

Analyzing the Impact of Digital Marketing on Online Furniture Purchases in Pakistan: Mediated by Consumer Attitude and Moderated by Brand Equity

Faiz Rasul Zaka¹, Janifer Anak Lunyai², Ejaz Ahmed³, Anees Shahbaz⁴,
Hafiz Muhammad Hanif⁵ and Faheem Saleh⁶

<https://doi.org/10.62345/jads.2025.14.2.157>

Abstract

This paper examines how digital marketing strategies affect the purchase decision of the consumers in the furniture industry in Pakistan with consumer attitude as a mediator and brand equity as a moderator. The digitalizaon takes place at a fast pace, and more and more businesses demonstrate their dependence on digital marketing strategies, including social media, search engine optimization (SEO), content marketing, influencer marketing, and mobile marketing as the means to involve the consumers and optimise the market. This research relies on the empirical research conducted on 500 internet users in Pakistan studying the topic of furniture purchase experience. The analysis is done with the application of structural equation modeling (SEM) with SmartPLS 4.1.0.8 that is run to gauge relationships between digital marketing strategies, consumer attitude, brand equity, and purchase intent. The results indicate that the consumer attitudes have a large leaning power between the digital marketing strategies and purchase decisions though brand equity reinforces the effects. The study is actually useful to marketers and practitioners by providing them with useful information that can guide them to make strategic response to the use of digital marketing tools to boost the perception of the consumer, engage consumers, and even foster brand loyalty in a competitive market environment.

Keywords: Social Media Marketing, Search Engine Optimization, Content Marketing, Attitude Towards Digital Marketing Strategies, Brand Equity, Purchase Decision.

Introduction

In this paper, the authors give the details of what the study focuses on five digital marketing strategies i.e. social media marketing, SEO, content marketing, influencer marketing, and mobile marketing. It studies how consumer attitude mediates the connection between the strategies and the purchase decisions, and how brand equity moderates such a connection. The paper shows the

¹PhD Scholar, Faculty of Economics & Business, University Malaysia, Sarawak, Malaysia.

Email: 22010270@siswa.unimas.my

²Professor, Faculty of Economics & Business, University Malaysia, Sarawak, Malaysia. Email: ljanifer@unimas.my

³Assistant Professor, Department of Management Science, UMT, Pakistan. Email: sejaz1990@gmail.com

⁴Faculty of Management & Social Sciences, Capital University of Science & Technology, Islamabad.

Email: mms203005@cust.pk

⁵PhD Scholar, Faculty of Economics & Business, University Malaysia, Sarawak, Malaysia.

Email: 22010282@siswa.unimas.my

⁶PhD Scholar, Faculty of Economics & Business, University Malaysia, Sarawak, Malaysia.

Email: 22010280@siswa.unimas.my



background of the study, problem statement, research questions, objectives, significance, and scope as well as placing the research on a relevant theories and up to date literature basis.

The dynamics of a business consumer interaction in the world have also changed significantly due to digitalization involving the exponential increase in the accessibility of the internet. As Makau (2021) points out, the digital revolution has moved business enterprise away from the traditional one-way communication style to a situation that is more interactive, data-driven and personalized engagement with the customers. To a high degree, this shift is enabled by the prevailing increase in digital platforms that enable businesses to obtain richer consumer insights, construct individualistic marketing, and implement integrated marketing communication (IMC) tools that are more appealing to the targeted audiences (Sharabati et al., 2024). These sites which include websites, search engines, social media and mobile applications allow marketers to know consumer behavior in real-time and be able to dynamically pinch super contents and provide meaningful interactions.

But in the situation of Pakistan digital marketing has become more relevant than before wherein the country has been entering the digital domain. According to Statista 2024 data, nearly 111 million Pakistanis use the internet to date, and more than 71 million of them are active on social media (Jin et al., 2024). Such extensive connectivity has also relegated digital marketing not only as a secondary measure but as an essential part of the business as compared to the past when some industries such as furniture retail were operating based solely on presence through physical stores and word of mouth marketing. Digital technology has become central to changing consumer opinions and creating brand recognition and helping customers to buy, as well as impacting various points in the customer cycle.

Search engine optimization (SEO), content marketing, influencer cooperation, social media advertising, and the implementation of mobile commerce become valuable traffic-generating, conversion rate-enhancing, customer loyalty-building mechanisms in digital marketing (Reyes et al., 2024; Alzyoud et al., 2024). These are affordable strategies that are expandable where the businesses particularly small and medium enterprises (SMEs) get flexibility to resonate with various consumer niches as well as optimize their returns on investment (ROI). The tools are useful in that they enable such companies as furniture manufacturers to virtually present products, engage in immersive brand storytelling, and establish long-term relationships with clients by frequently communicating with them in a digital space.

In addition, the rate of faster technological innovation has increased the consumer expectations to a greater height. Consumers in the modern world are more educated, critical, and empowered, and they tend to be very dependent on what their peers review, what goes on social media, and what influencers have to say to determine the trustworthiness and quality of brands (Al-Youzbaky et al., 2022; Hazari et al., 2024). Digital word of mouth and online reputation management have turned out to be the determinants of consumer trust, preference to brands as the traditional advertising takes its toll of decreasing its persuasiveness. Such changes in behavior validate the growing significance of consumer attitudes which become mediating forces used in decision making.

This phenomenon can be theoretically explained with the help of Theory of Planned Behavior (TPB) suggested by Ajzen (1991) according to which individual attitudes regarding a behavior have a strong effect on their choice to act regarding that behavior. Used in the context of digital marketing, this theory implies that positive attitudes towards the digital platforms promote the readiness of the consumers to communicate and buy them in the end. On the same note, the Unified Theory of Acceptance and Use of Technology 2 (UTAUT2) by Venkatesh et al. (2012) argues that, perceived ease of use, usefulness, and social influence are among the factors which help in

accepting marketing endeavors using technology by consumers. Supporting these theories of behavior is the brand equity model postulated by Aaker (1991) that underscores the aspects of brand loyalty, perceived quality, brand associations in consumer decision making. In combination, these models prove that digital marketing success is not only correlated with the apt use of tools but also with the successful attitudinal orientation of the consumer and brand development of trust and emotional relationships (Alkadrie, 2024).

Problem Statement

Although the field of digital marketing has been expanding super expeditiously and its impact evident in the economic environment of Pakistan especially in the sphere of the furniture industry there is still a huge gap lacking critical empirical research delving into exploring the success rate of a certain form of digital marketing and its ability to influence the purchasing decision surrounding a consumer (Asif, 2025). As we have seen, the tendency to invest in digital functionality is growing in business; it is still unclear how these practices convert to any number of measurable behavioral indicators, e.g. an upsurge in customer contact, conversion, or even loyalty. Within the framework of furniture manufacturing sector, the context in which face-to-face interaction, haptic sensation, and localized branding have always been a key instrument, going online to shift to the digital platform is a challenge and opportunity specific to the industry and this aspect of the shift is not fully considered in the literature (Upadhyay et al., 2024).

What is more important is that the mediation and moderation processes within the psychological and behavioral mechanisms of the effect of digital marketing are still under-researched. Namely, the mediating value of consumer attitude as the construct that lies at the core of such behavioral theories as Theory of Planned Behavior of Ajzen (1991) is not actually tested within the framework of the Pakistani digital market. The consumer attitudes that include the perception, preference, and emotional reaction to the marketing stimulus will be critical to the determination of whether the exposure to the digital content will lead to actual purchase behavior. However, not much research has been done on the nature of these attitudinal changes that are caused by the digital marketing approaches in a particular culturally and economically distinct context of Pakistan (Khan et al., 2025).

Similarly, little is known about brand equity as a moderating variable that was a concept pioneered by Aaker (1991). Brand equity will increase or lessen the impacts of digital marketing activities and contain the measures like brand awareness, perceived quality, brand associations, and loyalty (Ahmed et al., 2023). In its turn, it could be said that the effectiveness of a digital campaign might be determined by not just a content/platform they are being advertised via, but also the power and trustworthiness of the brand which delivers the message (Ahmed et al., 2023). Nonetheless, the literature review in Pakistan lacks evidence on the role of brand equity in interacting with consumer attitude and the digital strategy to affect the buying decision in the furniture market.

Against this background, it is apparent that such a study requires holistic data-driven investigation that incorporates such major variables as digital marketing strategies, consumer attitudes, and brand equity in a unified conceptual framework (Tatikonda et al., 2024). This kind of approach would not only give a theoretical understanding of the behavioral drivers of online purchasing, but also give a practical direction to the marketers in the market faced with the stiffening of competition and the dynamic technology of the market in Pakistan. This study fills this research the gap and as such, the scholars as well as practitioners may comprehend the complex relationships on which the digital consumer behavior is based on and hence create more specific

and effective marketing campaigns that are relevant to the changing behavior of the Pakistani consumers.

The primary objectives of this study are:

1. To investigate social media marketing as a major factor and its relationship with attitude towards digital marketing.
2. To investigate search engine optimization as a major factor and its relationship with attitude towards digital marketing.
3. To investigate content marketing as a major factor and its direct relationship with attitude towards digital marketing.
4. To investigate influencer marketing as a major factor and its relationship with attitude towards digital marketing.
5. To investigate mobile marketing as a major factor and its relationship with attitude towards digital marketing.
6. To investigate the impact of attitude towards digital marketing with Purchase Decision.
7. To examine the impact of Brand equity as a moderator factor between attitude towards digital marketing and purchase decision.

The study seeks to answer the following research questions:

- 1) Does social media marketing has positive relationship on attitude towards digital marketing?
- 2) Does Search Engine optimization marketing have positive relationship on attitude towards digital marketing?
- 3) Does content marketing has positive relationship on attitude towards digital marketing?
- 4) Does Influencer marketing has positive relationship on attitude towards digital marketing?
- 5) Does mobile marketing strategy has positive relationship on attitude towards digital marketing strategies?
- 6) Does attitude towards digital marketing has positive relationship on purchase decision?
- 7) Does Brand equity as a moderator factor has positive relationship on the attitude towards digital marketing and purchase decision?

This study is both theoretically and practically important. Theoretically it makes contribution to the literature as it performs integrations of a great number of frameworks (TPB, UTAUT2 and Brand Equity Theory) to explain the digital consumer behavior (Chaffey & Ellis-Chadwick, 2019). In practice, it provides furniture marketers in Pakistan with usable data on what online marketing methods stimulate high rates of consumer involvement and support. By learning the nature of consumer attitude factor and brand equity, the businesses can plan an effective marketing campaign, develop conversion rates, and gain a sustained competitive advantage in the digitally driven market.

The paper is limited to one industry the furniture industry in Pakistan, and to a specific category the online consumers. Although it covers five important digital marketing tactics, the other developing methods (e.g., AI chatbots, virtual reality marketing) are out of this research. Self-reported information conducted among internet users is also used and this can cause perception and recall bias. What is more, the cross-sectional character of the research can restrict the causal interpretation.

Literature Review

Overview of Digital Marketing

Digital marketing is a collection of online-based tactics that include social media, search engine optimization (SEO), content marketing, influencer marketing and mobile marketing. Digital

marketing is the planning that involves the usage of digital channels such as search engines, social media, email, and websites to advertise products or services and to communicate with the customers (Chaffey & Ellis-Chadwick, 2019). The change in digital technology has transformed the classical marketing where labels can now market certain demographics using data analytics and user conduct. Digital marketing is emerging in contexts such as the emerging economies (such as Pakistan) as the number of the internet and mobile use are growing at a massive pace (Ahmed et al., 2023). The effective tactics that are mostly employed are SEO, search engine marketing (SEM), influencer marketing, and social media advertising to capture consumers online and raise brand awareness. Although it has become increasingly constitutive, the success of digital marketing is dissimilar in every sector and indeed in high involvement product categories such as furniture, emotional involvement, trust and perceived quality are all influential in purchase intent (Alalwan, 2018). Although most of the world brands tend to have built infrastructure of digital branding, the local companies in ascending economies may be subjected to the problems of content quality, platform management as well as related to digital reliability. Therefore, to promote a particular marketing campaign, it is important to know how digital strategies will build into consumer behavior regarding a certain industry such as furniture in Pakistan.

Such methods have the advantage of providing real time interactions, wider coverage, and accurate targeting unlike what is offered by traditional marketing (Sharabati et al., 2024). In Pakistan, digitization has occurred at a breath-taking rate with more than 111 million internet users and almost 72 million social media users in the country, and digital platforms have become the key business extension platforms. Interactivity in digital media can make informativeness stronger and help to build attitudes and intentions to buy a product should it be designed correctly (Habib et al., 2022). Nevertheless, excessive levels of interactivity, lacking the perceived informational content, can be counterproductive, causing negative consumer attitudes to occur. With marketers at various digital touch points tailoring messages to suit consumers, it is important to have an awareness of how each strategy emanates within the minds of consumers.

Purchase Decision

As a rule, a consumer decision-making process consists of a number of stages such as problem recognition, information search, solution evaluation, purchase decision, and purchase behavior conducted post-purchase (Kotler & Keller, 2016). This process has been made more dynamic in the digital age as now there is instant information provision, reviews by peers, as well as advertisements tailored to a person. There is price comparison, quality analysis, and desire to receive social proofs before making a purchase, particularly the high-involvement products storage options such as furniture (Solomon, 2020).

Cultural values, perceived an online risk, whether to trust the platforms or not, and digital literacy affect consumer decision-making in the Pakistani context (Ahmed et al., 2021). Experience with their furniture and their furniture purchases is usually emotional and very long term, so consumers will depend on aesthetics, durability, and brand before buying online. That is, the purchase decision is not exclusively rational but is manipulated in terms of its emotional and attitudinal determinants, and the issue of increasing exploration into the ways, in which the digital marketing influences the psychological variables of the aforementioned nature, needs to be considered (Van, 2022).

Consumer behavior is categorized into economic and psychological, as well as, practical decision making (Makhrouf & Chouhbi 2024). The process and the path which the online buyer uses to make a purchase is utility and efficiency oriented, where the consumer prefers convenience in

regard to research and comparison prior to buying. In Pakistan, brands that have previous existence to the online researching sites through online get better consideration; 70 percent of smartphone consumers, among others never browse any brick-and-mortar shop until late making their decision offline. In addition, Pakistani consumers find guarantees, feedback, and word-of-mouth through social media to be very effective communications in guiding their purchase decisions (Al-Youzbaky et al., 2022). This speaks much to the point that online environments require the digital design of strategies that must follow the sequence of need recognition, search, evaluation and post purchase behavior of consumers.

Consumer Attitude as a Mediator

The attitudes of consumers, which concern digital marketing, mediate between influence on digital campaigns and the intent to buy. Attitude toward the ad models (McKenzie et al., 1983/1985) reveals that the positive attitude towards ad translates to the positive attitude towards the brand and increased purchase likelihood (Wong, 2010). Equally, perceived credibility of eWOM influences the purchase intention through intermediaries such as emotional response and perception of the quality of the product (Tafolli, et al., 2025). The influence of consumer attitude on determining the effects of digital marketing on purchase behavior is central because it can be conceived as a psychological tendency that manifests itself through the evaluation of a specific entity either favorably (preference) or unfavorably (rejection). With the view that the digital content is credible, attractive and relevant, it optimizes the attitude of the consumer towards the brand that in turn is likely to influence the act of purchase. Attitude as a cognitive filter is used to selectively react to marketing messages by consumers in those product categories which were found to be high-involvement including furniture.

Research demonstrates that the use of social media and interactivity of the contents, as well as customized communications, can positively increase consumer attitudes. Nevertheless, in Pakistan, the phenomenon of non-digital trust and signature customer experiences could deteriorate this mediating effect (Ramakrishnan, 2023). Therefore, mobile marketing could reveal the mediator effect of consumer attitude to identify the psychological processes behind the effects of digital marketing on the behavior, and the weakness that marketers should enhance (Efendioglu & Durmaz, 2022). As consumers perceive digital advertisements as useful and reliable, the interest of advertising and brand recognition would stand on a higher value that would eventually determine purchasing habits. Attitude can, therefore, be termed as an important psychological channel between digital exposure and behavior.

Brand Equity as a Moderator

Brand equity can be described as the value addition that a known brand name brings, which has the benefit of higher prices and consumer loyalty (Aydın, 2024). In cognitive terms, equity is formed through the associations of brands, brand awareness, brand loyalty, and perceived value (JMSR review, 2021). Research indicates that brand trust and image have the ability to moderate the effect of digital marketing on consumer decision-making (Mukti & Isa, 2024). In the study of, Pinto and Sousa (2022) conclude that even though traditional advertisements increase the feeling of quality and satisfaction, digital advertising influences the perception of value more under certain conditions including the presence of brand equity (Borges et al., 2025). This indicates that attitude of consumers to digital messages will translate to purchase behavior in a more efficient manner under the influence of a positive brand reputation and trust. So, brand equity enhances the attitudinal behavioral relationship within a digital situation.

In terms of Pakistani market, the concept of brand equity is a developing concept in the furniture industry. Whereas, some brands become known among the consumers due to their digital activity, numerous brand-members in the local business markets face the challenge of being forgotten in a sea of competitors (Zafran, 2022). Online environments might especially be of importance, where individuals lack the direct physical interactions and as such especially carry baggage in trusting and decision-making functions through perceived brand strength.

The Furniture Industry in Pakistan

The furniture industry in Pakistan is an active sector with its origins in regions like Lahore, Gujrat, Islamabad, Peshawar, Chiniot and Karachi and the export figure is low (US 51 Million dollars in 2011) but the sale in the local market is above the US 2.5 billion dollars (Khaskhely et al., 2021). Possession of traditional craft prevails, but there is a tendency to light-weight and modern design. High raw material prices and outdated machinery are the challenges that reduce the ability to be competitive in international expansion.

Current reports state that COVID 19 pandemic fueled online penetration in the furniture industry. Current reports emphasize that online furniture customers in Pakistan will prefer and buy messages with a consistency across a value chain composition as high quality images, well-informed websites, active social media, and timely customer support (Jafri et al., 2024). Such brands as Interwood and Habitt have started to utilize the potential of Instagram, Facebook, and influencer marketing to increase brand salience and stand out of the crowd of less popular rivals. Such digital campaigns can be used to reinforce brand memory and favorable perceptions that may be used more by urban millennial who more readily take to online purchases (Kortelainen, 2025). The challenge is that most of the local SMEs cannot afford the technological and financial capabilities of creating good brand equity virtually, which causes refined consumer trust and minimal product conversion possibilities.

In addition, in the industries where products are costly and are regarded as long-term investment needs, brand loyalty is vital. When purchasing furniture online, customers have less of an impulse to be willing to take a risk and buy fewer known brands, therefore, brand equity is a proven factor in the purchasing price (Herman et al., 2024). According to studies like Aslam and Imran (2025), in the event that smaller brands provide comparable rates or new design, a poor brand name may discourage buyers to make purchases online because of speculation about the quality and other customer care after sales services (Aslam & Khan, 2025). It means that the influence of digital marketing on the purchase intention is moderated by brand equity and brand equity is also the risk aversion mechanism online. In their choice of furniture, consumers have started to become obsessed with convenience, beauty, openness, and online availability (Wojtas & Niedbała, 2023). Nonetheless, there is a paucity of the scholarly literature on the impact of digital marketing on the driven furniture buying behavior in Pakistan, which reveals that there is a research gap.

Theoretical Framework

The research is based on several theories. According to TPB (Ajzen, 1991), the behavioral intentions are directly affected by digital marketing platforms (Ajzen, 1991). According to UTAUT2 (Venkatesh et al., 2012), the perceptions of technology, such as the perceived usefulness, and perceived ease also influence adoption and use (Venkatesh et al., 2012). Lastly, the Brand Equity Theory (Aaker, 1991; Keller, 2001; Sayyad & Khoshhal, 2021) puts into context how the knowledge of brands influences consumer reaction.

Collectively, the theories can provide a strong frame of reference with the help of which the effect of digital marketing practices on attitude and purchase decisions and the moderating effect of brand equity can be studied.

Conceptual Model and Hypotheses Development

According to the review, the conceptual model offers the concept of five digital marketing strategies as an independent variable, consumer attitude as a mediator, and brand equity as a moderator that has a bearing on the purchase decision. Hypotheses are: (H1 to H5) every digital marketing strategy has a significant influence on the consumer attitudes; (H6) that consumer attitude mediates relations with purchase decisions; and (H7) that brand equity significantly moderates the relation between consumer attitude and purchase decision.

The use of structural equation modeling in previous Pakistani retailing research is consistent with this multi variable analysis (Irfan et al., 2021). However, none of them have singled out the furniture business of Pakistan or experimented any and all of the five strategies all at once, which makes the uniqueness and importance of this study in bridging such a gap.

Table 1: Summary of Key Studies

Year	Authors	Title	Methods	Techniques	Limitations / Drawbacks
2012	Bruhn et al.	Social media vs traditional media for brand equity	Review and empirical data	Mixed methods	Older study, general markets
2017	Chahal & Rani	Trust moderates SM engagement & brand equity	Survey	Moderation analysis	Not in furniture context
2019	Keller (CBBE model)	Brand equity conceptual model	Theoretical review	Literature synthesis	Conceptual only
2021	JMSR review	Branding dimensions & consumer behavior	Systematic literature review	Meta-analysis	No empirical testing
2021	Tali et al.	Branding influencing purchase decisions	Literature review	Analytical synthesis	Not digital-marketing specific
2022	Efendioglu & Durmaz	Impact of social media ads on brand awareness	Survey of Y generation users	SEM	Instagram only, younger cohort
2022	Efendioglu & Durmaz	Impact of social media ads on brand awareness	Survey of Y generation users	SEM	Instagram only, younger cohort
2023	Khan et al.	Impact of Digital Marketing on Consumer Purchase Behavior in Pakistan's Retail Sector	Survey of 347 urban consumers	Correlation, regression	Small sample, retail not furniture (Khan et al., 2023)
2023	Fareed et al.	Influence of Digital Marketing on	Qualitative interviews	Thematic analysis	Qualitative, small scope (Fareed et al., 2023)

		Purchase Decision (Pakistan)			
2024	Rejyes Jr. et al.	Digital marketing ROI analysis	Cross-industry quantitative	ROI models	Not industry-specific
2024	Alzyoud et al.	Digital transformation customer behavior	Survey and case analysis	Mixed methods	Regional (MENA) not Pakistan
2024	Ott et al.	Interactivity per informativeness and purchase intention	Experimental Facebook posts	ELM-based inference	Lab setting may lack external validity
2024	Think with Google (Anthonisen)	Digital transforms shopping behavior in Pakistan	Survey n≈2,500	Descriptive insights	Not peer-reviewed
2025	Anastasei et al.	Mediators between eWOM and purchase intention	Survey of 359 Romanian users	SEM	Non-Pakistan sample, eWOM focus
2025	Naseer (WealthPK)	Online marketing reshapes furniture industry in Pakistan	Interview & industry commentary	Qualitative	Lacks academic rigor
2025	Pahari et al.	Five D's of digital marketing	Conceptual/technical review	Review	Not empirical

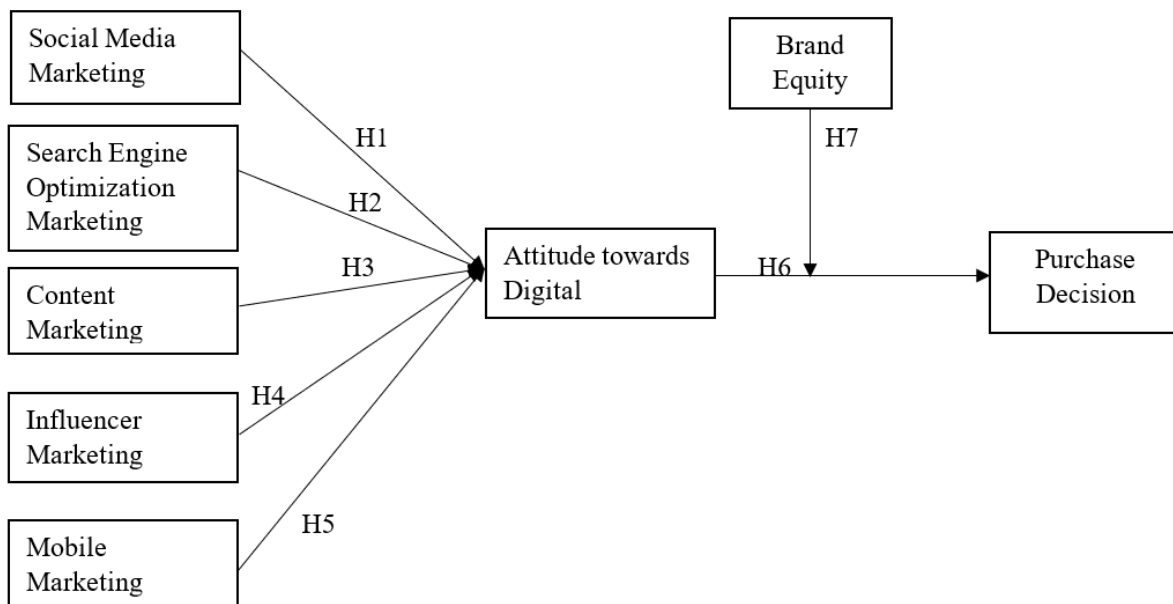
Research Gap

Table 2: Research Gap

Author	Title	Findings	Research Gaps	Focus of current study
Tabitha , (2023).	“Influence of digital promotional strategies on the marketing performance of fast- moving consumer goods manufacturers in the beauty and personal care sector in Nairobi, Kenya”	“Improving digital strategies like social media, SEO, content, influencer, and mobile marketing enhances firms' overall marketing performance”	“The conclusions of this study were limited to Nairobi-based FMCG manufacturers and to manufacturers in the beauty and personal care sectors.”	“The study will focus on consumer’s Purchase Decision towards digital marketing strategies with the consent of brand equity in Pakistan.”
Mochoge, (2020).	“Digital marketing strategies and consumer purchase decision of online stores within Nairobi City County”	“The study concluded that digital marketing strategies had a positive influence on purchase decision from online stores within Nairobi County.”	“The research was focused on consumer purchase decision of online stores.”	“This study applies Kotler’s five dimensions of consumer purchase decisions to examine how consumer attitude toward digital marketing influences brand equity in Pakistan’s furniture industry.”

Conceptual Framework

Figure3: Proposed Model



Research Methodology

Research Design

This research will use a quantitative, descriptive cross-sectional and causal research design that seeks to analyze the correlation between the purchase decision and digital marketing strategies in which the consumer attitude plays a mediating role and brand equity plays a moderating role. Quantitative research allows measuring relations between variables to a larger degree since it involves the usage of objective instruments that increase objective and statistical generalizability (Ahmad, 2025). This is because the explanatory character facilitates hypothesis testing to draw cause-effect relationship which plays a key role of understanding the behavioral mechanism in the settings of digital marketing.

The cross-sectional design implies the collection of the data at one time moment that gives merely the snapshot of the consumer behavior in the furniture industry in Pakistan. A dynamic and competitive design is especially relevant because of the dynamic and competitive environment of the digital platforms where consumer attitude and behavior can drastically change as a result of digital exposure (Guan et al., 2023). A good research model is anchored on theories like the Theory of Planned Behavior (TPB), UTAUT2, and Brand Equity Theory hence it is a strong theoretical premise.

Population and Sampling

The target population of this research study is online consumers in the country of Pakistan that have purchased, or at least considered buying, furniture on the Internet via digital channels. The inclusion criteria is that the respondents should be aged 18 or above, have access to the internet and have experience (within 1 year) in interacting with the furniture brands through the digital channel. This makes it relevant to the research purposes.

The respondents will be selected through a non-probability purposive sampling method based on their experience in online furniture purchases. In terms of Structural Equation Modeling (SEM) recommendations (Hair et al., 2021), a representative sample of 500 respondents is going to be sufficient since the minimum number of responses per item is 10. The sample frame consists of digital consumers residing in the cities like Lahore, Gujrat, Islamabad, Peshawar, Chiniot and Karachi where the level of digital literacy and online shopping is the highest.

Table 3: Sampling Overview

Criteria	Details
Population	Online furniture buyers in Pakistan
Sampling Technique	Non-probability purposive sampling
Sample Size	500
Inclusion Criteria	Aged 18+, internet users, furniture buyers
Key Locations	Lahore, Gujrat, Islamabad, Peshawar, Chiniot and Karachi

Data Collection Methods

The research utilizes an international online questionnaire as the research tool. The selection of online surveys as one of the forms of data collection can be explained by its efficiency, outreach, and the applicability to the survey population that consists of the digitally active population included in this research study (Bell et al., 2022). The survey was also spread through social media (Facebook, Instagram), email, and WhatsApp, aiming at reaching users of furniture brands on the Internet.

Measurement Instruments

The methodological instrument will be used a closed-ended Likert-scale based questionnaire with six blocks; each of the blocks measured a construct of the conceptual model. Measurements were done through 5 point Likert scales (1 = Strongly Disagree to 5 = Strongly Agree) all over the constructs. The questions will be taken out of the validated scales of other research with a few cultural changes to fit the Pakistani furniture market.

Table 4: Measurement Constructs and Sources

	Purpose	No of Measurement Item	Sources
A	Digital Marketing Strategies	5	-----
B	Social Media Marketing Strategy	4	(AlHelali, 2023)
C	Search Engine Optimization Strategy	7	(Felia, 2024)
D	Content marketing Strategy	4	o et al., 2023)
E	Influencer marketing Strategy	4	(Alhawshabi, 2024)
F	Mobile marketing Strategy	4	(AlHelali, 2023)
G	Attitude towards digital marketing strategies	3	(Hien and Nhu, 2022)
H	Brand Equity	4	(Alwan and Alshurideh, 2022)
I	Purchase Decision	10	(AlHelali, 2023)

Validity and Reliability

A number of methods can be used to seek the constructs to be valid and reliable. The content validity will be verified with the use of expert review of questionnaire items, and all the theoretical dimensions of the questionnaire will covered. Construct validity will be measured by Confirmatory

Factor Analysis (CFA) based on the software SmartPLS 4.1.0.8. This will be made sure that all the items has high loading on their specific construct.

To estimate the reliability and convergent validity, Cronbach alpha and Composite Reliability (CR) will be calculated and Average Variance Extracted (AVE) will be estimated. The Cronbach alpha, CR, as well as AVE indicated high internal consistency, and convergent validity in all constructs (Hair et al., 2022).

Data Analysis

According to Hair et al. (2021), with the help of SmartPLS 4.1.0.8, the data collected will be analyzed with Structural Equation Modeling (SEM) since it allows one to work with a complicated model and evaluate both the direct and indirect effects. This will be done in two phases, that is, (1) Measurement Model Assessment and (2) Structural Model Evaluation.

The phases of reliability, convergent validity, and discriminant validity tests will be performed in the measurement model stage. During the structural model phase, the magnitudes of the path coefficient, R^2 , effect size (f^2), and relevance in the prediction (Q^2) will also be studied. Also, hypotheses will be tested by performing the mediation (in case of consumer attitude) and moderation (in case of brand equity) analysis with the help of the bootstrapping technique (5,000 resamples).

Table 5: Key Analysis Techniques

Analysis Type	Technique	Tool
Measurement Model	CFA, Reliability, Validity Tests	SmartPLS
Structural Model	Path Analysis, Mediation, Moderation	SmartPLS
Hypothesis Testing	Bootstrapping (5,000 samples)	SmartPLS
Descriptive Statistics	Frequencies, Means, Std. Deviations	SPSS

Conclusion

This section detailed the methodological framework used to investigate how digital marketing strategies influence purchase decisions in Pakistan's furniture sector, with a focus on the mediating role of consumer attitude and the moderating effect of brand equity. It covered key elements such as research design, sampling methods, participant selection, data collection tools, initial testing procedures, and ethical considerations.

To build on this foundation, future research should consider longitudinal studies to track changes over time, integrate mixed-method approaches for deeper insights, and expand the sample to include diverse geographic regions and demographics. Additionally, incorporating emerging digital tools like AI-driven analytics and real-time tracking could further enhance understanding of consumer behavior in online furniture markets.

References

- Aaker, D. A. (1992). The value of brand equity. *Journal of Business Strategy*, 13(4), 27–32.
- Ahmed, E., Enebang, H. A., Hashim, S., Yeng, S. K., Ullah, S., & Sabir, R. I. (2023). The moderating effect of social media on the relationship between value co-creation and brand equity in the services sector (banking) context.
- Ahmed, E., Entebang, H. A., Yeng, S. K., Hashim, S., Muhammad, H., & Sabir, R. I. (2023). Impact of value co-creation behavior among banking customers of Pakistan. *International Journal of Academic Research in Business and Social Sciences*, 13(10), 1–19.

- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179–211.
- Alalwan, A. A. (2018). Investigating the impact of social media advertising features on customer purchase intention. *International Journal of Information Management*, 42, 65–77.
- Alkadrie, S. A. (2024). Exploring the impact of digital marketing strategies on consumer purchase behavior in the e-commerce sector. *The Journal of Academic Science*, 1(4), 273–282.
- Alzyoud, M., Alajarmeh, N. S., Shatnawi, T. M., Mohammad, A. A. S., Alzoubi, A., Al-Fugaha, Z. N. A., & Aldaihani, F. M. F. (2024). E-commerce adoption and customer loyalty trends in Jordan: An empirical study at online retail companies. In *Artificial intelligence and economic sustainability in the era of industrial revolution 5.0* (pp. 1281–1294). Springer Nature Switzerland.
- Andjelic, S., Milutinovic, O., Gajic, A., & Arsic, M. (2024). The influence of traditional and modern communication technologies on consumer attitudes. *Social Informatics Journal*, 3(1), 23–30.
- Asif, M. (2025). *How integrating digital technologies into retail channels affect customer experience in emerging international markets* (Master's thesis, University of Eastern Finland).
- Aslam, N., & Khan, M. A. (2025). Influence of family background on entrepreneurial ventures: Insights from Balochistan's disabled entrepreneurs. *Journal of Political Stability Archive*, 3(3), 121–137.
- Aydın, A. (2024). The importance of brand equity and branding in terms of product/service preference and internationalization: An analysis of civil air transportation with marketing strategies. *Journal of Aviation*, 8(2), 182–191.
- Bell, E., Harley, B., & Bryman, A. (2022). *Business research methods* (5th ed.). Oxford University Press.
- Borges, A. P., Rodrigues, P., Brochado, A., & Sousa, A. (2025). Mindfulness as a mediating mechanism between health importance and positive mental well-being. *International Journal of Pharmaceutical and Healthcare Marketing*.
- Chaffey, D., & Ellis-Chadwick, F. (2019). *Digital marketing* (7th ed.). Pearson UK.
- Guan, Y., Yan, J., Shan, Y., Zhou, Y., Hang, Y., Li, R., & Hubacek, K. (2023). Burden of the global energy price crisis on households. *Nature Energy*, 8(3), 304–316.
- Herman, F., Indra, R., Christiawan, M., & Muhammad, A. R. A. S. (2024). Factors influencing brand image and purchase intention in Indonesia's furniture distribution channels. *Journal of Distribution Science*, 22(7), 33–42.
- Irfan, M., Zhao, Z. Y., Rehman, A., Ozturk, I., & Li, H. (2021). Consumers' intention-based influence factors of renewable energy adoption in Pakistan: A structural equation modeling approach. *Environmental Science and Pollution Research*, 28(1), 432–445.
- Isaac, A., & Balasubramanian, D. (2024). Exploring the factors influencing the effectiveness of digital marketing in changing environment: A theoretical and empirical investigation.
- Jafri, Y. A., Salahuddin, S., Chauhan, M. K., & Jafri, S. H. A. (2024). A review of the furniture design industry in Pakistan: Challenges and opportunities.
- Jin, P., Yu, L., Ahmad, K., Shafique, H. M., & Ahmad, A. (2024). Evaluating the factors influencing the adoption of digital culture among university students in developing areas of South Punjab. *Information Development*. Advance online publication. <https://doi.org/10.1177/02666669241270909>
- Keller, K. L. (2003). Brand synthesis: The multidimensionality of brand knowledge. *Journal of Consumer Research*, 29(4), 595–600.
- Khaskhely, M., Naqvi, I., & Isran, M. (2021). An exploration into the wooden furniture industry through the theoretical lens of Porter's cluster: A case study of Khairpur Mirs. *Journal of Social Sciences and Humanities*, 60(2), 91–111.
- Khoshhal, K. I. (2024). The inclusion of the *Journal of Musculoskeletal Surgery and Research* in the Web of Science™ (Emerging Sources). *Journal of Musculoskeletal Surgery and Research*, 8(3), 187.

- Kihombo, S., Ahmed, Z., Chen, S., Adebayo, T. S., & Kirikkaleli, D. (2021). Linking financial development, economic growth, and ecological footprint: What is the role of technological innovation? *Environmental Science and Pollution Research*, 28(43), 61235–61245.
- Kortelainen, J. (2025). Factors influencing brand awareness and brand experience among the young generation: A focus on point-of-sale materials. [Journal name missing].
- Kotler, P., & Keller, K. L. (2016). *A framework for marketing management* (6th ed.). Pearson Education Limited.
- Makau, W. M. (2021). The impact of COVID-19 on the growing North–South divide. *E-International Relations*, 15.
- Makhrouf, S., & Chouhbi, A. (2024). Fundamental models of consumer purchasing behavior: An in-depth analysis since the 1960s. *Revista Multidisciplinar*, 6(2), e202419.
- Mukti, F. O. D., & Isa, M. (2024). The effect of digital marketing, word of mouth, brand trust, and image on purchase decision.
- Ramakrishnan, S. (2023). Organisational intelligence and digital government service quality: The mediating role of occupational stress among Malaysian service providers [Doctoral dissertation, University of Nottingham].
- Reyes, J. I. L., Suzuki, T., Suzuki, Y., & Watanabe, K. (2024). Detection and quantification of natural Wolbachia in *Aedes aegypti* in Metropolitan Manila, Philippines using locally designed primers. *Frontiers in Cellular and Infection Microbiology*, 14, 1360438.
- Sayyad, Y. K., & Khoshhal, K. I. (2022). A bibliometric analysis of the *Journal of Musculoskeletal Surgery and Research*. *Journal of Musculoskeletal Surgery and Research*, 6(2), 111–116.
- Solomon, J. (2020). *Corporate governance and accountability* (5th ed.). John Wiley & Sons.
- Tafolli, F., Qema, E., & Hameli, K. (2025). The impact of electronic word-of-mouth on purchase intention through brand image and brand trust in the fashion industry: Evidence from a developing country. *Research Journal of Textile and Apparel*.
- Tatikonda, R., Ponnala, J., Thatikonda, R., Yendluri, D. K., Kempanna, M., & Ananthan, B. (2024, March). Optimizing digital marketing strategies through search engine optimization. In *2024 IEEE International Conference on Contemporary Computing and Communications (InC4)* (Vol. 1, pp. 1–6). IEEE.
- Upadhyay, U., Kumar, A., Sharma, G., Sharma, S., Arya, V., Panigrahi, P. K., & Gupta, B. B. (2024). A systematic data-driven approach for targeted marketing in enterprise information system. *Enterprise Information Systems*, 18(8), 2356770.
- Van Ooijen, I. (2022). When disclosures backfire: Aversive source effects for personalization disclosures on less trusted platforms. *Journal of Interactive Marketing*, 57(2), 178–197.
- Venkatesh, V., Thong, J. Y., & Xu, X. (2012). Consumer acceptance and use of information technology: Extending the unified theory of acceptance and use of technology. *MIS Quarterly*, 36(1), 157–178.
- Wojtas, J., & Niedbała, M. (2023). An analysis of preferences and decision-making factors among young consumers in the Polish furniture industry. *Annals of Warsaw University of Life Sciences SGGW Forestry and Wood Technology*, 124, 85–98.
- Wong, M. T. M. (2010). Consumers' attitude towards mobile advertising. [Source missing].
- Zafran, H. (2025). (Im)possibilities: The occupation of storytelling injustice. *Journal of Occupational Science*, 1–17.