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**RESEARCH ARTICLE**

## Effects on Consumer Purchase Intentions through Online Marketing Activities: Evidence from Australian Retail Sector Consumers

Syed Ibrar Hussain<sup>1</sup> ✉ and Ranga Chimhundu<sup>2</sup>

<sup>1</sup>Ph.D. Student, Faculty of Business, Education, Law and Arts, School of Business, University of Southern Queensland, Toowoomba, Australia.

<sup>2</sup>Senior Lecturer (Marketing), Faculty of Business, Education, Law and Arts, School of Business, University of Southern Queensland, Toowoomba, Australia

**Corresponding Author:** Syed Ibrar Hussain, **E-mail:** [Syed.Hussain@usq.edu.au](mailto:Syed.Hussain@usq.edu.au)

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**ABSTRACT**

It is the goal of this study to investigate the most fundamental components of Internet marketing or digital marketing that have an impact on consumers' intentions to purchase in the retail sector of Australia. This study also analyses the aspects of online marketing that contribute to either an increase or a decrease in the level of consumer intention for a certain retail establishment's products or services. According to the findings of the study, many aspects of online marketing influence a consumer's choice to purchase a product from a store on the internet. These aspects include the consumer's perception of trust, communication, and the consumer's sense of the responsiveness of the online platform to their interactions with other consumers all of which play a role in a consumer's view of the quality of a brand. Nevertheless, trust and open communication are the most important variables.

**KEYWORDS**

Social networking platforms, digital marketing, consumer purchase intention, communication, responsiveness

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### 1. Introduction

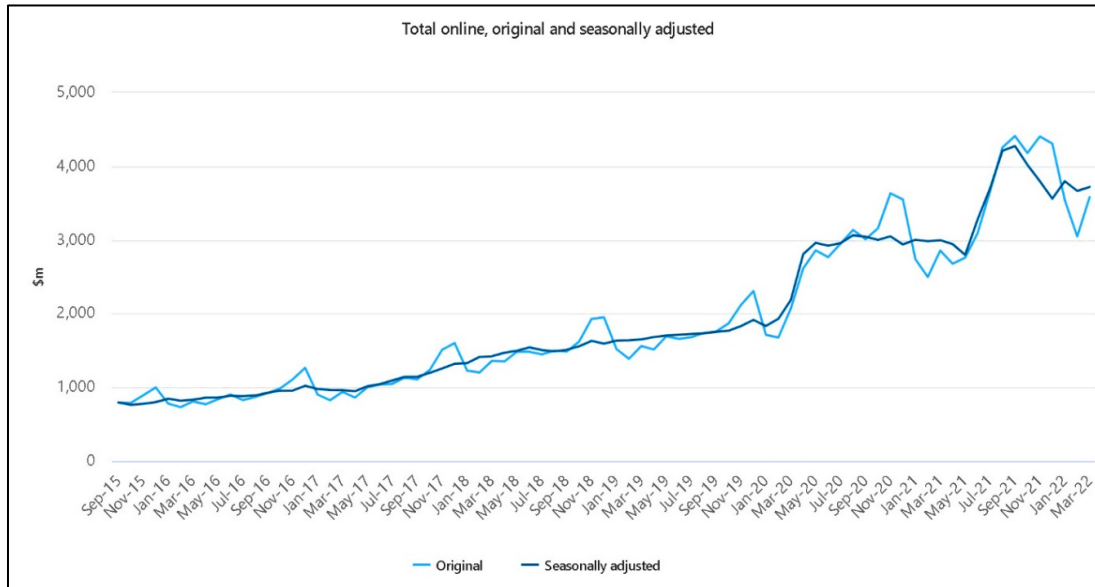
#### 1.1 Online Shopping in Australia: Industry Trends (2016-2021)

For the first time in Australian history, new and incoming retail enterprises are developing a strong e-Commerce presence, which is something that advertising needs to take advantage of to boost their sales and expand into the Australian market. Existing market conditions in brick-and-mortar retail in Australia were already causing some well-known Australian companies to disappear from shopping malls and into voluntary administration before the epidemic. In part, this was attributable to the development of internet shopping. The e-commerce and online shopping sector have grown by 17.5% each year between 2015 and 2020 (Statista Research Department, 2022).

Since the beginning of the COVID-19 outbreak, the number of Australians who shop for retail items online has grown significantly by the rest of the world's trend. It wasn't just food and personal hygiene products that many Australians had to buy online after lockdown periods that shut down or limited brick and mortar retail shops. They also had to buy apparel and technology equipment that were considered luxury goods. Retail sales will account for more than 15% of total sales by September 2021, thanks to online retail sales and to a significant rise in the number of individuals buying online (Statista Research Department, 2022).

Traditional brick-and-mortar retail firms were unable to produce the same number of sales during periods of global volatility as the virus expanded. The retail sector in Australia has been able to grow, thanks to the ongoing rise of online purchasing choices. Their success was unaffected even when the market and client confidence looked below. Consumers in Australia's altering buying

habits necessitate a transformation in marketing methods as the world nears a "new normal." Increasingly, businesses are paying closer attention to how and where people shop. Online shopping trends in Australia are examined by us so that businesses and marketers may maximize their advertising budgets. The figure shows the increase in the online marketing trend in Australia after COVID-19 (Australian Bureau of Statistics, 2022).



**Figure 1.1:** Trend of total online purchases by Australians (2015-2022)  
**Source:** (Australian Bureau of Statistics, 2022)

According to the facts, internet shopping in Australia has grown from 794 million dollars in 2015 to 3580 million dollars in 2022, which is a significant increase. In March 2022, seasonally adjusted online retail sales totalled \$3,717.8 million. Slightly recovering from the previous month's drop in sales, seasonal-adjusted internet sales gained 1.4 per cent (\$52.7 million). Since the termination of state lockdowns in October 2021, this is only the second monthly increase in internet sales. Online sales have been steadily declining since the Delta Outbreak, which saw a spike in online purchases. Seasonally adjusted, total online retail sales were up 24.1% (\$721.6m) throughout the year (Australian Bureau of Statistics, 2022).

**1.2 Online Payment**

Online shopping is growing more and more popular, especially among affluent consumers. According to recent research, online marketing still offers a substantial amount of untapped market potential, as seen by the rapid growth of the most prominent e-commerce companies. More and more people, particularly those in Generation Y, are making purchases over the internet because of the reduced effort. Traditional shops are focusing their efforts on the online buying market because of the growing popularity of this method of purchasing. Consequently, it is the purpose of this study to investigate the relationship between online purchasing intention and online marketing activity. According to a study by the Australian post, almost half of all online payments are done using PayPal in Australia. Online purchases made by using credit and debit cards account for 39.9% of all transactions. The buy-now-pay-later market is the most rapidly expanding. After Pay, the market leader had a 15% rise in clients over 2020 (International Trade Administration, 2021). An increase of 20 per cent occurred between 2010 and 2020 for the Australian digital advertising market in this period. Businesses spent a total of \$7.5 billion on digital marketing over the same period.

**2. Literature Review**

**2.1 Introduction**

Online shopping is a natural extension of shopping in general (Close and Kukar-Kinney, 2010). Sending and receiving emails is currently the second most prevalent online activity, behind only web surfing, as a result of expansion in online commerce (Jamali, 2014). Consumers are considered to have an online buying intention if they are willing to purchase any kind using the internet. The term "online purchase intention" refers to the consumer's desire to buy a product or service from an online business. According to a recent survey, the goal of consumers who shop online can be summed up as the aspiration to acquire products and services through the use of online shopping carts (Jamali, 2014).

A consumer's propensity to use internet services, either to make an actual purchase or to compare the pricing of other products, is referred to as their "online buy intents," and this phrase has been given its title. When developing hypotheses about the behaviour of consumers, taking into account their propensity to make purchases is an extremely important factor to take into account; however, this factor is contingent on the influencing variables, which may make measurement challenging depending on the circumstances (Schlosser et al., 2006). It was observed that the inclusion of acceptable privacy and security statements did not increase the chance of making an online purchase. According to the researcher's findings, consumers' faith in a company's capacity to meet their wants and goals extends beyond the goodwill of the company itself. When attempting to gauge a consumer's real purchasing habits, it is standard practice to rely on their stated desire to buy something. A consumer's sense of risk has a detrimental impact on their desire to purchase clothing. Both men and women were found to have this problem. Consumers are more inclined to change their minds about purchasing a product if they fear they are in danger (Ajzen, 2001).

## **2.2 Consumer Intention**

According to the studies by (He et al., 2008), electronic commerce is being held back by consumers' reluctance to purchase goods and services online. Perceived behavioural control and subjective norm, which is the sum of opinions held by individuals in their local social context, were found to impact consumers' propensity to purchase online (Laohapensang, 2009). Affecting clients' purchase intentions and their online shopping behaviour can lead to actual outcomes when these two factors are combined (Laohapensang, 2009). In addition, it is necessary to look into shopping intention as a proxy for real buying behaviour. The likelihood of making a purchase online is highly correlated with the likelihood of making a purchase, according to studies (Laohapensang, 2009). It is important to keep in mind that the desire to buy something does not always lead to the purchase of the product (He et al., 2008). Technology Acceptance Model (TAM) theory states that once online behavioural intention sinks in, consumers make a decision (He et al., 2008). A website must be aware of its building and maintaining a positive relationship with the consumer's purchasing habits with them (Hong and Kim, 2012). According to this research, online purchases may be positively influenced by the buyer's intent to buy, and it was advised that further research be done to better understand its consequences.

## **2.3 Challenges in Online Marketing**

It has been an invaluable marketing tool that acts as a platform for both local and global transactions because it has become a worldwide interconnection network for exchanging and disseminating data over the internet. According to (Kearney, 2015) retail e-commerce sales are expected to reach \$1,006.9 billion in 2018, up from 2013, when they reached \$695.8 billion. Retail e-commerce sales in 2014 exceeded 2013's \$695 billion in sales by about \$840 billion. The steady rise in revenues suggests that internet shopping has enormous untapped potential. Brick-and-click businesses have been set an example by the operations and success of Alibaba, Tenement, Amazon and Groupon, as well as many other large corporations with huge sales volume. Businesses may now learn from this example and alter themselves in the same way. Australia's place in the top 30th Global retail e-commerce rankings fell in 2015 despite the worldwide growth of online shopping. (Kearney, 2015).

Consumers in Malaysia are struggling to spend as much as those in other countries (Laohapensang, 2009). If you live in a middle-income nation like Australia and your currency has plummeted in value since 2013, it is perfectly appropriate for Australians to reduce their spending (Lim et al., 2016). However, some industries appear to be unconcerned, such as internet businesses and investments made directly from outside. The current status of the global economy may drive companies and entrepreneurs to use internet marketing since it is the most cost-effective means of advertising and may reach a huge consumer base in a relatively short period (Laohapensang, 2009). Online shopping is getting increasingly popular in Australia (He et al., 2008). This year, Atos, a local retailer that carries it, is expected that a large selection of products will be available online soon (Lim et al., 2016). However, e-commerce is still evolving in Australia and addressing the factors influencing consumers' online shopping habits will be critical to the future of e-commerce. The trends in consumer behaviour that have dominated the retail business over the past decade go deeper into the psychology of their online clients. A further difficulty in interpreting online consumers' behaviour is that there is no possibility for consumers to interact with each other throughout the transaction (Ajzen, 2001).

Internet merchants have slowed down their efforts to learn more about their consumers because of the huge amounts they have made in attracting virtual consumers. Traditional brick-and-mortar businesses remain the primary choice for most consumers, despite the efforts of both the public and private sectors to accelerate the growth of online shopping (He et al., 2008). According to a recent study, 63 per cent of consumers perform online research before purchasing traditional consumer electronics from an online store, yet only about half of consumers ultimately complete a purchase from an online shop. In addition to cultural barriers and aversion to behavioural change, Australians are unable to embrace online shopping because of the country's culture (Ajzen, 2001; Laohapensang, 2009).

The reasoning is said to be Australia's weak spot, with just 41% pragmatism indicating a normative society. Consumers regularly seek the opinion of their family and friends, acquaintances, and even members of the media via verbal recommendations before purchasing a product. Australian consumers' perception of online businesses can only be improved by making a concerted effort on the part of merchants to advertise and provide good consumer service (Kearney, 2015). The majority of Malaysian online

consumers (70%) say they regret their purchases made on the internet, 48 per cent of Australian online shoppers were disappointed because of mismatched expectations, 29 per cent of Australian Online Consumers were dissatisfied with the product quality, and 30% of Australian internet buyers abandoned their shopping carts., a new study has found. Consumers are annoyed when they cannot access their accounts, when product information is lacking, and when it's impossible to get in touch with online stores by phone. A user-friendly website and active social media marketing are necessary for online businesses to attract new consumers to their websites (Hong and Kim, 2012). To date, in a study by (Kearney, 2015) only a few studies have looked at Australian consumers' purchasing habits, and a related study agrees with the first's authors that a comprehensive picture of online shopping in the country still needs to be painted. So the major goal is to explore the factors that may influence Australian consumers' online purchasing patterns.

#### **2.4 Research on Online Consumer Behaviour**

According to (Kearney, 2015), when a consumer buys anything online, they do not have the opportunity to see it in person before making the final decision. Consumers may only depend on the information provided by the online seller when transacting with them. This means that a potential loss is included in the product's risk profile if it fails to meet the needs and expectations of the intended market. It's possible that a product will not live up to the performance expectations that were set for it when it was initially produced (Lim et al., 2016). It is possible, for example, that the items delivered and those represented online do not have the same colour, shape, or general look. Consumers are unable to evaluate and test product quality since it is out of the consumer's grasp. As a result, buyers may view the product as a risk because of this (Popli and Mishra, 2015). Consumers' confidence in online shopping can be readily shaken and their motivation to make purchases through this channel diminished if there are possible risks linked with the merchandise. Consumers are more likely to feel that a product does not match if they receive it after placing an order, it is not worth the money they paid for it. According to a study by (Popli and Mishra, 2015), a quarter of purchasers have voiced fear that the product's quality may not come up to their expectations. Many people are reluctant to buy products online because they feel there is a chance of receiving a defective product. According to experts, this will have a huge influence on how users shop online. Consumers may consider a gap between the price of a product and a product risk indicator is how much information is available on the website. Consumer evaluations of the products may be tough to come by (Ahmed and Akhlaq, 2015).

#### **2.5 Online Shopping and Internet**

According to many observers, there is a paucity of research on the motivations of consumers to purchase and other consumer behaviour that is linked to the media may be done online. (Donthu and Garcia, 1999; Korgaonkar and Wolin, 1999). There are two types of literature: those that are used frequently, and those that are purchased in reaction to advertising (McDonald, 1993). The internet is a separate media that necessitates a new way of categorizing content (Hoffman and Novak, 1996).

Many consumers' purchasing habits have been transformed as a result of the dramatic increase in the popularity of online retail shopping in the last few years (Popli and Mishra, 2015). Using the internet also has the benefit of making it easier for clients to locate the data they want. Providing consumers with more information about product qualities, pricing, availability, and the overall value proposition improves the product purchase process. As a result, this is especially true when consumers utilize the internet in combination with traditional retail channels to seek goods. A thorough understanding of this vital approach to retail patronage is needed because of its increasing use in all aspects of the buying process.

A consumer's intention to acquire goods and services within a specific period after being persuaded to do so is referred to as their purchase intention. Pre-purchase happiness has a huge impact on an internet shopper's willingness to acquire a product. An online shopper's intent to purchase is defined as the intention to make an online purchase or to use a virtual shopping cart as a way of purchasing things while engaged in an online session (Close and Kukar-Kinney, 2010). Online buyers' real actions might also be referred to as their "online shopping intention. A functioning holding area is therefore essential for the online shopping cart, which acts as a temporary storage place for the items that are intended to be purchased before making a final purchase transaction (Chen et al., 2010). If you're planning to shop online, this is the most critical element in determining your actual behaviour. There is a belief that it demonstrates the desire of online consumers to complete a transaction via virtual stores or websites, which is indicated by the statistics.

Therefore, on the basis of the literature review, the following propositions are developed for this research study:

Proposition 1: Communication positively affects consumer purchase intention;

Proposition 2: Trust positively affects consumer purchase intention

Proposition 3: Attitude positively affects consumer purchase intention

Proposition 4: Responsiveness positively affects consumer purchase intention

### **3. Methodology**

The authors carried out a comprehensive and methodical analysis of the body of work that was produced between the years 1990 and the present day by consulting the databases of Web of Science, Taylor and Francis, Emerald Insight, and Google Scholar, as well as papers from the Australian retail industry that had been subjected to peer review. The following are some of the key terms that we used in our research: online marketing; consumer purchase intentions; online marketing in Australia; challenges of online marketing; changing consumer intentions; factors affecting online purchases; methods used to improve consumer purchase intentions; solutions for challenges faced by online marketers. The aspects of interventions are activities in online marketing that are carried out to affect the behaviour of consumers and were taken into account in the decision-making process. The vast majority of articles are written in English and published in that language. The utilisation of trustworthy secondary sources, such as papers published in peer-reviewed journals and publications, as well as reports produced by the government and other official documents. a haphazard selection of businesses involved in retail, an alternative to traditional retail in the form of internet purchasing, and a haphazard selection of businesses are considered.

#### **3.1 Study Selection**

PRISMA was utilised to facilitate the organisation of the literature search and selection processes. We quickly searched through several databases, and the combined findings gave us a total of 817 hits. After de-duplicating the papers, we then searched the titles and abstracts of the remaining 778 articles. The first author performed their analysis of the shortlisted publications, evaluating each one based on its title, abstract, and full text. Following the inclusion criteria, each piece was subjected to the review of two reviewers, and any disputes were resolved through debate and the participation of a third reviewer. When uploading the items for the preliminary examination, we used two different data templates for Excel. One of the templates was modified so that it could be used for screening and for settling disagreements. This one includes further information about the study, such as the aims and significant findings on the topic of cost reduction in medical care and treatment, the author's name, the article type, the publication date, the place of origin, and so on.

The screening process resulted in the removal of 788 articles since they did not meet the inclusion requirements; however, 39 papers were selected to move on to the next stage and be taken into consideration. Following an exhaustive assessment of the relevant literature, seven publications fulfilled all of the inclusion criteria and were subjected to critical analysis. Because the studies' methodologies and settings were so different from one another, we decided against conducting a quantitative synthesis or meta-analysis. The individual rating for every article was assigned on the basis of the frequency of citations by other researchers and the impact factor of their publisher as per Google. There was a great deal of variety in both the study designs used and the demographics who were investigated in the studies that were included. On the other hand, the findings of all seven of the publications pointed to the fact that efforts made in internet marketing have a considerable impact on the purchase intentions of Australian consumers in the retail market. The primary objective of this research is to determine the most significant marketing measures that consumers can take to impact their decision-making for future purchases. Therefore, only the publications and reports that explained the processes and the outcomes were considered for inclusion in the study. The research did not include any publications that did not include a discussion of consumer intention. Reports written by government officials and vetted by their peers were considered to be papers.

### **4. Results and Discussion**

Following a systematic review, studies were selected using the PRISMA technique and quality review. According to established standards for evaluation, each study is rated based on the number of authors, the publication year, the technique utilised, and the principal findings based on the research objectives.

Table 1 Systematic literature review (PRISMA)

No	Author & Year	Research objective	Method	Significant research outcomes	Quality rating
	Bianchi and Andrews (2018)	Assessing consumer interaction with retail businesses using social media	Quantitative research (primary data using questionnaires)	<ul style="list-style-type: none"> <li>Peer <b>communication</b>, compatibility, and legitimacy influence consumers' attitudes toward interacting with retail businesses via Facebook, and this attitude has a significant impact on intentions to engage in this behaviour.</li> </ul>	Good Cited by 64 researches
	Gabriel and Kolapo (2015)	To understand the functionality of the infrastructure of the internet impacts consumer purchase behaviour The internet security issues impact consumer purchase decisions	Quantitative research (primary data using questionnaires)	<ul style="list-style-type: none"> <li><b>Internet security</b> is important to the purchase intention of the consumer</li> <li><b>The infrastructure of the internet</b> is vital in the online purchase intention of the consumer</li> </ul>	Good Cited by 35 researches
	Hussein and Hassan (2017)	To evaluate the consumer engagement on social media	Quantitative research (primary data using questionnaires)	<ul style="list-style-type: none"> <li><b>Attitude</b> toward social media use was found to influence the degree of use, and the amount of use was found to influence the intention to continue substantially using social media.</li> </ul>	Good Impact Factor: 2.325 Cited by 41 researchers
	Lee et al. (2011)	Determine how online consumer reviews influence consumers' purchasing decisions	Focused group interview (qualitative research)	<ul style="list-style-type: none"> <li><b>Trust</b> is the key factor in the purchase intention of the consumer in online buying. The greater the online consumer reviews perceived credibility, the better the online purchase intention.</li> </ul>	Good Impact Factor: 6.773 Cited by 427 researchers
	Park et al. (2007)	To determine the influence of online reviews on consumers' purchasing decisions.  To check the consumers' purchasing intentions influenced by the number of online consumer reviews they read.	Quantitative research	<ul style="list-style-type: none"> <li><b>Positive online reviews</b> have an impact on purchase intention</li> <li>Purchase intention increases as the number of positive reviews increase</li> <li>Higher the <b>positive reviews</b>, higher the purchase intention</li> </ul>	Good Impact Factor: 4.30 Cited by 2689 researchers, so rated it higher

Toor et al. (2017)	To evaluate the social media impact on the purchase intention of the consumers	Close-ended questionnaire (quantitative)	<ul style="list-style-type: none"> <li>To enhance market <b>communication</b> on social media</li> <li>Marketers should provide <b>additional support</b> to the consumer e.g., experience sharing of the consumer on social media</li> <li>Marketers should show <b>responsiveness</b> e.g., communicating the queries to consumers</li> </ul>	<p>Good</p> <p>Impact Factor: 0.738</p> <p>Cited by 167 researchers, so rated it higher</p>
Zhang et al. (2020)	To see if live video has an effect on people's buying intentions.	Qualitative and quantitative (secondary data)	Consumers' online purchasing intentions can be boosted by minimising perceived <b>distance</b> and uncertainty through the use of live video streaming.	<p>Good</p> <p>Cited by 89 researchers</p> <p>Impact Factor: 6.537</p>

This review identified seven key studies identifying the vital online marketing activities which are affecting the consumer intention to purchase and can be influential on the Australian retail market as well.

**5. Discussion**

The systematic review identified factors influencing consumer purchase intentions in the Australian retail sector while keeping online marketing activities in mind, such as communication, trust, positive reviews, attitude, additional support, responsiveness, internet security, infrastructure, distance, and perceived uncertainty. However, as the literature repeatedly emphasises, communication and trust are the most important variables of the study.

**5.1 Communication and Responsiveness**

Consumer loyalty is influenced by a company's social media presence, according to research. Despite the efforts of some website providers, some travel organisations in the online world nevertheless face the extra challenge of developing trust with their consumers through FAQ sections and assistance forums (Ye et al., 2019). The social presence hypothesis is used to examine the effects of human-to-human communication via online live chat. For the first time, it provides actual evidence and conceptual clarity on the usefulness of human-operated live chat conversation in travel literature. Human-operated live chat conversation can be made more useful through the application of conceptual clarity (Kang et al., 2015). The effects of human-to-human communication via online live chat are examined and analysed from the perspective of social presence theory. This study makes an important and novel contribution to the current travel literature by giving empirical insights and conceptual clarity on the usefulness of human-operated live chat communication. This is made possible through the use of human-assisted live chat functionality that incorporates conceptual clarity (Li, C., 2011).

Because of social media, there are now new channels for consumers and businesses to communicate with one another. Therefore, the company's use of social media to communicate is also considered to be a key component of the promotion mix used by the company. Marketing managers assume that their engagement with consumers via social media will engage and impact their consumers' impressions of their products, as well as allow them to share information and learn more about their audience (Brodie et al., 2013).

Social media has been characterised as a mass phenomenon that appeals to a wide spectrum of people, in contrast to more traditional methods of company-created communication. Advertisements that take advantage of company-created social media channels are increasing, even though it is still a relatively new concept. Businesses are increasingly resorting to social media to connect with their consumers because of the viral nature of the internet and the ability of social media to reach a larger audience than traditional media. Twitter and Facebook are increasingly being used by people to share their thoughts about businesses and items they have never heard of before. Twitter and Facebook are two such examples. Consumers have grown to expect that they can get the information they need at any time and from any place they choose (Mangold and Faulds, 2009).

Even though they are new media, academics and communication managers alike have focused their attention on social networking sites like Facebook, Twitter, and YouTube. Increasingly, there is a view that we are entering the Web 2.0 era, when user-generated content (UGC) may create significant communities that allow people with shared interests to meet and communicate. Individuals can communicate with one another and with themselves via social media platforms (Winer, 2009).

## 5.2 Trust and Attitude

The presence of a firm on social media affects the loyalty of its consumers. Despite the best efforts of some web service providers, some travel companies operating in the world of the internet nevertheless face the extra challenge of building trust with their consumers through the use of frequently asked questions sections and assistance forums (Lu et al., 2016).

To complete a transaction with a client, you must first earn their trust. Consumers in today's market have access to a wide variety of options, all of which can be monitored by proprietors of commercial enterprises, just by clicking a mouse. However, trust is the hardest metric to comprehend (shopify, 2020). In 2018, clothing sales in retail establishments experienced a decrease of 4.3 per cent, while sales of apparel purchased online experienced a growth of 5.3 per cent. Before making a purchase, 76 per cent of consumers who are between the ages of 18 and 24 do research online on the things they want to buy. 35 per cent of these consumers report that social media has a major influence on the choices they make regarding their purchases (Kim, 2019). As a direct result of this, fashion manufacturers have reacted by allocating a significant portion of their marketing budget to various social media platforms. When it comes to shopping for clothes through social media, trust is an extremely important factor in the decision-making process for consumers. Using information gathered from several social media platforms, the researchers participating in this project are investigating the significance of trust as a driving factor for people to buy fashion-related products online (Chiu et al., 2014; Kim and Peterson, 2017).

When it comes to purchasing on the internet, a company's reputation for reliability is more crucial than it has ever been before. Within the context of an online vendor, consumer confidence may be broken down into two main categories: perceptions and intentions. Trust in an e-vendor was defined as a belief in the expertise, compassion, and honesty of the e-vendor. Consumers who are willing to put themselves at risk in order to trust a vendor are more likely to have trusting intentions. We also speak to "an attitude of confident expectation in an online setting of hazards that one's vulnerabilities will not be abused" when we talk about online trust (Hajli, 2020).

On social media sites, trust takes on an even more important role. On social media, trust takes on a more prominent role. When it comes to social media, trust is even more important. When it comes to social media, trust is even more critical (Liu et al., 2018).

On social media sites, trust takes on an even more important role. When it comes to social media, trust plays bigger importance than ever before. In terms of social media, trust is much more important. To a greater extent, trust is critical on social media platforms (Liu et al., 2018). The C2M technique is what it's called. Consumers who have faith in their peers and brand marketers on social media are more likely to communicate and be persuaded by each other, according to the study's findings. Consumers are more inclined to buy a product if they have faith in the company, as a result. As a result of the trust transfer process, consumers who have confidence in suppliers on social media will also have confidence in the brand. Consumer trust in the brand and the vendors has a favourable impact on their consistent purchasing behaviour (Zhao et al., 2019).

## 6. Conclusion and Implications

Effective digital marketing strategies can be developed using online socialising tools if consumer behaviour is understood, which is critical in the field of digital marketing. Businesses may readily find new products and services that their consumers are utilising because of the widespread use of social media in today's environment. There are trendsetters on social media that educate their followers through their posts. The drawback is that it is impossible to calculate the ROI. The use of social media to reach a specific group is known as demographic targeting.

The secondary data used in this study was obtained from reputable publishers and taken from peer-reviewed journals, allowing for a thorough evaluation of the literature. To further aid in the search and selection of 817 papers, the PRISMA technique is employed. Inclusion and exclusion criteria are explained in the methodology after the PRISMA screening processes. Seven articles, on the other hand, met the requirements for inclusion. The articles contained in this collection are diverse in terms of their design and scope of coverage.

Investigations have shown that two primary aspects influence the intention of consumers in Australia's retail sector to purchase online marketing activities, according to the findings (the marketing activities are discussed in the literature review).

Every day, more and more people are logging on to the internet. For modern businesses, the internet has become increasingly vital in establishing and maintaining a competitive advantage. According to the conclusions of this survey, the rise in online retail purchases is not only occurring in Australia but around the world.



Critical relationship marketing should be emphasised in the study. Consumers are more likely to buy from a firm they know and trust, and relationship marketing can help them do so. This study's practical ramifications demonstrate that a tour operator's profit potential can be significantly increased with the proper application of key relationship marketing.

### **6.1 Theoretical Implications**

This study adds to the body of knowledge on the influence of online marketing, media consumption, and buy intent on consumer behaviour. There has been a dearth of research on the relationship between consumer attitudes about online marketing, as well as the link between attitude and purchase intention, and online marketing involvement, particularly on social media. At the end of the day, this work adds to previous research since it sheds light on the relationship between online marketing activities and the elements that influence the intention to buy.

### **6.2 Limitations and Future Work**

Data collection, study technique and research organisation were all improved, however, there were still several issues that need to be improved upon in future studies, such as:

- This study examines the effect of online marketing on Australian consumers' retail purchasing intentions. However, the notion can be applied to a wider range of businesses than just retail.
- The specific ways of communication and trust-building employed by retailers will need to be studied in the future.

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**Publisher's Note:** All claims expressed in this article are solely those of the authors and do not necessarily represent those of their affiliated organizations, or those of the publisher, the editors and the reviewers.

### **Author Biography**

Currently, Syed Ibrar Hussain is a candidate of Ph.D. specialized in (Digital Marketing) Business Management, under the supervision of highly qualified researchers of University of Southern Queensland, Australia. He has worked as a Lecturer for the department of Business Management and Social Sciences at The Millennium Universal College (TMUC). The Millennium Universal College is a top International University of Pakistan offering international courses. Syed Ibrar has also completed his Master's in Business Management specialized in Project Management, at BPP University London. He has also completed his Bachelor's in Business and Management specialized in Finance, at BPP University London. His research includes the impact of digital marketing activities on consumer purchase intention in retail industry. In the past, he has also done his research on Mobile Marketing and the impact of motivation on employee performance.

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