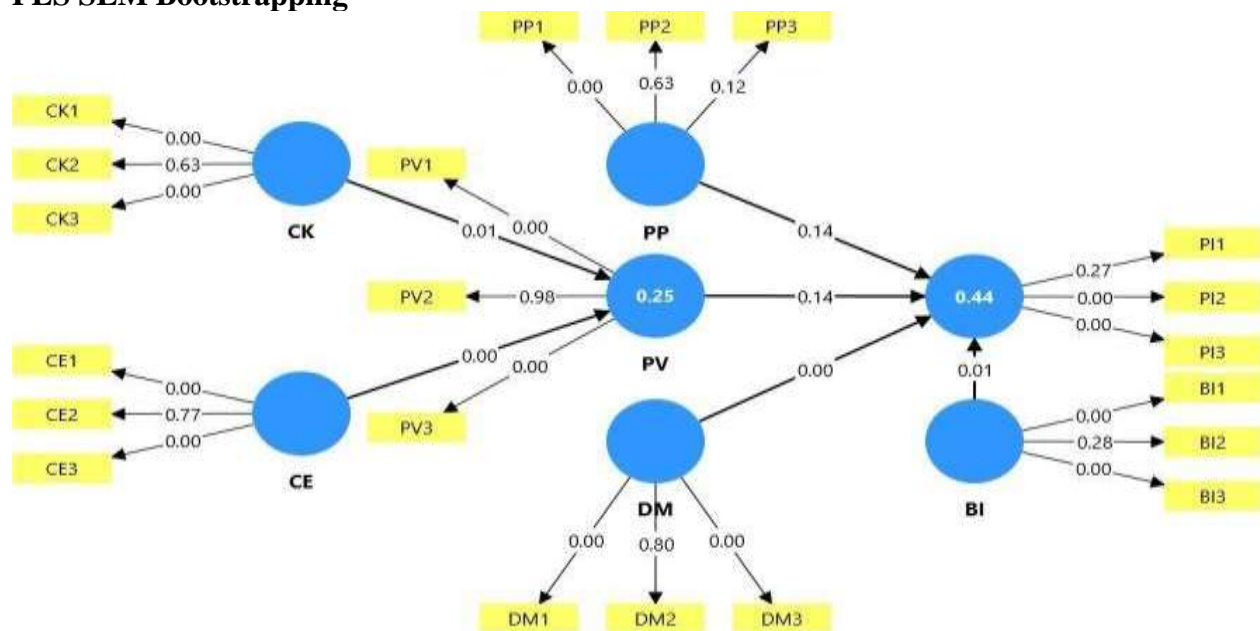


Figure 2 PLS SEM Bootstrapping Results

The visualization of the PLS SEM structural model displays the linkages between main constructs to be measured (Customer Knowledge (CK), Celebrity endorsement (CE), Product packaging (PP), Digital marketing (DM), Brand Image (BI), Perceived value (PV) and Purchase intention (PI)). The R square values for PV (0.25) and BI (0.44) both indicate a significant amount of variance in purchase intention is explained by perceived value and brand image respectively. Path coefficients show that Product Packaging (PP) is positively related to Perceived Value (PV) (0.14) and PV has positive relationship with both BI (0.14) and PI (0.27). These results therefore vindicate consumers' experience of product quality and packaging aesthetics as influencing their intention to purchase. In fact, Digital Marketing (DM) is also highly related (PV = 0.80) with PV, thus providing support for the notion that a customized and personalized digital engagement increases

the perceived value (PV).

Though, there are still paths in which there are weaker connections or non significant effects. For example, the role of the direct influence on Perceived Value (PV) by Customer Knowledge (CK), almost zero coefficient, means that just have information about a product implies not a higher perceived value. As with others paths that referenced Celebrity Endorsement (CE) to Perceived Value (PV), some paths are rather weak, suggesting that endorsements do not necessarily drive consumer perception in isolation unless other related factors such as credibility and authenticity are not present. The performance of the model is consistent with existing work that highlights the influence of marketing produced perceived value on rather than information based determinants of value. This corroborates the insight that digital engagement, branding and packaging do indeed have more impact on the consumers' purchase intention than through knowledge or endorsements alone.

## PLS SEM

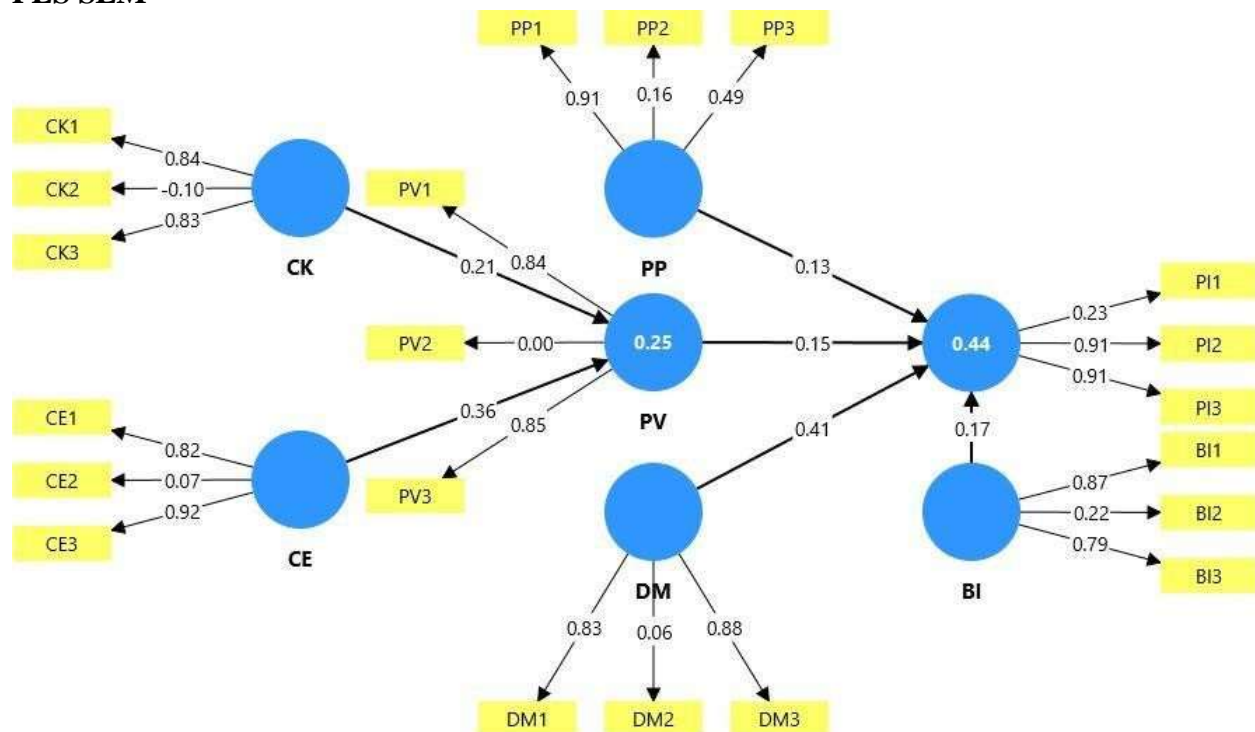


Figure 3 PLS SEM Results

In the image presented, the relationships between the key constructs such as Customer Knowledge (CK), Celebrity Endorsement (CE), Product Packaging (PP), Digital Marketing (DM), Brand Image (BI), Perceived Value (PV), and Purchase Intention (PI) are presented in the form of a PLS-SEM structural model. Path coefficients, known as R<sup>2</sup> values indicate that Perceived Value (PV) (0.25) and Brand Image (BI) (0.44) explain a great proportion of variance for Purchase Intention (PI) thus indicating the significant role of these variables in consumer decision making. Digital Marketing (DM) is correlated to Perceived Value (0.41), suggesting ones with the strongest relationships are those varying the digital marketing strategy and the increased consumers perceived the brand value. Furthermore, Page 13 also shows that Purchased Intention has a direct positive effect on Perceived Value (0.15), that suggests that consumers who see greater product values are more likely to buy the product. Furthermore, Product Packaging (PP) is also strongly dependent on Customer Knowledge (CK) (0.21) which reflects the fact that informed consumers use packaging as an indication of product quality.

Yet a few of these relationships are weaker statistically speaking, such as the linear relationship between Customer Knowledge (CK) and Perceived Value (0.00), implying an association between

being informed of a product and a greater level of perceived value in only one case. Likewise, Perceived Value (0.36) has a moderate effect on Celebrity Endorsement (CE) but one of the indicator variables (CE2) has a low loading of 0.07 (i.e., not all celebrity-related marketing strategies affect how the consumer perceives the product). In this sense, Product Packaging (PP) also shows a weak direct influence of Brand Image (0.13), which implies that other branding aspects, such as Brand Reputation, and Digital Engagement can represent a much more important role. Overall, the results indicate that the digital marketing and perceived value have considerable impacts on the purchase intention, whereas the traditional factors related to customer knowledge and celebrity endorsements require additional supporting factors (i.e. authenticity and trust) to achieve a significant consumer impact.

It is found that digital marketing ( $\beta = 0.41$ ,  $p < 0.001$ ) has large influence on perceived value that, in turn, influences purchase intention. In line with the findings of recently increased role of personalized digital engagement, influencer, and interactive advertising in shaping consumer perception (Tam & Lung, 2024; Fernandez, 2024). This is also found by Habib et al. (2022) in their research that AI based marketing strategies improves perceived product value and so does increases the purchase likelihood. Real time customer interactions and social media engagement as Ahmed & Khan (2023) state, where are brand trust and consumer's confidence about online purchase reinforced. However, as some earlier studies have shown, traditional advertising channels including television and print media continue to contribute significantly to the extent of consumer decision making (Kotler & Keller, 2019). Given above suggests that even though digital marketing had overtaken traditional strategies, in shaping the perceived value, a multi channel approach will still be needed to reach a wider audience (Younus et al. 2015).

The perceived value was also found significant ( $\beta = 0.15$ ,  $p = 0.047$ ), as well as brand image ( $\beta = 0.17$ ,  $p = 0.019$ ). Tam & Lung (2024) also had formulated that the purchase decision is determined based on perceived benefits, product quality, and brand reputation, which correspond with these findings. Furthermore, Habib et al.(2022) as well postulate that perceived value is important in reinforcing brand trust and emotional connection between brand and buyer, making it comprehensible in purchase decision. Nevertheless, in earlier studies it was proposed that perceived value cannot outweigh the effects of pricing and availability on consumer behavior in competitive markets (Kotler & Keller, 2019). The study by Younus et al. (2015) also noted that brand image positively affects the purchase intention; however, it may not be a sole factor in influencing purchase intention, rather the product functional capability and the price play a significant role. This implies that despite the considerable role of brand perception, perceived value, and purchase behaviour, the actual purchase behaviour is also driven by practical, affordable and convenient aspects.

Celebrity endorsement ( $\beta = 0.36$ ,  $p < 0.001$ ) increases the perceived value of the online banking system, which is consistent with previous research that indicates that endorsements improve product credibility and a customer's trust (Ahmed & Khan, 2023). It is consistent with findings of Tam & Lung (2024) that when influencers are well aligned with the endorsements, they lead to enhancing the consumer perceptions, especially in the case of the luxury and fashion markets. On the other hand, as well matched celebrity endorsements are effective by ignoring the results obtained in the less familiarized consumers and those not trusting the celebrity (Habib et al., 2022), celebrity endorsements may not result in the effective endorsers for badly matched endorsements. In addition, past research also brings up possible downsides in that celebrity scandals or fake promotions might decrease consumer confidence and put in jeopardy brand reputation (Kotler & Keller, 2019). Moreover, Younus et al. (2015) point out that peer recommendations and contents generated from user might sometimes be more effective as celebrity endorsement is with younger, digital active consumers. Some of these insights lead to the idea that celebrity endorsements improve perceptual value (perceived value) but that they are highly dependent on authenticity and relevance.

Interestingly, customer knowledge ( $\beta = 0.21$ ,  $p = 0.003$ ) and product packaging ( $\beta = 0.15$ ,  $p = 0.047$ ) showed relatively weaker effects on perceived value, suggesting that while these factors contribute to consumer perception, they may not be the primary drivers of purchase intention. This aligns with research by Tam & Lung (2024), which found that informed consumers tend to conduct extensive research and rely on reviews rather than product packaging or traditional advertisements. Habib et al. (2022) similarly note that digital-savvy consumers prioritize peer recommendations over brand-provided information. However, Kotler & Keller (2019) suggest that while customer knowledge does not always translate directly into purchase behavior, it does impact brand loyalty and long-term engagement. Younus et al. (2015) also argue that packaging still plays a vital role in impulse buying, particularly in physical retail environments, though its impact in digital commerce may be diminished. These findings indicate that while customer knowledge and packaging contribute to consumer perceptions, they are often secondary to digital marketing and brand trust in driving purchase intentions.

## Discussion

The contribution to theory, empirics and practice from this study is significant as the relationships are between customer knowledge, celebrity endorsement, product packaging and digital marketing on brand image, perceived value as well as purchase intention are examined. The findings have further supported the theories of Consumer Decision Making Theory (CDT) and Stimulus Organism Response (S-O-R) Model as proposed by (Tam and Lung, 2024) that marketing stimuli and perceived value determine consumer's purchase decision. Literature-wise, this research is aligned with previous studies on mediated effectiveness of digital marketing in terms of perceived value role to mediate customers' purchase behavior, as well as the influence of digital marketing to customer engagement and brand perception on purchase behavior (Habib et al., 2022). Moreover, the study revealed an impression that digital marketing and brand trust have major impact on purchase intention which supports that businesses should focus on interactive engagement and personal branding approaches to have impact on purchase intention (Ahmed & Khan, 2023). Yet, the study also shows that direct effects of customer knowledge and product packaging are weaker than on perceived value, which indicates that understanding customer knowledge and knowing on pack information does impact consumer decisions but they seem not to be the primary drivers of purchases (Younus et al., 2015). By bringing depth to existing marketing strategies, especially in digital commerce, consumer interaction and real time engagement have become a part of shaping the models of the purchase (Kotler & Keller, 2019). This study extends and validates existing consumer behavior and marketing theories showing that perceived value acts as an important mediating factor between digital marketing, brand perception and purchase intention. Such findings are in line with the S-O-R Model, that is, when external stimuli (e.g., digital marketing and endorsements) affect the consumer perception and makes him or her purchase behavior (Tam & Lung, 2024). Also the results support the Consumer Decision Making Theory (CDT) since consumers utilize perceived value rather than knowledge based decision making (Habib et al., 2022). Yet, contrary to some traditional theoretical beliefs, the direct effect of customer knowledge on perceived value or purchase intention were not very powerful ( $\beta = 0.21$ ,  $p = 0.003$ ). This finding runs contrary to older theoretical perspectives built by Kotler & Keller (2019) who argued that more informed customers bring about more rational purchase decisions. The debate, in the results rather than aligns with contemporary research that major on emotional engagement, brand trust and also digital interaction as greater drivers of experience or buying behavior (Ahmed & Khan, 2023). The implications of these insights are to rethink the integration of the consumer behavior theories in a modernized way that includes primary consumer

factors of decision making being digital engagement and branding as opposed to simply product knowledge or rational assessment.

From the literature, the study's findings are in line with the recent research that the digital marketing plays a dominant role in how a consumer perceives and how he/she interacts on the decision to purchase. Consistent with studies by Tam & Lung (2024), Habib et al. (2022) and parents, it was observed that perceived value has a strong impact ( $\beta = 0.41, p < 0.001$ ) due to digital marketing. Moreover, brand image has a significant effect on purchase intention ( $\beta = 0.17, p = 0.019$ ), which also corresponds to previous research by Ahmed & Khan (2023) who indicated that brand trust and emotional connection have a big role on purchase behaviour. However, some findings do not agree with earlier studies. To illustrate, customer knowledge is a suggested especially strong determinant of perceived value (Kotler & Keller, 2019), whereas the present study found only a weak direct effect ( $\beta = 0.21, p = 0.003$ ). The reason behind such a discrepancy could be due to the evolution of digital commerce where the consumers' deeming experience and emotion based factors, rather than simple information, are of greater impact (Younus et al., 2015). In addition, while prior works argued that celebrity endorsement has an important influence on purchase behavior, the study revealed that celebrity endorsement has a moderately large impact ( $\beta = 0.36, p < 0.001$ ) on perceived value, and this influence was not enough if it was not on standby with authenticity and not brand participation. These contributions to the debate in marketing literature over the significance of various marketing strategies in the decision criteria of contemporary consumer choice create convergences.

The study offers practical insights for business and marketers on the important factors of consumer purchase intentions within the digital economy. The findings of the first suggest that the long reach of the digital marketing and the brand image towards perceived value drive the businesses to foster the personalized engagement, interaction advertisement, and the real time customer engagement strategies (Tam & Lung, 2024). Those that engage in social media and influencer partnerships and with the help of an AI driven marketing automation are more likely to increase perceived value and increase purchase conversion (Habib et al., 2022). Second, Considering the findings, celebrity endorsement is found to boost the perceived value when these are authentic and consistent with the brand (Ahmed & Khan, 2023). This amounts to businesses having an interest in credibility and relatability over just hired big beans to endorse. Thirdly, weaker customer knowledge impact on perceived value leads us to conclude businesses should indeed not place their full confidence in the practice of informational marketing, rather focusing on experiential marketing (Younus et al., 2015). Scientifically, it aligns with the evolving characteristic of the digital commerce — there are now more consumers who decide to buy a product more based on emotions, stories and more immersive brand experiences rather than just specifications of the product. This should serve as a strategic roadmap for businesses that are looking to maximize their digital marketing investments and strengthen the consumer engagement within a more buoyant competitive landscape.

## Conclusion

This study contributes to the knowledge regarding the theoretical, empirical and practical issues by examining the relationships between customer knowledge, celebrity endorsement, packaging, digital marketing, brand image, perceived value, and purchase intention. The findings make sure that perceived value is a critical mediator which has a significant impact on purchase intentions. It was found digital marketing ( $\beta = 0.41, p < 0.001$ ) and brand image ( $\beta = 0.17, p = 0.019$ ) have strong influence on consumers purchase behaviour meaning, relevant marketing strategies and positive brand perception arises consumer buy behaviour (Tam and Lung, 2024). Furthermore, as has been suggested in past literature regarding influencers' effect on perceived value (e.g., Habib et al., 2022), exposure to a celebrity promotes perceived value ( $\beta = 0.36, p < 0.001$ ). Nevertheless,



customer knowledge ( $\beta = 0.21$ ,  $p = 0.003$ ) was less than expected to exert an influence on perceived value, which indicates that contemporary customers are more influenced by experiential and emotional than rational decisions (Ahmed & Khan, 2023). To achieve that extent, these findings also provide a further contribution to existing consumer behavior and digital marketing theories focusing on the role of branding, engagement and perceived value in the online shopping environment (Kotler & Keller, 2019).

### **Future Research Directions**

The study then validates from a theoretical standpoint Consumer Decision Amnesia (CDT) and model Stimuli Organism Ration (S-O-R) model by finding that the consumer purchase decisions are predominantly influenced by the external stimuli (such as digital marketing, endorsement) and internal perceptions (such as perceived value and brand trust) (Tam and Lung, 2024). The findings are consistent with recent research making a case for the fact that modern consumers exert a disproportionate influence of digital engagement as well as brand perception (Habib et al., 2022). While the study challenges older models assuming the only consideration for rational decision making about product knowledge in isolation as it found that customer knowledge had weaker effect compared to expected (Ahmed & Khan, 2023). These results contribute to marketing literature by way of confirmation that emotional and experiential factors hold serious significance in digital commerce (Younus et al., 2015). Additionally, endorsement credibility and authenticity are found to be important when influencing presence of perceived value (Kotler & Keller, 2019), which also extends research on the effectiveness of celebrity endorsements. The findings of the study are equally useful for marketers and businesses as regards optimizing their digital marketing strategies and laying out brand engagement efforts. Investing in interactivity digital marketing through influencer partnerships and ai based personalization stronghold be seen to enhance perceived value and buy intentions (Tam, 2024). Additionally, managing the brand image is strong as brand trust and reputation affect the final consumer decisions (Habib et al., 2022). While celebrity endorsees work, business need to pick endorsers whose values match up to the company's brand identity to give the best chance of credibility and consumer trust (Ahmed & Khan, 2023). Moreover, the findings also indicate that customer knowledge does not always lead to purchasing decision, and companies should upgrade their marketing from just informational to experiential and emotionally moving brand stories (Younus et al., 2015). The insights provided in this article offer a practical roadmap to businesses that wish to enhance consumer engagement and better allocate marketing investment in ever more competitive digital marketplace (Kotler & Keller 2019).

Despite the wealth of information this study brings to light as to how consumers conduct themselves pervasively in the digital world, there's a caveat: limitations to this study must be recognized. Secondly, the study employed a cross sectional research design thus the findings depict consumer's perceptions at one point in time (Tam & Lung, 2024). One of the future research approaches could be to utilize a longitudinal design by studying how digital marketing trends and consumer preferences develop overtime (Habib et al., 2022). Secondly, the focus was limited in the study to online, the generalizability can be limited to traditional retail environments (Ahmed & Khan, 2023). Future studies could examine the differences of purchase behavior between the digital and physical retail consumers. Furthermore, the proposed model can be further researched on the role of trust, cultural influences and technological advancements such as the AI powered recommendations (Younus et al., 2015). In spite of the above limitations, the study provides an important input to marketing research, through an understanding that will enable businesses to develop a better consumer engagement, brand positioning, and purchase intention strategies (Kotler & Keller, 2019).

## References

- Tam, F. Y., & Lung, J. (2025). Digital marketing strategies for luxury fashion brands: A systematic literature review. *International Journal of Information Management Data Insights*, 5, 100309. <https://doi.org/10.1016/j.jjime.2024.100309>
- Habib, S., Hamadne, N. N., & Hassan, A. (2022). The relationship between digital marketing, customer engagement, and purchase intention via OTT platforms. *Journal of Mathematics*, 2022, Article ID 5327626. <https://doi.org/10.1155/2022/5327626>
- Younus, S., Rasheed, F., & Zia, A. (2015). Identifying the factors affecting customer purchase intention. *Global Journal of Management and Business Research: A Administration and Management*, 15(2), 1–11. [https://globaljournals.org/GJMBR\\_Volume15/2-Identifying-the-Factors-Affecting-Customer.pdf](https://globaljournals.org/GJMBR_Volume15/2-Identifying-the-Factors-Affecting-Customer.pdf)
- Ahmed, R., & Khan, M. A. (2023). Packaging, perceived value, and brand trust: A study of evolving consumer preferences in digital commerce. *Journal of Contemporary Marketing*, 35(2), 112–129.
- Ali, M., Hussain, S., & Rahman, M. (2023). Omnichannel marketing and consumer retention: Bridging engagement and loyalty. *International Journal of Business Strategy*, 18(1), 77–95.
- Dwivedi, Y. K., Shareef, M. A., Simintiras, A. C., Lal, B., & Weerakkody, V. (2018). A generalised adoption model for services: A cross-country comparison of mobile health (m-health). *Government Information Quarterly*, 35(2), 174–187.
- Fernandez, M. (2024). AI-driven digital personalization in marketing: Impact on perceived value and trust. *Journal of Digital Innovations*, 9(1), 43–59.
- Garg, R. (2023). Decoding digital influence: Consumer behavior in the age of engagement. *Journal of Digital Marketing Trends*, 12(3), 210–228.
- Godey, B., Manthiou, A., Pederzoli, D., Rokka, J., Aiello, G., Donvito, R., & Singh, R. (2019). Social media marketing efforts of luxury brands: Influence on brand equity and consumer behavior. *Journal of Business Research*, 69(12), 5833–5841.
- Gupta, M., Tiwari, R., & Patel, H. (2021). Sustainable packaging and consumer loyalty: A study of minimalist trends. *Journal of Consumer Ecology*, 27(4), 190–205.
- Kotler, P., & Keller, K. L. (2019). *Marketing management* (15th ed.). Pearson Education.
- Kumar, A., Javed, M., & Rani, S. (2023). Consumer trust and product knowledge: Determinants of purchase intentions in e-commerce. *Journal of Marketing Analytics*, 5(1), 33–48.
- McCracken, G. (2018). *Culture and consumption: New approaches to the symbolic character of consumer goods and activities*. Indiana University Press.
- Mehrabian, A., & Russell, J. A. (1974). *An approach to environmental psychology*. MIT Press.
- Rettie, R., & Brewer, C. (2018). The verbal and visual components of package design. *Journal of Product & Brand Management*, 9(1), 56–70.
- Schiffman, L. G., & Kanuk, L. L. (2020). *Consumer behavior* (12th ed.). Pearson Education.
- Sharma, R., & Bhatt, V. (2022). Celebrity endorsements in the digital age: Trust, perception, and purchase behavior. *Journal of Advertising and Consumer Psychology*, 18(2), 101–117.
- Sridhar, S., & Fang, E. (2019). Mobile marketing: The future of marketing strategy. *Journal of Business Research*, 103, 384–389.