Impact of Digital Marketing on Online Purchase of Textile Products in Karachi: The Moderating Effect of EWOM and Trust

SANIA ALI
MBA (Marketing) Student at Karachi University Business School.
Email: sania.ali199727@gmail.com

Abstract

Many researchers have studied digital marketing and its impact on online purchases in recent years, few studies have been found related to textile products and its purchase in Karachi. The purpose of the study is to explore the impact of digital marketing towards online purchase. The relation is moderated by EWOM and Trust across the consumers of textile products in Karachi. This study is quantitative in nature and follows a deductive research approach. Stratified random sampling was used to select respondents from 6 districts of Karachi. The questionnaire was filled by 300 online shoppers. Data were analyzed by advanced statistical methods operated in Smart PLS and SPSS. The results disclosed that the DM has a significantly positive effect on online purchase of textile products. The moderating effect of trust is also established between the proposed relationships. But the moderator EWOM significantly weakens the proposed relationship. The results are discussed and recommendations are made for the target sector will be available. It is hoped that the research results will be useful not only for the target field in particular, but also for other fields in general.

Keywords: *Digital Marketing, Online Purchase, EWOM, Trust, Karachi, Textile Industry.*

Introduction

Pakistan is the third leading yarn manufacturer in the world. Textile value chain is very long, it begins from cotton to ready-to-wear. Due to the severe impact of COVID-19 on countries in our region, the pandemic has proven to be a blessing miracle for apparel companies as there are large export orders in the European and US markets for the Pakistani apparel industry(*Pakistan Economic Survey*, 2020). Amongst all industries in Pakistan "Textile industry" is the largest one. The countries' textile exports hit record high at $19.33 bn in FY22. Furthermore the textile production inflated by 5.90% in the July-March 2021, against the pair of 2.58% drop within the same period preceding year(*The Garment Industry of Pakistan*, 2017). Pakistan gets credit in the world because of its great textile industry(Abdul Ghani, 2010). After the Internet took off in the 21st century, many other platforms were created for specific purposes (Dr Salman, 2022).

According (Chaffey, 2008) internet marketing can be defined as achieving marketing objectives through applying digital technologies. In the past decade, the global marketing environment has undergone significant changes while digital marketing turned out to be the most widely used marketing tool and the increase of cyberspace has changed the corporate landscape of multinational organization, leading to the exponential progress of successful online businesses (Kannan & Li, 2017).

As in past, online shopping was not known of in Pakistan and people used to spend hours doing traditional shopping. Despite being a late entrant, Pakistan's internet is booming rapidly (weekly technology times, 2016).

In addition, more them half of the online shoppers (56%) are young people age (25-34) then those aged 18-24 (23%) and 35-44% (14%). The remaining 7% of consumers are over the age of 45(Khan, 2019). In the marketing literature, trust has traditionally been studied in terms of both trust in salespeople and trust in seller organizations (Morgan & Hunt, 1994). When the seller is absent from the purchase process as in e-commerce store (Lohse & Spiller, 1998). As a result the main target of the customers is the company itself (Chow & Holden, 1997). Many scholars believe that trust is a requirement for successful business, because consumers are hesitant to buy unless they trust the credibility company.

The low level of customer trust on e-commerce inhibits consumers from purchasing online products and it also prevents customers from repurchasing (Gefen, 2002). In previous research, trust has also been identified as a significant predictor of online purchases(Gefen & Straub, 2003; Hassanein & Head, 2007; Hsiu-Fen Lin, n.d.; Wang & Emurian, 2005).

Many studies have found that the valence of electronic word of mouth affects organizations outcomes (De Pelsmacker et al., 2018), positive customer reviews improves organizations results. Meanwhile, negative EWOM will reduce business outcome(Anderson, 2012). (Lin & Lu, 2010) also mentioned in their research paper that, as more shoppers are depending on word of mouth (WOM) to rate goods, WOM is playing a credible role in influencing shoppers' purchasing choices. But, due to marketer's proactive involvement on the cyberspace, the organic online word of mouth (EWOM) communications are now becoming faded (Kala & Chaubey, 2018a).

Multinational companies are starting to focus on electronic word of mouth (EWOM) Rather than spending huge amounts on traditional advertising (Abedi et al., 2019; Babić Rosario et al., 2016). Abundant academic research supports the concepts that online customer reviews (ewom) can have a powerful impact on consumer purchase intention (Filieri & McLeay, 2013; D. N. Smith et al., 2005). The direction and strength of the persuasive effect of online customer reviews (OCR) depends on the potency of the message, whether negative or positive, on the credibility of its source. Credibility of sources is especially important online, study shows (Wolfsteiner et al., 2016).

In recent years many researchers have been studying digital marketing and its impact on online purchase but very few studies have been found in context of textile products in Karachi. Therefore, keeping in mind, the significant of this industry in Pakistan we decided to carry out a comprehensive study to determine the impact of DM on online purchase (op) of textile products in Karachi, our main focus will be on finished textile goods e.g garments, bedding, curtains etc. EWOM (Hennig-Thurau et al., 2003, 2004; Sundaram et al., 1998) and trust (Jeffries & Reed, 2000; Morton Deutsch, 1958; Wolfsteiner et al., 2016) are considered to be a very important factor in online purchase. This study will also focus on moderating effect of trust and EWOM. This would be beneficial for scholars in the textile and apparel/garment area in order to emphasis their forthcoming studies. Basically, this study will be very informative for textile sector, apparel and fashion designers, advertisers.

Research Objectives

- To determine the impact of digital marketing on online purchase of textile products in Karachi.
- To determine the moderating effect of trust and EWOM between digital marketing and online purchase.

Literature Review

This segment will present review of pertinent literature relating to the study. It will pinpoint the theoretical base on which this study will be built.

Digital Marketing

According to (Sawicki, 2016) digital marketing is an exploration of the vast world of digital technologies. These technologies form a platform for connecting a large number of potential audiences. In the course of time different means and trends in digital technology were introduced which infiltrate the old business practices. Similarly if an existing company or organization doesn't encourage digital technology and its impact on business, they can no longer exist (Husnain & Toor, 2017).

Meanwhile conventional businesses are going through a big problem, as many young buyers are adopting online shopping (Krbová & Pavelek, 2015).Furthermore (Yasmin et al., 2015) describes how digital marketing attracts and enables the customers to interact with the businesses through digital media. In order for businesses to prosper in the online market, according to (Kierzkowski et al., 1996) a number of digital marketing critical elements. These five elements are: attract users; engage users' interest and involvement; maintain customer loyalty and making sure their return to an application; actually, understand about their interests; and, finally, lead up to customers to offer the kind of individualized encounters

According to (Chaffey et al., 2006; Kierzkowski et al., 1996) e-marketing has three primary operational processes: acquiring new clients (getting site traffic), conversion (keeping people on the site), and retention (prompting continuing use of electronic networks). Based on (Korkpoe & Nyarku, 2013) research the introduction of digital marketing has led to a paradigm modification in global markets and an increase in the dominance of shopper purchasing power, as a result of the execution of innovative technologies have formed more fierce competition between businesses. Businesses can use a diversity of internet marketing communication practices to advertise and boost website traffic. some of the acquisition tools provided by (Chaffey et al., 2006)and (Krishnamurthy, 2006) are as follows.

1. SEM (Search Engine Marketing)
2. SEM, PPC
3. Online PR
4. Blogging, podcasting
5. Online partnerships
6. Online Sponsorships
7. Online Viral Marketing
8. Affiliated Marketing
9. Interactive Advertisement
10. E-mail Marketing

Electronic Word of Mouth

Electronic word of mouth (EWOM) is defined by (Litvin et al., 2008) as “all informal communications directed to consumers through Internet-based technologies related to the use or characteristics of specific goods and services or their sellers. Marketing research on WOM dates to the 1960s (Arndt, 1967) and (Sundaram et al., 1998).

Online customer reviews can affect consumer’s assessment of products and purchasing decisions (Chevalier & Mayzlin, 2006) and (Kala & Chaubey, 2018b). According to (Ahmad & Althonayan, 2018) Consumer perceptions of service quality have a beneficial effect on their word of mouth (EWOM) and trading objectives through their intellectual and emotional reactions. Customer satisfaction and Trust is closely related to consumer word-of-mouth behavior (Zhang et al., 2019).

(Duan et al., 2008) in his study explained, e-WOM is an internet platform used to exchange positive or negative messages between current users and prospective customers. They also trust that EWOM is one of

the powerful options to share reviews among the customers, therefor WOM is considered as the best way for conveying opinions and observations from one person to another.

Although generally a passive means of communication, websites can be used to make the first step of 'buzz' to stimulate electronic word of (EWOM) amid visitors. Just as conventional advertising, an effective website is not only for sharing information, but also crafting a desire in customers to learn more about the product and preferably prompt them to visit (Litvin et al., 2008).

Previous literature largely holds up that WOM influences behavior more than other marketing sources. In matter of awareness and customer engagement EWOM is turn out to be more effective than any advertisement and the reason is trust. A key element of WOM is its provenance. Similarly, if source is credible, WOM is considered to be 9 times more in effect than advertising and transforms negative or neutral attitudes into positive attitudes (Buttle, 1998). EWOM can positively and/or negatively impact buyer's decisions. But negative word of mouth has more sizeable influence. According to a research unhappy consumers are more keen to spread negative WOM as compared to unhappy consumers (Day, 1971). Through internet sellers, customers are delivered with more product information. So online customers will not only get information they need about products from websites but also get benefit from product's reviews by other patrons (Keeney, 1999)

Trust

The digital era has considerably transformed the way that people interact, learn, and buy (Mansour et al., 2014). Trust plays vital role between the consumers and store, especially when customer do not have any direct control over store, then the decisions are important and the environment is considered unreliable (Duetsch, 1958). Consequently, trust was defined as the buyer's general opinion that the seller, item, and Organization will carry out its duties as defined by the customer (Comer et al., 1999).

Trust influence the attitude of consumers, even in circumstances where the buyer's switching charges are little(Chow & Holden, 1997; Schurr & Ozanne, 1985). A survey of 120 respondents stated from Pakistan by (Nazir et al., 2012) ,revealed that most of respondents were shop online as low price, comparisons, convenience were favored factors. But the aspects negatively influencing the shoppers were social factors and psychological factors such as insecurity in online transaction and payments.

Customers primarily use online media on the bases of assurance, trust, applicability and internal motivation (Calder et al., 2009). Another point of view states that customer's involvement in E-Media is stimulated by self-motivating abilities such as price, Brand loyalty, customer services, incentives and promotions based on previous involvements (Vivek et al., 2012). Trust is seen as an essential part of online purchase intension customers buy considering their trust in obtaining the product.

Numerous studies have revealed that credit cards are frequently used as payment methods when purchasing online. Studies (R. Chen & He, 2003) have revealed that consumers prefer to purchase goods and services from businesses they trust or from well-known brands they are accustomed to. The achievement or failure of online businesses is very perilous and depends on factors on trust online. Similarly it have been discovered that trust and perceived risk have strong connection, which also influences customers intension to buy (Y.-H. Chen & Barnes, 2007; D. J. Kim et al., 2008).

Many conceptions of trust have developed as a result of the fact that research on trust has been performed from a range of disciplinary viewpoints. Previous studies on traditional commerce tended to be more concerned with interpersonal trust, such as the confidence that a customer has in a salesman(D. J. Kim et al., 2008). According (Comer et al., 1999) acknowledged salesperson, product, and corporation are only a few examples of the possible referents for consumer trust (Gefen, 2002; Jarvenpaa et al., 2000). In preceding research, trust has been viewed through diverse disciplinarians: behavioral/psychological (Baker,

2000; Dirks & Ferrin, 2001), managerial/organizational (Balasubramanian et al., 2003; Jeffries & Reed, 2000), technological (Brainov & Sandholm, 1999). But research work related to trust on credibility of source in e-commerce is very little and loosely integrated. In this research we have focus on level of consumers trust on credibility of source/online stores and their purchase intention.

Online Purchase

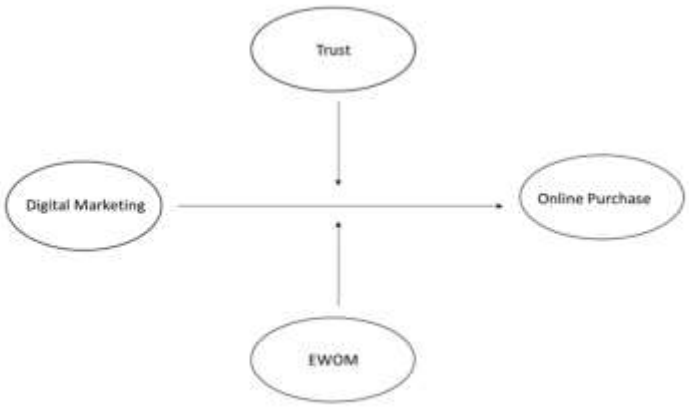
Purchase intension is one of the key theories in marketing literature which is constantly used in studies and also includes a lot of products and services (Vahdati & Mousavi Nejad, 2016). The buying intension of customers varies through the impression of price assessment, perceived value and quality (Morgan & Hunt, 1994).

The effect of internet retailers on consumer online purchasing has been covered in numerous study publications. These researches primary concentration on the online store despite an increasing number of businesses switching to a bricks-and-clicks model is a major flaw. These businesses are most likely to succeed because they are capitalizing on competitive advantages such a consistent client base, experience, trust, financial resources, brand strength and cross-promotional opportunities (Verhagen & Van Dolen, 2009). According to (Wibisurya, 2018), the use of attractive content, customer modification, and personalization have a major beneficial impact on purchase when it emanates to digital marketing.

According to (Shanthi & Desti, 2015) the study places a strong emphasis on how simple it is for individuals to navigate and use the internet, making it more practical. It also emphasizes the fact that young people between 20- and 25-years old do almost exclusively online purchases. They further added product security, company's reputation and data privacy are the most important components of online purchase.

Another study was conducted about the variable of online purchase by (Shalini & HemaMalini, 2015) Chennai. The main focus of the study was the security risk regarding factors influencing online customers. Customers have concerns regarding the quality of the goods bought online and the preference was for payment upon delivery. While other things made internet shopping more advantageous.

Theoretical Framework



This conceptual model explains the relationship between dependent (DM) and independent (OP) variable, and the correlation between them. It further defines the impact of trust and EWOM as moderators between DM and OP. The conceptual model further explains how these moderators strengthens or weakens their relationship.

Hypotheis

H1: Digital marketing has significantly positive impact on online purchases.
HO: Digital marketing has a significantly negative impact on online purchases.
H2: Trust moderates the relationship between digital marketing and on online purchase in a way that it strengthens the relationship
Ho: Trust moderates the relationship between digital marketing and on online purchase in a way that it weakens the relationship
H3: EWOM moderates the relationship between digital marketing and on online purchase in a way that it strengthens the relationship
HO: EWOM moderates the relationship between digital marketing and on online purchase in a way that strengthens the relationship.

Methodology

This chapter gives the study design and methodology intended to be used in this study. Various options for research approaches, designs, and strategies are discussed, and the definite decision made in this study are explained.

Research Design

This research paper employs a descriptive study design to simplify data collection and analysis. Adaptations of descriptive research designs are based on the fact that they allow the collection, investigation, analysis and explanation of measurable variables in research. Descriptive survey design offers researchers the opportunity to quantitatively measure the variables under investigation and use various statistical tools for their analysis and inference. The descriptive nature of research works very well with or in line with deductive and quantitative research.

Research Approach

There are two subcategories of research approaches. The first category determines whether the approach is deductive or inductive, and the second category determines whether the approach is qualitative or quantitative.

Deductive Approach

Deductive reasoning is used in the scientific method to test a theory, it is a structured collection of hypothesis about a certain subject that yields testable predictions. It move from the more general to the more precise in deductive reasoning. It start out with a general hypothesis and then narrow down and can examine certain hypothesis based on that idea (Sekara & Bougie, 2013). In this thesis deductive approach is been adopted. First, existing literature and models were used to develop our research question and then investigate our gathered data

Quantitative Approach

Quantitative research is based on the measurement of quantity or amount. In quantitative research, the data collected are always numerical and investigated using mathematical and statistical techniques. It often involves words and language, but can also use images, pictures, and observations (Sekara & Bougie, 2013).

Because it was consistent with the goal of this research, quantitative research approach has been opted for this study. Quantitative research also support hypothesis testing and focused from specific to general approach.

Sampling Design

This research will be carried out in Karachi. The present study is regarding the impact of digital marketing on online purchase of textile products in Karachi, hence all the online shoppers in Pakistan are considered as the population for this research. An online shopper is a customer who has made at least one purchase of a product or service from an online store.

Population Criteria

This research will be carried out in Karachi. The present study is regarding the impact of digital marketing on online purchase of textile products in Karachi, hence all the online shoppers in Pakistan are considered as the population for this research. An online shopper is a customer who has made at least one purchase of a product or service from an online store.

Sampling Technique

There are two possible sampling techniques: Probability and Non-Probability.

Probability Sampling

In probability sampling, the sampler selects the respondents to be part of the sample randomly, Random or chance sampling are other names for probability sampling. It is a lottery system in which specific units are chosen at random from the entire group, not consciously, but through a mechanical procedure (Kothari & Garg, 2019; Sekara & Bougie, 2013).

Our sample selection method is probability. Stratified random sampling has been opted for this study, as we divided Karachi city in 6 strata's and choose random areas from each strata for this research. The data have been collected online through Google forms, from online shoppers in Karachi. All age groups have been included above 18 from respective areas.

Sample Size

It is important to include a large number of online shoppers in the survey to ensure representativeness of survey participants. As the sample size increases, the sampling error decreases and sample statistics such as sample mean, sample standard deviation, etc. become more like population statistics. The present research aims to collect data from online shoppers in Karachi to cover the large population we are focusing on major areas of Karachi. Therefore, Karachi city has been divided into 6 parts. Two areas from each district has been selected for the survey, hence 50 respondents have been selected from each district. According to (Dörnyei, 2007) the sample size should be between 1% and 10% of the pollution as the rule of thumb so in each district there are approximately 20 to 22 areas, so selecting 2 areas from each district cover this criteria. Therefore the sample size for this research is 300 as the answers were getting saturated so it was decided to not fill out more forms.

Table No 1 : Sample Size

Strata's	Randomly selected areas	Respondents
District Malir	Gulshan e Hadeed, jafar e tayar	50
District South	Saddar town, Clifton	50
District East	Gulshan e Iqbal, gulzar e hijri	50
District central	Ancholi, karimabad	50
District west	Metrovil, chisti Nagar	50
District Korangi	Landhi, Muzaffarabad colony	50

Data Analysis and Results

The Data analysis and interpretation of the acquired information and original data are presented in this part. Analysis of the data was done by using the statistical software SPSS and SmartPLS. Several statistical tests and measurements, including frequency, percentages, mean, median etc. were calculated. Tables and charts in this chapter are built on the findings from source data based on the results of these tests, the conclusions, findings, and recommendations, outputs and conclusion are drawn.

Demographic Analysis

This subsection describes the demographic information of the respondents to offer insight, gain a better understanding of the respondent's background information. Out of total 300 respondents, 160 (53.3%) were women and 140 (46.7%) were men. The first two income groups that dominate the survey were (29 %) respondent's with income levels below 30,000 and 26% with income levels 41,000-50,000. The majority of respondents were aged between 21-25 (36%) and 26-30 (26.3). These two categories holds dominating percentages because these age groups fall under the digital era and are more exposed to internet. Secondly most of the people in this age groups are independent and have financial freedom.

Table 2: Income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	below 30,000	87	29.0	29.0	29.0
	31,000-40,000	61	20.3	20.3	49.3
	41,000-50,000	78	26.0	26.0	75.3
	51,000-60,000	21	7.0	7.0	82.3
	61,000-70,000	18	6.0	6.0	88.3
	71,000-80,000	19	6.3	6.3	94.7
	81,000 above	16	5.3	5.3	100.0
	Total	300	100.0	100.0	

Table 3: Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-20	51	17.0	17.0	17.0
	21-25	108	36.0	36.0	53.0
	26-30	73	24.3	24.3	77.3
	31-35	38	12.7	12.7	90.0
	36-40	14	4.7	4.7	94.7
	41 above	16	5.3	5.3	100.0
	Total	300	100.0	100.0	

Table 4: Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	male	140	46.7	46.7	46.7
	female	160	53.3	53.3	100.0
	Total	300	100.0	100.0	

It was equally revealed that 138 respondents (46.0 percent) that constitute majority of the respondents have Bachelor's degree as their highest certificate and 91 (30.3 percent) of the respondents have master's degree as their highest certificate during the survey. The respondents were also asked what type of textile products they buy and what type of digital channels they are familiar with. Majority of respondents buy garments (60%) and (11.3 %) buy bedding. Meanwhile 21.1% were familiar with mobile ads, 20.8% were familiar with online ads, 14% with Email marketing and 13.3% were with SEO and 12.3% were familiar with viral marketing.

Table 5: Education level

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	intermediate	43	14.3	14.3	14.3
	bachelor's degree	138	46.0	46.0	60.3
	master's degree	91	30.3	30.3	90.7
	professional degree	28	9.3	9.3	100.0
	Total	300	100.0	100.0	

Table 6: Textile Products

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Garments	182	60.7	60.7	60.7
	bedding (bedding basics)	34	11.3	11.3	72.0
	Curtains	23	7.7	7.7	79.7
	Rugs	7	2.3	2.3	82.0
	throws/ blankets	15	5.0	5.0	87.0
	bath essentials	9	3.0	3.0	90.0
	cushion covers	10	3.3	3.3	93.3
	all of the above	20	6.7	6.7	100.0
	Total	300	100.0	100.0	

Table 7: DM Frequencies

		Responses		
		N	Percent	Percent of Cases
Dm Channels	SEO	115	13.3%	38.5%
	E-mail marketing	121	14.0%	40.5%
	Viral marketing	106	12.3%	35.5%
	Online partnerships	81	9.4%	27.1%
	Online-PR	79	9.1%	26.4%
	Mobile ads	182	21.1%	60.9%
	Online ads	180	20.8%	60.2%
Total		864	100.0%	289.0%

a. Dichotomy group tabulated at value 1.

Construct Validity and Reliability

The values of construct validity and reliability for DM were excellent cronbach (0.781) which is above0.7, composite reliability rho-a,c (0.782, 0.859), AVE (0.606) which is above 0.5. EWOM has moderate construct values cronbach (0.633) which is slightly lower than 0.7 it is considered moderate, composite reliability rho-a,c (0.651, 0.782) which is considered good , AVE (0.76) which is also considered moderate.

The values of Online purchase was slightly low for cronchach alpa (0.410), composite reliability (0.570, 0.691) and AVE (0.473).The values of trust are also excellent cronbach (0.792) which is above0.7, composite reliability rho-a,c (0.799, 0.857), AVE (0.545) which is above 0.5.

Table 8: Validity and Reliability

Construct	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
DM	0.781	0.782	0.859	0.604
EWOM	0.633	0.651	0.782	0.476
OP	0.410	0.570	0.691	0.473
T	0.792	0.799	0.857	0.545

Hypothesis Testing

Table 9: Hypothesis Testing

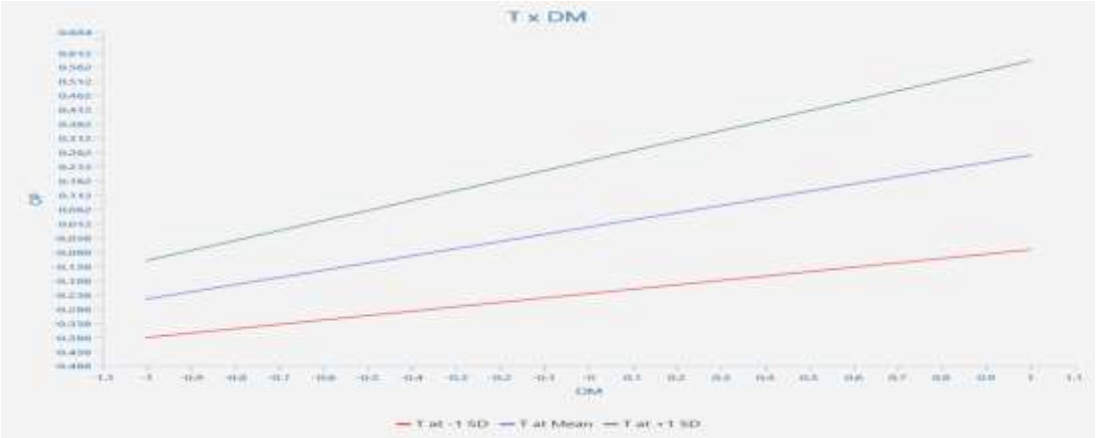
	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
DM -> OP	0.253	0.251	0.072	3.526	0.000
EWOM -> OP	0.118	0.126	0.059	2.004	0.045
T -> OP	0.234	0.235	0.080	2.912	0.004
EWOM x DM -> OP	-0.140	-0.132	0.050	2.770	0.006
T x DM -> OP	0.098	0.090	0.048	2.047	0.041

Ho: Digital marketing has significantly negative impact on online purchases. (Null hypothesis is rejected)

The above table illustrates the results of the hypothesis. First we will discuss the relation between digital marketing (DM) and online purchase (OP).The above shows the P-values for DM and OP which is 0.000 that means our value is less than 0.05. Commonly used critical value for t test are 1.96 it show significant the relationship is, so the t value for DM and OP are 3.526 which is more than 1.96. It means the relationship is very significant. The graph of path coefficient below shows the value of path coefficient that should be greater than 0.1 which is 0.250, so it also supports the hypothesis. Hence the null hypothesis is rejected.

Ho: Trust moderates the relationship between digital marketing and on online purchase in a way that It weakens the relationship. (Null hypothesis is rejected).

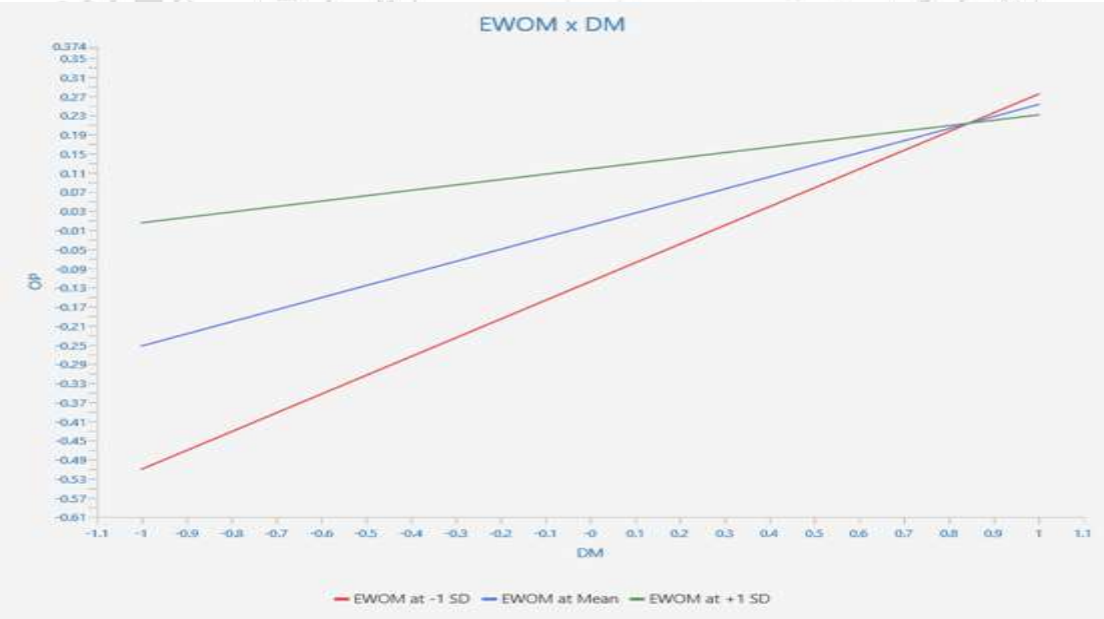
The secondly we will discuss the moderating variable trust as we see in above chart p-value of our moderator is less than 0.05 that is 0.41 which proves our null hypothesis (Ho) is rejected. The t value is also greater than 1.96 that is 2.047, it means the relationship is very significant. It is also very clear in the chart below, the extreme slop show how high the impact of trust is on DM and OP. It strengthens their relationship. The graph of path coefficient below shows the value of path coefficient that should be greater than 0.1 which is between 0.225-0.250, so it aslo supports the hypothesis and strengthens their relationship. Hence null hypothesis is rejected.



Graph 1: Slop Analysis (Trust Moderator)

Ho: EWOM moderates the relationship between digital marketing and on online purchase in a way that it weakens the relationship. (Null hypothesis is accepted)

According to the table above it is clear that our P-value is less than 0.05 which is 0.006 and t value is greater than 1.96 that is 2.770. But the graph below indicates an almost straight green line (standard deviation above the mean) which shows there is no significant relationship between them. The red line in the graph (standard deviation below the mean) which shows steeper slop which indicates weak relationship. It proves H0 hypothesis is accepted. We can also see in the graph of path coefficient below that the moderating relationship between EWOM, DM and OP is downwards its value is -0.140. It shows weak strength of the relationship. Hence the null hypothesis is accepted.



Graph 2: Slop Analysis (EWOM Moderator)

Graph 3: Path Coefficients

Fit Model

The below model fit table shows saturated and estimated model. The SRMR values for fit model are between 0.08 to 0.10 according to according to (Hu & Bentler, 1999).The above table shows the values as less than the estimated values 0.77 which is considered excellent. Next NFI values should be closer to 1 for a good fit model, our NFI value is 0.720 which is quite closer to 1.

Table 10: Fit Model

	Saturated model	Estimated model
SRMR	0.077	0.077
d_ULS	0.808	0.804
d_G	0.229	0.226
Chi-square	403.568	396.796
NFI	0.715	0.720

Collinearity statistics (VIF)

The below table illustrates VIF values. If the values are equal to 3 or greater than 3 than it shows collinearity problem (Diamantopoulos & Siguaw, 2006). All the values in the table below are less than 3 so there is no collinearity problem.

Table 11: VIF

	VIF
DM1	1.532
DM2	1.604
DM3	1.677
DM4	1.428
EWOM2	1.316
EWOM3	1.252
EWOM4	1.202
EWOM5	1.129
OP2	1.204
OP3	1.182
OP4	1.021
T1	1.513
T2	1.585
T3	1.406
T4	1.487
T5	1.573
EWOM x DM	1.000
T x DM	1.000

Future Research Directions

How Big Data Analytics and AI will work in the Future, explore ways to influence the digital marketing landscape. Marketing research that has taken shape in the field of digital marketing is an interesting avenue for future research. This paper guides the organizations to apply the best digital channel that customers are familiar with in Pakistan for textile sector with the objective to serve the patrons in a better and distinctive way, and it offer the competitive advantage to the corporations. Textile sector is a very significant source of foreign currency for Pakistan's economy. It consists of small and medium enterprises (SMEs) with several large companies. E-Marketing Potential especially in Pakistan's textile sector is underutilized.it is an opportunity that needs to be work on. In this sector, most of the e-marketing activities are carried out. Via e-mail, websites and e-marketplaces.

Secondly the moderator of trust and EWOM can be substituted with cultural aspects and mediating role of variables can be added for more effectual results. In addition current study collected the data from local customers, it can be collected from garment textile sector, while further analysis can be directed across other sectors as well.

Conclusion

This study reviewed research concerned with consumer behavior and survey towards textile products in Pakistan. Literature and research findings suggest that digital marketing is an important factor. This is strongly supported by previous research and influences online purchase of textile products. Digital marketing is important because technologically advanced and educated consumers from all walks of life

make online purchase using modern devices such as smartphones, computers, tablets and digital devices. The everyday use of these gadgets offers purchasers an excellent level of trust and adventure to attempt new methods to on-line shopping. The result of this study suggested that EWOM does not have any influence on online purchase, it could be because of the involvement of organizations or paid EWOM. Our current work also provides an overview and basic information on the use of DM channels for e-marketing in Pakistan's textile industry. More research and empirical studies are needed to understand the importance of building trust of customers when doing business online and implementation of digital marketing, internet marketing ROI, and the impact of reaching customers online compared to conventional marketing. It's important to understand digital space and how to use it to develop local and international market and customer relations through e-marketing.

References

Abdul Ghani, J. (2010, May 21). *Maria B. Designs (Pvt.) Lt.* Asian Journal of Management Cases, 7(1), 89–102.

Abedi, E., Ghorbanzadeh, D., & Rahehagh, A. (2019). Influence of eWOM information on consumers' behavioral intentions in mobile social networks: Evidence of Iran. *Journal of Advances in Management Research*, *17*(1), 84–109. https://doi.org/10.1108/JAMR-04-2019-0058

Ahmad, M., & Althonayan, A. (2018). An empirical investigation of customer intentions influenced by service quality using the mediation of emotional and cognitive responses. *Journal of Enterprise Information Management*.

Anderson, C. (2012). *The impact of social media on lodging performance*.

Arndt, J. (1967). Role of product-related conversations in the diffusion of a new product. *Journal of Marketing Research*, *4*(3), 291–295. https://doi.org/doi/10.1177/002224376700400308

Babić Rosario, A., Sotgiu, F., De Valck, K., & Bijmolt, T. H. (2016). Role of product-related conversations in the diffusion of a new product. *Journal of Marketing Research*, *53*(3), 297–318.

Baker, J. (2000). Martin Hollis, Trust within Reason. *Ethics*, *110*(2), 418–421. https://doi.org/10.1086/233280

Balasubramanian, S., Konana, P., & Menon, N. M. (2003). Customer Satisfaction in Virtual Environments: A Study of Online Investing. *Management Science*, *49*(7), 871–889. https://doi.org/10.1287/mnsc.49.7.871.16385

Brainov, S., & Sandholm, T. (1999). Contracting with uncertain level of trust. *Proceedings of the 1st ACM Conference on Electronic Commerce*, 15–21. https://doi.org/10.1145/336992.336998

Buttle, F. A. (1998). Word of mouth: Understanding and managing referral marketing. *Journal of Strategic Marketing*, *6*(3), 241–254. https://doi.org/10.1080/096525498346658

Calder, B. J., Malthouse, E. C., & Schaedel, U. (2009). An Experimental Study of the Relationship between Online Engagement and Advertising Effectiveness. *Journal of Interactive Marketing*, *23*(4), 321–331. https://doi.org/10.1016/j.intmar.2009.07.002

Chaffey, D. (2008). *Internet Marketing: Strategy, Implementation and Practice, 3/E*. Pearson Education India.

Chaffey, D., Ellis-Chadwick, F., Mayer, R., & Johnston, K. (2006). *Internet Marketing: Strategy, Implementation and Practice*. Financial Times Prentice Hall.

Chen, R., & He, F. (2003). Examination of brand knowledge, perceived risk and consumers' intention to adopt an online retailer. *Total Quality Management & Business Excellence*, *14*(6), 677–693. https://doi.org/10.1080/1478336032000053825

Chen, Y.-H., & Barnes, S. (2007). Initial trust and online buyer behaviour. *Industrial Management & Data Systems*. https://www.emerald.com/insight/content/doi/10.1108/02635570710719034/full/html

Chevalier, J. A., & Mayzlin, D. (2006). The effect of word of mouth on sales: Online book reviews. *Journal of Marketing Research*, *43*(3), 345–354. http://www.nber.org/papers/w10148

Chow, S., & Holden, R. (1997). Toward An Understanding Of Loyalty: The Moderating Role Of Trust. *Journal of Managerial Issues*, *9*(3), 275–298. https://www.jstor.org/stable/40604148

Comer, J. M., Plank, R. E., Reid, D. A., & Pullins, E. B. (1999). Methods in Sales Research: Perceived Trust in Business-to-Business Sales: A New Measure. *Journal of Personal Selling & Sales Management*, *19*(3), 61–71. https://doi.org/10.1080/08853134.1999.10754182

Day, G. S. (1971). Attitude change, media and word of mouth. *Journal of Advertising Research*, *11*(6), 31–40. https://psycnet.apa.org/record/1972-28012-001

De Pelsmacker, P., van Tilburg, S., & Holthof, C. (2018). Digital marketing strategies, online reviews and hotel performance. *International Journal of Hospitality Management*, *72*, 47–55. https://doi.org/10.1016/j.ijhm.2018.01.003

Dirks, K. T., & Ferrin, D. L. (2001). The Role of Trust in Organizational Settings. *Organization Science*, *12*(4), 450–467. https://doi.org/10.1287/orsc.12.4.450.10640

Dörnyei, Z. (2007). *Research Methods in Applied Linguistics: Quantitative, Qualitative, and Mixed Methodologies*. OUP Oxford.

Dr Salman, jahan. (2022). *IMPACT OF E-MARKETING ON CONSUMER PURCHASEBEHAVIOUR: AN EMPIRICAL STUDY*. *11*(2), 13.

Duan, W., Gu, B., & Whinston, A. B. (2008). Do online reviews matter?—An empirical investigation of panel data. *Decision Support Systems*, *45*(4), 1007–1016.

Diamantopoulos, A., & Siguaw, J. A. (2006). Formative Versus Reflective Indicators in Organizational Measure Development: A Comparison and Empirical Illustration. *British Journal of Management*, *17*(4), 263–282. https://doi.org/10.1111/j.1467-8551.2006.00500.x

Duetsch, M. (1958). *Trust and suspicion | Semantic Scholar*. https://doi.org/DOI:10.1177/002200275800200401

Duffy, D. L. (2005, May 1). *Affiliate marketing and its impact on e-commerce | Semantic Scholar*. Emerald Insight. https://www.semanticscholar.org/paper/Affiliate-marketing-and-its-impact-on-e%E2%80%90commerce-Duffy/f2c106178bd08b7d251b182314e01f239b27a6c7

Filieri, R., & McLeay, F. (2013). E-WOM and Accommodation: An Analysis of the Factors That Influence Travelers' Adoption of Information from Online Reviews. *Journal of Travel Research*, *53*, 44–57. https://doi.org/10.1177/0047287513481274

Gefen, D. (2002). Reflections on the dimensions of trust and trustworthiness among online consumers. *DATA BASE*, *33*, 38–53. https://doi.org/10.1145/569905.569910

Gefen, D., & Straub, D. (2003). Managing user trust in B2C e-services. *E-Service*, *2*(2), 7–24.

Hassanein, K., & Head, M. (2007). Manipulating perceived social presence through the web interface and its impact on attitude towards online shopping. *International Journal of Human-Computer Studies*, *65*(8), 689–708. https://doi.org/10.1016/j.ijhcs.2006.11.018

Hennig-Thurau, T., Gwinner, K. P., Walsh, G., & Gremler, D. D. (2004). Electronic word-of-mouth via consumer-opinion platforms: What motivates consumers to articulate themselves on the internet? *Journal of Interactive Marketing*, *18*(1), 38–52.

Hennig-Thurau, T., Walsh, G., & Walsh, G. (2003). Electronic Word-of-Mouth: Motives for and Consequences of Reading Customer Articulations on the Internet. *International Journal of Electronic Commerce*, *8*(2), 51–74. https://doi.org/10.1080/10864415.2003.11044293

Hsiu-Fen Lin. (n.d.). *An empirical investigation of mobile banking adoption: The effect of innovation attributes and knowledge-based trust*. Retrieved August 6, 2022, from https://www.researchgate.net/publication/248535328_An_empirical_investigation_of_mobile_banking_adoption_The_effect_of_innovation_attributes_and_knowledge-based_trust

Hu, L., & Bentler, P. M. (1999). Cutoff criteria for fit indexes in covariance structure analysis: Conventional criteria versus new alternatives. *Structural Equation Modeling: A Multidisciplinary Journal*, *6*(1), 1–55. https://doi.org/10.1080/10705519909540118

Husnain, M., & Toor, A. (2017). The impact of social network marketing on consumer purchase intention in Pakistan: Consumer engagement as a mediator. *Asian Journal of Business and Accounting*, *10*(1), 167–199.

Jarvenpaa, S. L., Tractinsky, N., & Vitale, M. (2000). Consumer trust in an Internet store. *Information Technology And Management*, *1*(1/2), 45–71. https://doi.org/10.1023/A:1019104520776

Jeffries, F. L., & Reed, R. (2000). Trust and adaptation in relational contracting. *Academy of Management Review*, *25*(4), 873–882.

Kala, D., & Chaubey, D. S. (2018b). The effect of eWOM communication on brand image and purchase intention towards lifestyle products in India. *International Journal of Services, Economics and Management*, *9*(2), 143–157.

Kannan, P. K., & Li, H. "Alice." (2017). Digital marketing: A framework, review and research agenda. *International Journal of Research in Marketing*, *34*(1), 22–45. https://doi.org/10.1016/j.ijresmar.2016.11.006

Keeney, R. L. (1999). The Value of Internet Commerce to the Customer. *Management Science*, *45*(4), 533–542. https://doi.org/10.1287/mnsc.45.4.533

Khan, A. (2019, March 28). Online shopping is booming in Pakistan. *Technology Times*. https://technologytimes.pk/2019/03/28/online-shopping-booming-pakistan/

Kierzkowski, A., Mcquade, S., Waitman, R., & Zeisser, M. (1996, March 22). *Current research: Marketing to the digital consumer.* Semantic

Kim, D. J., Ferrin, D. L., & Rao, H. R. (2008). A trust-based consumer decision-making model in electronic commerce: The role of trust, perceived risk, and their antecedents. *Decision Support Systems*, *44*(2), 544–564. https://doi.org/10.1016/j.dss.2007.07.001

Korkpoe, C. H., & Nyarku, K. (2013). Building an Organizational Culture that Promotes Innovation in IT Firms: A Conceptual Framework. *Int. J. Strateg. Inf. Technol. Appl.* https://doi.org/10.4018/jsita.2013010101

Kothari, C. R., & Garg, G. (2019). *Research methodology: Methods and techniques* (Fourth multi colour edition). New Age International (P) Limited, Publishers.

Krbová, P., & Pavelek, T. (2015). *Generation Y: Online shopping behaviour of the secondary school and university students. Acta Universitatis Agriculturae et Silviculturae Mendelianae Brunensis ,—Google Search*.

Krishnamurthy, S. (2006). Introducing E-MARKPLAN: A practical methodology to plan e-marketing activities. *Business Horizons*, *49*(1), 51–60. https://doi.org/10.1016/j.bushor.2005.05.008

Lin, L., & Lu, C. (2010). The influence of corporate image, relationship marketing, and trust on purchase intention: The moderating effects of word-of-mouth. *Tourism Review*, *65*(3), 16–34. https://doi.org/10.1108/16605371011083503

Litvin, S. W., Goldsmith, R. E., & Pan, B. (2008). Electronic word-of-mouth in hospitality and tourism management. *Tourism Management*, *29*(3), 458–468. https://doi.org/10.1016/j.tourman.2007.05.011

Lohse, G. L., & Spiller, P. (1998). Electronic shopping. *Communications of the ACM*, *41*(7), 81–87. https://doi.org/10.1145/278476.278491

Mansour, K. B., Kooli, K., & Utama, R. (2014). Online trust antecedents and their consequences on purchase intention: An integrative approach. *Journal of Customer Behaviour*, *13*(1), 25–42. https://doi.org/10.1362/147539214X14024779343677

Morgan, R. M., & Hunt, S. D. (1994). The Commitment-Trust Theory of Relationship Marketing. *Journal of Marketing*, *58*(3), 20–38. https://doi.org/10.1177/002224299405800302

Morton Deutsch. (1958). *Trust and suspicion*. https://journals.sagepub.com/doi/abs/10.1177/002200275800200401?journalCode=jcrb

Nazir, S., Tayyab, A., Sajid, A., Rashid, H., & Javed, I. (2012). How Online Shopping Is Affecting Consumers Buying Behavior in Pakistan? *International Journal of Computer Science Issues*, *9*.

Pakistan economic survey. (2020).

Sawicki, A. (2016). Digital marketing. *World Scientific News*, *48*, 82–88. www.worldscientificnews.com

Schurr, P. H., & Ozanne, J. L. (1985). Influences on exchange processes: Buyers' preconceptions of a seller's trustworthiness and bargaining toughness. *Journal of Consumer Research*, *11*(4), 939–953. https://doi.org/DOI:10.1086/209028

Sekara, U., & Bougie, R. (2013). *Research Methods for Business*. 447. www.downloadslide.com

Shalini, G. R., & HemaMalini, K. S. (2015). *A Study of Online Shopping Consumer Behaviour in Chennai*. https://doi.org/168107301

Shanthi, R., & Desti, K. (2015). Consumers' perception on online shopping. *Journal of Marketing and Consumer Research*, *13*, 14–21. http://iiste.org/Journals/index.php/JMCR/article/view/24487

Smith, D. N., Menon, S., & Sivakumar, K. (2005). *Online peer and editorial recommendations, trust, and choice in virtual markets*. https://doi.org/10.1002/DIR.20041

Sundaram, D. S., Mitra, K., & Webster, C. (1998). Word-of-mouth communications: A motivational analysis. *ACR North American Advances*.

The Garment Industry of Pakistan. (2017, May 3). UKessays. https://www.ukessays.com/essays/economics/analysing-the-garment-industry-of-pakistan-business-essay.php

Vahdati, H., & Mousavi Nejad, S. H. (2016). Brand Personality Toward Customer Purchase Intention: The Intermediate Role Of Electronic Word-Of-Mouth And Brand Equity. *Asian Academy of Management Journal*, *21*(2).

Verhagen, T., & Van Dolen, W. (2009). Online purchase intentions: A multi-channel store image perspective. *Information & Management*, *46*(2), 77–82.

Vivek, S. D., Beatty, S. E., & Morgan, R. M. (2012). Customer Engagement: Exploring Customer Relationships beyond Purchase. *Journal of Marketing Theory and Practice*, *20*(2), 122–146. https://doi.org/10.2753/MTP1069-6679200201

Wang, Y., & Emurian, H. (2005). An overview of online trust: Concepts, elements, and implications. *Comput. Hum. Behav.* https://doi.org/10.1016/j.chb.2003.11.008

Weekly technology times. (2016, June 22). Female Online Buying Trends In Pakistan. *Technology Times*. https://technologytimes.pk/2016/06/22/female-online-buying-trends-in-pakistan/

Wibisurya, I. (2018). The Effect of Digital Marketing Implementation through Location Based Advertising on Customer's Purchase Intention. *Binus Business Review*, *9*(2), 153–161. https://doi.org/10.21512/bbr.v9i2.4618

Wolfsteiner, E., Einwiller, S., & Wagner, U. (2016). When Credibility Truly Matters Online: Investigating the Role of Source Credibility for the Impact of Customer Reviews. *ACR North American Advances*, *NA-44*. https://www.acrwebsite.org/volumes/1021518/volumes/v44/NA-44

Yasmin, A., Tasneem, S., & Fatema, K. (2015). Effectiveness of digital marketing in the challenging age: An empirical study. *International Journal of Management Science and Business Administration*, *1*(5), 69–80.

Zhang, X., Ma, L., & Wang, G.-S. (2019). Investigating consumer word-of-mouth behaviour in a Chinese context. *Total Quality Management & Business Excellence*, *30*(5–6), 579–593.