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**| RESEARCH ARTICLE**

## **The Impact of Purchasing Intentions on Retail Home Improvements in E-Commerce on Generation Y and Z's Brand Engagement**

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**| ABSTRACT**

Businesses advanced from E-commerce, and it exists locally wherein the consumers can share and allude to encounters of electronic exchanges with one another before settling on purchase intention. The purpose of this study is to examine the impact of different factors and stimuli that become determinants of purchase intention of E-commerce home improvement consumers, specifically Generations Y and Z, that will result in brand engagement (BE). This theoretical study will highlight a better understanding and effectiveness of the purchase intentions such as consumer satisfaction (CS), perceived attributes of the products (PAP), perceived benefits (PB), perceived value (PV), brand image (BI), social influence (SI), and marketing activities (MA) in terms of E-commerce. A descriptive correlational study will be conducted in this quantitative research to be able to measure the relationship between the given determinants to consumers' brand engagement in the E-Commerce field. The findings of this study would help E-commerce, which is rapidly dominating the business industry, to determine the level of effectiveness of the different factors of online purchasing intentions on home improvements for their current and potential customers to be more engaged with them despite the rapid increase of competition. 305 respondents were gathered from the study. These respondents became part of the study where it has been proven that consumer satisfaction (.554), social influence (.233), and marketing activities (.123) have a significant and positive impact on the brand engagement of retail home improvements in E-commerce.

**| KEYWORDS**

Brand Engagement; Purchase Intentions; E-commerce; Retail Home Improvement

**| ARTICLE DOI:** [10.32996/jbms.2022.4.1.25](https://doi.org/10.32996/jbms.2022.4.1.25)

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### **1. Introduction**

#### **1.1 Background of the Study**

Today, consumers can directly interact with stores online through the use of internet technologies that enable them to purchase goods and services and search for information that they are usually looking for in on-site shopping (Alqahtani et al., 2017). This is made possible with the rapid increase of businesses that have been entering E-commerce. Since E-commerce has exploded over the last decade and a half, a huge set of studies have been undertaken in the world to understand the purchase intention of customer engagement. Businesses advanced from E-Commerce, and it exists locally wherein the consumers can share and allude to encounters of electronic exchanges with one another before settling on purchase intention. Customer-brand engagement may be a recent concept within the marketing literature developing within the domain of relationship marketing, but it has gained importance in the E-commerce environment, and there is an interest in how brands can use E-commerce to engage and collaborate with consumers. The construct of purchase intention as an indicator of customer loyalty has continued interest from academics and professionals for the reason that customer loyalty has been an important asset in today's intensely competitive environment (Şahin, 2017).

#### **1.2 Narrative Sequence**

The study aims to examine the impact of determinants of purchase intention on the home improvement products of the E-Commerce consumers that will yield brand engagement (BE). Furthermore, this study intends to measure the relationship between

the given determinants on Generation Z and Y's brand engagement in E-commerce. A review of the literature that backs up the existing biases that are associated with the study, as well as additional aspects to consider when comparing foreign and local mindsets. The methodology that will be employed in the study's primary data collection is next addressed, followed by the findings, which are driven by the study's hypothesis. The final section of the paper contains the interpretations, recommendations, and conclusions.

### **1.3 Brand Engagement**

"Customer brand engagement is influenced by experience and increases customer behavioral intention in the future" (Ahn & Back, 2018). Brand engagement signifies a passionate connection to a brand; this is beyond brand awareness. It also includes loyalty and informal advertising. As Ahn and Back (2018) stated, brand engagement is significant both inside and remotely. Inward brand building and representative engagement with the brand help to reinforce and construct brands, improving the brand for customers. Brand engagement is a valuable determinant of a consumer's decision-making. It is observationally connected to a few significant brand-related results, for example, brand acknowledgment and review, brand perspectives, brand reliability, and eagerness to pay (Giakoumaki & Krepapa, 2019). Brand engagement and experience were approved as critical drivers of brand trust and responsibility, further validating their job as significant vital measurements. "Besides, the part of the responsibility as an interceding factor in the relationship between brand engagement and experience and their effect on brand devotion has been confirmed" (Khan et al., 2019). Although the discoveries recommend that improved brand engagement or experience adds to mark devotion, this impact comes to pass, however, brand commitment.

Brand engagements can be classified into following, sharing, participating, exploring, and giving feedback. Following the page or social media sites of the product that a customer just bought can be considered as brand engagement as they took action during post-purchase, and having a more number of followers will lead to an increase in customer visit frequency and profitability (Schaefers et al., 2021). Customers can also share product reviews, suggest products, and share their encounters with purchasing the products to add an incentive for brand engagement and to help each other in their purchase decisions (Bazi et al., 2019). Moreover, some benefits are giving motives for the customers to participate with the brand, such as the news from the brand, quality information, and offers (Osei-Frimpong, K., 2019). Online observation and exploration would also strengthen the customer-firm relationship because it can give a greater response from less deal-prone customers who may appreciate the firm's relationship investments more (Rishika et al., 2016). Lastly, "The reviews are used to express opinions for different aspects of products and have a wide variety of writing styles and different polarity strengths" (Dong et al., 2017), which usually takes part in post-purchase activities that customers are usually doing concerning the product. These reviews can also be referred to as positive or negative feedback for a product as it gives subjective feedback depending on their firsthand experience.

### **1.4 Purchase Intentions**

Purchase intention is defined as the likelihood that a customer will purchase a specific product or service. It has been determined that a positive purchase intention would mean a positive brand engagement of the customers to the brand itself (Martins et al., 2019). The more customers have been motivated to purchase a product, the more likely it is to engage in a product. However, not all consumers are intended to buy a product or a brand because of the same reason. The consumer's attitude towards its usage of the product is determined by their intention to purchase, which is critically important to recognize (Park, J. & Kim, M., 2016). Most of the studies before determined some of the most significant determinants of purchase intention, such as Consumer Satisfaction (Alnawas & Aburub, 2016), Perceived Attributes of the Product (Chen et al., 2017), Perceived Benefits (Aziz & Wahid, 2018), Perceived Value (Calvo-Porrall & Levy-Mangin, 2017), Brand Image (Agmeka et al., 2019), Social Influence (Rahim et al., 2016), and Marketing Activities (Choedon & Lee, 2020). This section of the related literature will elaborate more about the seven given determinants of purchase intention: consumer satisfaction, perceived attributes of the product, perceived benefits, influence, perceived value, marketing activities, and brand image.

### **1.5 General Objectives**

As each customer's perception changes over time, businesses like in the field of home improvements have been struggling to determine the factors influencing the long-term purchasing intention of their customers. However, past researchers have already been studying this kind of problem for a long time, and results have already been determined. Since E-commerce has been dominating the industry today, there must be specific but different factors that a customer is considering, which are more concrete and can be a long-term consideration. The purpose of this study is to focus on the E-commerce industry. This study intends to fill the gap of determining what customers consider in purchasing home improvement products through E-commerce platforms and factors that encourage them to constantly engage with the brand online.

### **1.6 Research Objectives**

Consumer insights that will help home improvement sellers, companies, and brands further understand the determinants of consumers and making this available to them - helping reduce expense in guesswork, trial and error in marketing and advertising

- will be the significance of this study. It will help participants in the E-commerce marketplace - from small medium enterprises to multinational corporations of different product industries - to determine the level of effectiveness of these multi-faceted factors of online purchasing intentions to achieve the following: Engage current and potential customers despite the competition, continue to exist and be remembered by consumers despite lack of personal or face-to-face interaction through sales personnel, physical shopping locations, to determine which purchasing intention factors the company needs to improve on or strengthen, and to determine what specific engagement the customers usually due to their purchase intentions. This study will be conducted among consumers in Metro Manila, with ages ranging from 18-40 years old from income class A-D. These respondents are those who already have experience of purchasing online, at least once, as they tend to have reliable experience in dealing with E-commerce.

The study wants to determine if the specific E-Commerce home improvement purchase intentions, such as Consumer Satisfaction, Perceived Attributes of the Product, Perceived Benefits, Perceived Value, Brand Image, Social Influence, and Marketing Activities, have a positive impact on consumer brands engagement. Aside from these factors, the study wants to determine if the specific Social Influences: Celebrities/Influencers, Friends/Peers and Word-of-Mouth, and specific Marketing Activities: Advertising, Personal Selling, Sales Promotion, and Point-of-Purchase, also have a positive impact on consumers' brand engagement. This will show the reliability of the results and determine what specific factor made a positive impact on brand engagement.

The following are the hypotheses that the current study will attempt to prove or nullify:

1. Consumer Satisfaction in E-Commerce has a positive impact on consumers' brand engagement (H1).
2. Perceived Attributes of the Product in E-Commerce positively impacts consumers' brand engagement (H2).
3. Perceived Benefits in E-Commerce has a positive impact on consumers' brand engagement (H3).
4. Perceived Value in E-Commerce has a positive impact on consumers' brand engagement (H4).
5. Brand Image in E-Commerce has a positive impact on consumers' brand engagement (H5).
6. Social Influence in E-Commerce has a positive impact on consumers' brand engagement (H6).
7. Celebrity/Influencers' Influence in E-Commerce positively impacts consumers' brand engagement (H7).
8. Friends/Peers' Influence in E-Commerce positively impacts consumers' brand engagement (H8).
9. Word-of-Mouth in E-Commerce has a positive impact on consumers' brand engagement (H9).
10. Marketing Activities in E-Commerce have a positive impact on consumers' brand engagement (H10).
11. Advertising in E-Commerce has a positive impact on consumers' brand engagement (H11).
12. Personal Selling in E-Commerce has a positive impact on consumers' brand engagement (H12).
13. Sales Promotion in E-Commerce has a positive impact on consumers' brand engagement (H13).
14. Point-of-Purchase in E-Commerce has a positive impact on consumers' brand engagement (H14).

## **2. Literature Review**

### **2.1 Retail Home Improvements in E-Commerce**

In 1995, E-Commerce was introduced and began as a business that "requires digital goods for carrying out their transactions" (Khan, 2016). As years passed by, E-Commerce has significantly expanded because of its functionality. "Although an increasing number of customers now prefer online buying because it is more convenient, the favorable or adverse effects of E-Commerce on the environment remain uncertain" (Escursell, 2021). However, it was recently proven that the growth of E-Commerce accelerated when the Co-Vid19 started (Kim, 2020). Therefore, making it more significant today. On the other side, most people are improving their homes as time goes by due to the neverending change in their preferences. Building your home is essential to every member of the family as it will be your shelter for a long time. Sanchez (2019) believed that "home improvement could have a positive impact on the economic situation of the family in the long run" as it helps their home to be more than just a shelter, but a place of entertainment and healing as well. The improvement of homes became more evident when online media was introduced, as it was considered as a pattern that could impact buyers somewhat in purchasing measures (Permatasari and Kartikowati, 2016). People tend to buy things like decorations, which is an expression of a person's character that is related to the concept of the house and gives room for a person to be able to let out all the creative ideas in mind into reality (Moore, 2020), and appliances, which are electrical machines that achieve some capacities such as cooking and cleaning (Lucy, 2019) and a tool that people use to make their life comfortable and convenient, in which clients can straightforwardly cooperate and share their purchasing experience (Kshetri and Jha, 2016) and they can react to "feelings, remarks, and ideas about items that they offered, so shoppers can get the items that they need and need."

### **2.2 Consumer Satisfaction (CS)**

#### **2.2.1 (Referring to Hypothesis 1 on "Consumer Satisfaction's impact on brand engagement")**

Consumer Satisfaction is the key factor and the end of the cognitive process that drives when the exhibition of the product or service goes beyond the consumers' subjective value perception (Ahrholdt et al., 2019). Satisfaction is a post-purchase condition of the consumer's mind that mirrors how much the buyer appreciates or abhorrences the service after the customer experiences

it. Satisfied customers tend to be less sensitive to the price and its competitors, and their loyalty lasts longer (Ramlawati & Putra, 2018).

### **2.3 Perceived Attributes of the Product (PAP)**

#### **2.3.1 (Referring to Hypothesis 2 on "Perceived Attributes of the Product's impact on brand engagement")**

The perceived attribute of the product is not the actual quality of products or services. Alternatively, it is identified as the customers' general viewpoint towards the products or services of a brand. This argument is supported by the definition of perceived quality as the consumer's judgment on the added values of a product (Lee et al., 2019; Zeithaml, 1988). A positive perceived attribute of the product can impact customers' choices, drive consumer purchase decisions, facilitate differentiation of brand, enable the execution of brand extension and allow firms to set premium prices. Lee et al. (2019) even stated that perceived quality has a connection with a company's profitability.

### **2.4 Perceived Benefits (PB)**

#### **2.4.1 (Referring to Hypothesis 3 on "Perceived Benefits' impact on brand engagement")**

Perceived Benefit centers around consumers' impression of the benefits of a product. The customer's perceived benefit is convictions about the degree to which buyers will feel better in online exchanges with specific sites. The advantages felt by consumers will inspire them to make online buys (Widyastuti et al., 2020). The perception of perceived benefit is vital for customers, particularly customers who are still novice buyers. Ahmad and his co-authors (2020) even concluded that "anticipating price discounts can affect consumers' spending intentions." Therefore, perceived benefits like gaining discounts can increase the purchase intentions of consumers.

### **2.5 Perceived Value (PV)**

#### **2.5.1 (Referring to Hypothesis 4 on "Perceived Value's impact on brand engagement")**

Perceived value depends on the value hypothesis. As per the value hypothesis, the net contrast between what consumers get rather than what they sacrifice as cash time utilization is the reason for customer assessment of what's reasonable or merited benefit (Civelek & Ertemel, 2020). Accordingly, results are contrasted with rewards received. Therefore, perceived value can be characterized as a general appraisal of the risks and prizes related to the brand and its products. In addition, perceived value fundamentally influences consumer satisfaction and a person's media use. Vazifehdoost and Sagheb (2018) even brought up that value affected consumers' practices of buying famous products.

### **2.6 Brand Image (BI)**

#### **2.6.1 (Referring to Hypothesis 5 on "Brand Image's impact on brand engagement")**

The brand image comprises the functional and symbolic brand. The brand image contains information and ideas that a consumer has about the different products of the brand and the features of the product that represents consumers' symbolism consisting of all definitions and evaluations related to the brand (Lee et al., 2019). It also affects consumers' loyalty to keep sustainable growth and influences satisfaction (Sulibhavi & Shivashankar, 2017; Dilek Ceti et al., 2016). Brand image is needed to boost the anticipating capability of the framework and administer a good understanding of the determinants that inspire brand loyalty in the local brand industry (Mabkhot et al., 2017; Sondoh, 2007), and "the beliefs held by consumers and perceptions, as reflected in the associations stored in the consumers' memory" (Mabkhot et al., 2017; Kotler, 2009) as it helps the consumers on how to recognize their satisfaction and needs with a brand (Mabkhot et al., 2017; Setiono, 2004).

### **2.7 Social Influence (I)**

#### **2.7.1 (Referring to Hypotheses 6, 7, 8 & 9 on "Social Influences like Celebrity/Influencers, Friends/Peers, and Word-of-Mouth's impact on brand engagement")**

Influence drives consumer perception and consumer behavior towards online shopping (Rahman et al., 2018; Mohammad et al., 2016). It represents relevant components altering behavioral intention toward social commerce (Lazaroiu et al., 2020; Abed, 2018). Social Influence has factors on the consumer's buying decision where e-retailers will be able to design their marketing strategy accordingly to maximize customer experience and increase total sales (Kuster et al., 2016; Kiang & Shang, 2015). Social influences can be classified into Celebrity/Influencers' influences, Friends/Peers' influences, and Word-of-Mouth influences. Celebrities and Social Media Influencers are impressionable on consumers of media due to their upbringing on different social media platforms because of the qualities of relatability and authenticity (Nouri, 2018), and they also have a positive effect on attitudes towards the advertisement (McCormick, 2016; Choi & Rifon, 2007). Furthermore, according to Pan et al. (2018), people who consistently participate in the interactions between friends are more successful than strangers' influence. The impact of peers, for example, friends, inside the decision process is amazingly effective in every individual's buying behavior. According to Hall and his co-authors (2017), "most people's final purchase decision was primarily influenced by friends and that most consumers highly asked their friends and family for advice, opinions to help them decide on their purchases." Lastly, Word-of-Mouth is also important when reliable and credible sources impart information (Huete-Alcocer, 2017; Li, 2016). It is also

considered the most important information source in the buying decisions of consumers and their intended behavior (Huete-Alcocer, 2017; Sotiriadis, 2013).

## **2.8 Marketing Activities (MA)**

### **2.8.1 (Referring to Hypotheses 10, 11, 12, 13 & 14 on "Marketing Activities like Advertising, Personal Selling, Sales Promotion, and Point-of-Purchase impact on brand engagement")**

Communication is the interaction whereby contemplations are passed on, and significance is divided among people or associations. Oana (2018) even stated that Duncan & Everett's (1993) definition of IMC, which is a "strategic coordination of all messages and means of communication used by an organization to influence the perception of the value of a brand," is highly relevant to what it implies. Marketing Communication addresses the assortment of the multitude of components in brands showcasing blends that work with trade by setting up importance to brands consumers. Marketing Activities as a mode of communication of businesses can be classified into Advertising, Personal Selling, Sales Promotion, and Point-of-Purchase. Advertising is a non-personal correspondence trade-oriented that is paid for and recognized by particular support. Adequately, advertising is the 'C' in IMC. Great promotion starts with an unmistakable ID of the intended interest group. Both upstream and downstream friendly advertising intend to change behavior (Czaplewski & Key, 2017). Personal Selling, on the other hand, is the best promoting specialized instrument since it permits sales representatives to adjust their show to every potential or current customer. They utilize their insight into the client's purchasing interaction to pick compelling sales strategies (Olariu, 2016). Moreover, Sales Promotion's mission may help boost instant sales, anticipating that sales promotion is an exceptional proposal from a business to consumers. (Rehman et al., 2017) It is the wide usage of marketing to expect an incentive for customers to meet the objectives of a business. According to Rojuee & Rojuee (2017), it is "a set of diverse and often short-term stimulant tools used to stimulate consumers or business units to buy faster or buy more goods or services provided." Finally, Point-of-Purchase is, all in all, the area and conditions wherein an exchange happens. The point of purchase incorporates both the components that pull in business and the methods used to permit the customers to pay for the product. At the end, when a customer will purchase a product, the purchase itself can be perceived as the aftereffect of conflicting behaviors (Fagerstrøm et al., 2021).

## **3. Methodology**

This research is quantitative, specifically a correlational research design, to determine the impact of the determinants of purchase intention on home improvements in E-Commerce on Generation Y & Z's brand engagement. This is the best design to use because of the investigation of the "direction of two variables and their potential positive, inverse, or lack of relationship" (Gall et al., 2007). The researchers will use Correlational Research instead of Causal-Comparative Research because the research objective is to determine the impact of the dependent variables on an independent variable. The researchers do not need further analysis on why the results turned out like what it is. Furthermore, variables are already identified and are not subject to manipulation.

The type of study the researchers would like to conduct is quantitative research. This will happen through the use of an online survey, Google Forms. Using an online survey type of questionnaire envelops any estimation methodology that includes asking questions of respondents. Before the respondents answer the survey, the researchers will ask the respondents for their consent; therefore, the researchers will include a consent form in the online survey where the researchers clarify the data privacy act, and the respondents should agree to the consent form before answering the survey. The kinds of studies can fluctuate on the range of time used to direct the study. Likert Scale will be used in the survey questionnaire as the respondents will rate statements based on how the respondents will respond to questions using this kind of answers: Strongly Agree, Moderately Agree, Slightly Agree, Slightly Disagree, Moderately Disagree, Strongly Disagree.

This study limits its participants to individuals who are in the age group of 18-40 years old online consumers residing in Metro Manila, Philippines. The researchers limit the residency of its respondents to Metro Manila since it has the largest population in the National Capital Region. The participants of the study are classified into three generational groups based on Kasasa Research (2021): (a) Generation Z [18-24 years old]; (b) Generation Y.1 [25-29 years old]; (c) Generation Y.2 [30-40 years old]. Furthermore, the participants are profiled to be individuals who are online consumers; Socio-Economic Class: B (Upper Income Class), C1 (Upper-Middle Income Class), C2 (Middle-Middle Income Class), D (Lower-Middle Income Class). These individuals are chosen since they have a significant impact on the rise of E-commerce. A total of 305 respondents will be gathered for this study.

To make this research more transparent, the researchers should clarify data and information gathering. In conducting this research, there are ethical standards that should be followed and considered, such as the following:

- Prepare a clear and concise data privacy consent form
- Make sure that respondents understand and completely agree in giving their information and answering the survey questionnaire, as stated in the consent form

- Assuring the respondents that the objectives and purpose of the data gathering are solely for the stated research paper and that any data gathered will not be used for anything else.
- Assuring the respondents that the information that will be collected from them should remain confidential, protected, and will only be used for academic purposes;
- Allowing the respondents to take back their information anytime, and
- Assuring the respondents that there are no funds collected from them during the research process.

To accomplish the objectives of the quantitative research study, there should be a mathematical or statistical formula to treat the data that will be gathered. Since the study is looking for the impact of the dependent variables on an independent variable, Regression Analysis shall be used in analyzing the data gathered for this study. Regression Analysis identifies the relationship between a dependent variable and one or more independent variables. Regression Analysis can be used to survey the strength of the connection among factors and to display the future connection between the variables - A method of numerically figuring out a progression of factors. We use it to figure out which factors have an effect and how the variables identify with each other. Regression Analysis helps the researchers with figuring out which variable matters most and which the researchers can disregard. Regression Analysis helps the researchers with figuring out which components cooperate or interact with each other.

The essential type of regression analysis incorporates unknown parameters ( $\beta$ ), independent variables ( $X$ ), and dependent variables ( $Y$ ). Regression Analysis indicates the connection of dependent variable ( $Y$ ) to a capacity mix of independent variables ( $X$ ) and unknown parameters ( $\beta$ ) and can be  $Y \approx f(X, \beta)$ . Regression equations can be utilized to foresee the values of 'y' if the value of 'x' is given, and both 'y' and 'x' are the two arrangements of proportions of a sample size of 'n.' The regression formula would be  $Y^* = a + bx$ . Through this regression analysis, it is easier to conclude the impact of purchasing intentions on retail home improvements in E-commerce on consumers' brand engagement.

#### 4. Results and Discussion

| Gender              | f   | %      |
|---------------------|-----|--------|
| Female              | 174 | 57.05% |
| Male                | 131 | 42.95% |
| Age                 |     |        |
| 18-24 years old     | 184 | 60.33% |
| 25-29 years old     | 60  | 19.67% |
| 30-40 years old     | 61  | 20.00% |
| Monthly Income      |     |        |
| ₱20,000 - ₱44,000   | 159 | 52.13% |
| ₱44,001 - ₱77,000   | 53  | 17.38% |
| ₱77,001 - ₱132,000  | 51  | 16.72% |
| ₱132,001 - ₱220,000 | 42  | 13.77% |

**Table 1. Demographic**

The total number of respondents (N) during the gathering of data is 305, where 174 (57.05%) of them are female, while 131 (42.95%) of them are male respondents. Aside from this, 184 (60.33%) of them are from Generation Z (18-24 years old), while 121 (39.67%) of them are from Generation Y (25-40 years old). More than half (159) of the respondents were from Socio-economic class D (₱20,000 - ₱44,000 monthly income), 53 (17.38%) of them are from class C2 (₱44,001 - ₱77,000 monthly income), 51 (16.72%) from class C1 (₱77,001 - ₱132,000 monthly income), and 42 (13.77%) are from class B (₱132,001 - ₱220,000 monthly income). This means that the study covers all the required demographics that the respondents of this study should possess.

|                              | Unstandardized Coefficients |            | Standardized Coefficients | t      | Sig. |
|------------------------------|-----------------------------|------------|---------------------------|--------|------|
|                              | B                           | Std. Error | Beta                      |        |      |
| <b>(Constant)</b>            | .369                        | .170       |                           | 2.174  | .031 |
| <b>Customer Satisfaction</b> | .554                        | .070       | .545                      | 7.967  | .000 |
| <b>Perceived Attributes</b>  | .149                        | .083       | .140                      | 1.795  | .074 |
| <b>Perceived Benefits</b>    | -.049                       | .082       | -.045                     | -.598  | .551 |
| <b>Perceived Value</b>       | -.129                       | .080       | -.124                     | -1.620 | .106 |
| <b>Brand Image</b>           | .023                        | .052       | .021                      | .436   | .663 |
| <b>Social Influence</b>      | .233                        | .061       | .243                      | 3.828  | .000 |
| <b>Celebrity</b>             | .157                        | .048       | .203                      | 3.305  | .001 |
| <b>Friends</b>               | .288                        | .062       | .296                      | 4.653  | .000 |
| <b>Word-of-Mouth</b>         | .337                        | .059       | .362                      | 5.759  | .000 |
| <b>Marketing Activities</b>  | .123                        | .053       | .140                      | 2.302  | .022 |
| <b>Advertising</b>           | .229                        | .059       | .292                      | 3.852  | .000 |
| <b>Personal Selling</b>      | .112                        | .056       | .151                      | 1.991  | .047 |
| <b>Sales Promotion</b>       | .257                        | .058       | .281                      | 4.391  | .000 |
| <b>Point-of-Purchase</b>     | .103                        | .051       | .129                      | 2.002  | .046 |

Dependent Variable: Brand Engagement

Note: , (N = 305, p = 0.00)

**Table 2. Regression Result**

Multiple regression was calculated to predict the influence of retail home improvement purchase intentions to brand engagement. A significant regression equation was found ( $F(7, 297) = 137.251, p < 0.00$ ), with adjusted R<sup>2</sup> of 0.758. The respondents' predicted brand awareness and brand image is equal to  $0.369 + 0.554CS + 0.233SI + 0.123MA$ , where CS is customer satisfaction, SI is social influence, and MA is marketing activities. Perceived attributes, perceived benefits, perceived value, and brand image were found to be insignificant to brand engagement. This means that the respondents' predicted brand engagement increases by 0.554 for every one unit increase in customer satisfaction. Similarly, the respondents' predicted brand engagement increases by 0.233 for every one unit increase in social influence and 0.123 for every one unit increase in marketing activities.

In terms of the specific factors under the social influence, celebrity, friends, and word-of-mouth positively impact consumers' brand engagement. On the other hand, all the factors under the marketing activities such as advertising, personal selling, sales promotion, point-of-purchase have a positive impact on consumers' brand engagement.

*Hypothesis 1. Consumer Satisfaction in E-Commerce has a positive impact on consumers' brand engagement.*

Results show that for every unit of consumer satisfaction (CS) one can gain on the retail home improvements that they will be purchasing online, their brand engagement increases by 0.554, meaning consumer satisfaction has a positive impact on Generation Y and Z's brand engagement. Customer satisfaction is a metric that measures how satisfied or dissatisfied customers are with a company's products, services, or experience. Customer satisfaction is defined as a customer's perception of the company's quality, value, and expectations of what the company provides. This can provide important insights into how customers perceive the brand and how they will interact with it in the future. Every time a company interacts with a customer, the company can strengthen the emotional connection and tie the customer closer to the brand, resulting in better customer loyalty. In this case, consumer satisfaction will lead to brand engagement and will also assist in reaching out to more potential customers. As a result, consumer satisfaction's impact on brand engagement is significant, making this hypothesis accepted.

*Hypothesis 2. Perceived Attributes of the Product's impact on brand engagement*

Results show that for every unit of perceived attributes of the product (PAP) a consumer can gain on the retail home improvements that they will be purchasing online, their brand engagement increases by 0.149, meaning, product perceived attributes have a positive impact on Generation Y and Z's brand engagement. Attributes include size, color, package type, and other features relevant to the category. These characteristics or attributes are what determine the consideration set and influence the final purchase decision from the consumer's perspective. However, results show that the home improvement perceived attributes of the product do not have much impact on brand engagement. As the perceived attributes of the product's impact on brand engagement are insignificant, we shall reject the hypothesis.

*Hypothesis 3. Perceived Benefits' impact on brand engagement*

Results show that for every unit of perceived benefits (PB) a consumer can gain on the retail home improvements that they will be purchasing online, their brand engagement decreases by .049, meaning the perceived benefits impacted Generation Y and Z's brand engagement negatively. This only states that even though a consumer learns the benefits that the home improvement product might give, the consumer doesn't engage with the brand. Hence, rejecting the hypothesis.

*Hypothesis 4. Perceived Value's impact on brand engagement*

Results show that for every unit of Perceived Value (PV) a consumer can gain on the retail home improvements they will be purchasing online, their brand engagement decreases by .129, meaning that the Perceived Value negatively impacts Generation Y and Z's brand engagement. This only states that even though the consumer was able to evaluate the merits that they might receive from the home improvement product, still the consumer doesn't engage with the brand, rejecting the hypothesis.

*Hypothesis 5. Brand Image's impact on brand engagement*

Results show that for every unit of Brand Image (BI) a consumer can acquire on the retail home improvements they will be purchasing online, their brand engagement increases .023, meaning that brand image has a positive impact on Generation Y and Z's brand engagement. But having .023 does not necessarily mean that it is significant because it is a small number wherein impact is not felt. Therefore, the brand image's impact on brand engagement is still insignificant, making this hypothesis rejected.

*Hypothesis 6, 7, 8, and 9. Social Influences like Celebrity/Influencers, Friends/Peers, and Word-of-Mouth's impact on brand engagement*

Results show that for every unit of Social Influences (SI) like Celebrity/Influencers, Friends/Peers, and Word-of-Mouth a consumer can encounter on purchasing a retail home improvements product online, their brand engagement increases by .233 for social influence, .157 for celebrities/influencers, .288 for friends/peers, and .337 for word-of-mouth. Meaning, that Social Influences like Celebrities/Influencers, Friends/Peers, and Word-of-Mouth have a positive impact on Generation Y and Z's brand engagement. Social media influencers may be more impressionable on media consumers than traditional celebrities due to traits of relatability and authenticity; a consumer places more trust in the opinion of a social media influencer when it comes to brand engagement due to their upbringing on various social media platforms. In every individual's purchasing habit, the influence of peers, such as friends, on the brand engagement process is incredibly strong. Most consumers highly sought advice and opinions from their friends and relatives to help them decide on their purchase. Word-of-mouth is also defined as the act of consumers communicating marketing information with one another, and it plays a significant part in customer brand engagement. Since the social influences individually and collectively are all significant to the brand engagement, we will be accepting the hypothesis.

*Hypothesis 10, 11, 12, 13, and 14. Marketing Activities like Advertising, Personal Selling, Sales Promotion, and Point-of-Purchase impact on brand engagement*

Results show that for every unit of Marketing Activities like Advertising, Personal Selling, Sales Promotion, and Point-of-Purchase a consumer would encounter on the retail home improvements they will be purchasing online, their brand engagement increases by .123 for marketing activities as a whole, .229 for advertising, .112 for personal selling, .257 for sales promotion, and .103 for



point-of-purchase. This means that Marketing Activities like Advertising, Personal Selling, Sales Promotion, and Point-of-Purchase have a positive impact on Generation Y and Z's brand engagement. Advertising necessitates the communication of a message via the use of a medium. Friendly advertising, both upstream and downstream, aims to change the consumer's brand engagement behavior. Personal selling is a unique technique since it allows salespeople to tailor their presentations to each potential or current customer. A sales promotion is a one-of-a-kind offer offered by a company to its customers that can assist boost immediate sales. The point of purchase includes both the elements that attract buyers and the methods that allow them to pay for the product. Since all of these purchase intentions are significant to the home improvement brand engagement, we will be accepting the hypothesis.

## **5. Conclusion**

Consumer Satisfaction, Perceived Product Attributes, Perceived Benefits, Perceived Value, Brand Image, Social Influence, and Marketing Activities are all factors that the researchers aim to study into to see if these factors have a beneficial impact on Consumer Brand Engagement. This study also seeks to see whether the specific Social Influences such as Celebrities/Influencers, Friends/Peers, and Word-of-mouth, as well as Marketing Activities such as Advertising, Personal Selling, Sales Promotion, and Point-of-purchase, have a positive impact on Consumers' Brand Engagement. Consumer insights that will help home improvement sellers, companies, and brands further understand the determinants of consumers and making this available to them - helping reduce expense in guesswork, trial and error in marketing and advertising - will be the significance of this study. It will help participants in the E-commerce marketplace - from small, medium enterprises to multinational corporations of different product industries - to determine the level of effectiveness of these multi-faceted factors of online purchasing intentions to achieve the following: Engage current and potential customers despite the competition, continue to exist and be remembered by consumers despite lack of personal or face-to-face interaction through sales personnel, physical shopping locations, to determine which purchasing intention factors the company needs to improve on or strengthen, and to determine what specific engagement the customers usually due to their purchase intentions. This study will demonstrate the validity of the findings and identify which specific component has a positive impact on Brand Engagement. However, this study limits its scope to consumers who have any experience of purchasing online at least once, as they tend to have reliable experience in dealing with E-commerce.

This study finally concludes that not all online retail home improvements purchase intentions are significant and have a positive impact on Generation Y and Z's brand engagement. Purchase intentions such as Consumer Satisfaction, Social Influence that includes Word-of-Mouth, Friends and Celebrity influence, and Marketing Activities like Advertising, Personal Selling, Sales Promotion, and Point-of-Purchase, are the only determinants that positively influence the consumers to engage with the brand after their online purchase on the retail home improvement products. Therefore, for the Generation Y and Z consumers to engage with the brand, they should've been satisfied with the home improvement product, influenced by the people around them, or have been persuaded by some marketing activities. This study highlights that these results are based on the perception of Generation Y and Z that usually utilizes the E-Commerce platform to look for home improvement products. This also shows that their engagement with the product in using E-Commerce has a difference compared to traditional purchasing.

Through this study, the impact of different purchase intentions on consumers' brand engagement in home improvement products has been determined. This study can be a reason for future research to look into the impact of purchase intentions on consumers' brand engagement in other fields. Some research in the future may also look into how brand engagement in home improvements correlates to consumers' brand loyalty, which may help some businesses to determine how the businesses can gain a long-lasting and profitable relationship with their customers.

**Funding:** This research received no external funding.

**Acknowledgments:** The advocates would like to acknowledge Ms. Abigail Posadas and Ms. Virginia Arceo for their guidance.

**Conflicts of Interest:** The authors declare no conflict of interest.

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