



BAKI BEYNƏLXALQ
MULTİKULTURALİZM MƏRKƏZİ

BAKU INTERNATIONAL MULTICULTURALISM CENTRE

2021 Grant-In-Aid Multicultural Research Award Program

Project start and completion date:

01.06.2021-01.12.2021

Project Activity date:

01.12.2021-27.12.2021

WEB SİTESİ: <https://www.gparc.net/about-1>

This is a printed version of one of the winning scientific research works titled "New insights into consumer attitudes and purchase intentions in Multicultural environment, submitted by Muddassar Sarfraz for the 2021 Grant-In-Aid Multicultural Research Award Program..



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Printed in the Republic of Azerbaijan.

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2021 Grant-In -Aid Multicultural Research Award Program

2021 Grant-In-Aid Multicultural Research Award Program engaged with underrepresented communities and focuses on issues related to multiculturalism issues. Through the Multicultural Research Award Programs, Baku International Multicultural Center seeks to support the Center's diverse community of scholars by enhancing the visibility and advancing the productivity of faculty who are conducting interdisciplinary research.

The Grant-in-Aid of Research Award Program supports scientific and creative projects that meet the highest international standards and are high-risk in the most positive sense of the word. It promotes research, scholarly, and artistic activities and supports academic excellence throughout the Baku International Multicultural Center. The Research Program supports initiatives and research/projects that build Multicultural awareness, and understanding. The Program strives to create a province where people feel included and that their cultures and heritage are valued.

As priorly announced, 01 December 2021 was the last deadline for the Multicultural Research Award Program for project activities that took place in 2021.

2021 Grant-In -Aid Multicultural Research Award Program provides support for the infusion of multiculturalism into educational, and professional programs; and the activities of allied/related associations and organizations.

The eighty scientific research works were presented to the Grant-In-Aid Multicultural Research Award Program announced for 2021. Three scientific works were highly evaluated by the Review Group and selected as the winners of the Award Program. .



“The more nations are united in a state, the richer it becomes, as each of them contributes to the world culture and civilization...”

*Heydar Alirza oglu Aliyev
National Leader of Azerbaijan Republic*



“Multiculturalism is a lifestyle in Azerbaijan.”

*Ilham Heydar oğlu Aliyev
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This work is a research product of the Multicultural Scientific Research Competition 2021 and was supported by a grant program offered by Baku International Multiculturalism Center.

The author would like to express this gratitude to the Grant Committee for this opportunity and for their support in publishing this material.

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Executive Summary

The study into consumer attitudes and purchase intentions in multicultural environment provides critical information on the context of underlying socio-cultural conditions that give rise to the novel cross-cultural marketing approaches, fostering the concept of multiculturalism. This project significantly overhauls the information on distinctive ethnic groups while digging into the diverse cultures (i.e., religion, race, customs, languages). Fundamentally, the literature sheds light on the historical background and settlement designs of the world's cultures. Furthermore, this study offers cutting-edge innovative marketing tools, driving the organizations to the basic knowledge of the core concept of culture to the extent of understanding the cultural difference residing in the world's economies. The study examines the cultural influence on consumer attitude and behavior by answering the fundamental questions about the differences in the world's consumption pattern.

Considerably, this study brings numerous benefits for the market professional by providing them the wisdom of walking on the professional route for gaining business success. The study adopts multicultural marketing approaches beyond the traditional marketing sphere, simultaneously narrating the thoughts that appeal to the organizations and the marketers. Fundamentally, this study devolves into the new multicultural marketing approaches that occupy a position in the consumers' minds, thus influencing their buying intention.

In particular, this study is a pioneer in marketing and advertising, focusing on different ethnic groups with their cultural differences, and it gathers information from 442 participants of

diverse cultures. The study produces a better understanding of the role of the cultures and subcultures in the world's market. The culture shapes the individual's behavior and identity. It guides the way of living based on shared values, customs, preferences, beliefs, and behaviors, which pass from one generation to another. Knowledge of the cultural function as a fundamental concept makes a huge difference. Perhaps, this research pool subsequently expands the topic, emphasizing the importance of cultural diversity. Cultural diversity is essential to every workplace and the country. Learning about the cultures helps understand the diverse perspectives of the world's ethnic groups. Hence, this study recognizes and increases the understanding of the different cultures affecting the consumers buying intention.

Hence, today the need for focusing on multiculturalism has become vital. The extending globalization has made the cultural values, ideologies, and businesses expand within the research market, where consumer-focused marketing has become paramount for business success. Multiculturalism is the significant consequence of globalization that has remarkably developed novel marketing practices in the last centuries. Multiculturalism focusing based on pluralism is a vital way of ensuring socio-cultural diversity. From this thought to the undeniable socio-cultural phenomena, this concept provides a deep understanding of the social structure (i.e., multicultural marketing). Perhaps, knowing and understanding the variety of consumers and their preferences based on different cultures has become necessary conditions for becoming a foreign market professional. The study proactively listens, accepts, and incorporates noble marketing communication practices and ideas. It contributes to the knowledge by providing examples of

multicultural consumers and their consumption patterns across different cultures.

Significantly, this work makes the corporations see the world from different perspectives, thus spotting fresh market opportunities. Indeed, connecting to cultural differences, this novel compilation creates synergies between a multicultural environment and consumer behavior. In this modern world, the secret to a firm's prosperity is to be aware of cultural differences. Despite the growing significance of the topic, the previous literature has raised serious questions regarding cross-cultural research. The literature shows that foreign marketing is frequently subject to questions about multicultural practices. As mentioned before, culture constantly changes, leading digital media to affect consumer attitude and buying intention. In particular, during the COVID-19 pandemic, the massive uncertainty has altered consumer consumption patterns. The widespread has decreased the consumption rate, thus increasing the need to save the behaviors. Perhaps, this study makes the marketers realize the importance of focusing on the values that affect the consumer buying behavior, the nature, and frequency of the consumption pattern, thus fostering the speed of businesses adjusting to the changing consumer demands.

Subsequently, this topic holds great importance for future researchers and market professionals in consumer research. The multicultural scientific research 2021 aims to promote scholarly academic activities, thus enhancing multicultural awareness. This study has opened new roads for future researchers to contribute to this topic. This contribution brings international market and consumer research attention to the multicultural marketplace as a novel focal point for future researches. It illustrates the effect of multiculturalism on consumer behavior

by demonstrating the key concepts in research development. The proposed concept of multicultural marketing develops a deeper emotional connection between consumers and the firm, thereby strengthening the knowledge with a unique value proposition regarding the multicultural environment. Indeed, this research topic investigates the millennials in the context of multicultural research and consumer behavior by theoretically contributing meaningful information by fulfilling the research object of multicultural scientific research competition 2021.

The program objective demands that the research values the cultural heritage of Azerbaijan. The selected title sheds light on the multicultural model of Azerbaijan, China, and Pakistan by presenting their historic cultural heritage. The prime objective of cross-cultural consumer research is to determine the similarities and differences between the cultures. Understanding the similarities and differences prevailing in the countries has become critical to multinational marketers for devising effective strategies for functioning in the foreign markets. This study contributes to the literature on consumer behavior through adapting cross-cultural marketing communication tools. Undoubtedly, this unique preparation in Azerbaijan and other global countries makes multiculturalism a significant resource for the market professionals.

The world is increasingly becoming globalized, with multiculturalism raising the voices of different ethnic audiences, thus driving businesses to incorporate multiculturalism in their business practices. Different culture initiating unique consumer behavior requires differential promotion campaigns. Consequently, the brand message needs to be clear and attractive for engaging the audience of diverse cultures. The best way to grasp consumer attention is to deliver content that resonates with customers' needs. Multicultural

marketing permits the marketers to tailor the message according to consumer socio-cultural needs. The days have gone where the single message used to work for every demographic. These days, the success of multicultural marketing integrates ethnicity and also incorporates cultural reference into it. As globalization is at a boom, multicultural marketing is gaining significant importance. From the business point of view, nowadays, connecting with the customers has become fundamental for winning the customer base. The best way to establish a strong connection with the consumer is through emotional means (i.e., socio-cultural). Multicultural marketing uses effective promotional techniques to market the products to a diverse population. Multicultural marketing serves the consumers outside the nation's culture. The ethnicity of outside culture urges the businesses to look deeper into the consumer demographics (e.g., age, gender, race), inspiring the audience to purchase the product.

Being exposed to distinct cultural values helps the nations to embrace and appreciate cultural diversity. In particular, cultural groups always want to preserve their identities. That is why individuals don't mix with the other ethnic groups, as society is unwilling to acknowledge them as part of the ethnic mainstream. Indeed, the literature values the importance of cultural perseveration. It is noticeable that the multicultural environment of these countries has welcomed the ethnic minorities' by securing cultural identification. The strengthening of ethnic identification has gained considerable attention in management history. Ethnic identification in the marketing literature has a profound effect on the consumption pattern of the ethnic group. The results show that the ever-changing world has realized the significance of learning and understanding the importance of incorporating multiculturalism in marketing

activities. The research showed that culture plays a significant role in enhancing the firm's marketing practices. Multicultural marketing considers ethnicity while incorporating cultural aspects into the marketing campaign. Given the increasingly diverse population of Azerbaijan, The People's Republic of China, and Pakistan, their history and culture hold significant importance in market research.

1. Introduction

Throughout history, progressing globalization has emerged as a significant development in business life. Globalization supporting advanced technologies restructure the e-commerce businesses, thus making the internationalized operations meet the world's growing demand. The quick change of organization from local to global markets has introduced a new paradigm shift of national boundaries to the international reach.

In this century, the world has ended smaller due to the developing modernization molded within the shape of advanced internationalization. Undoubtedly, the extending advancements have made our lives easy and fast by introducing the concepts of multiculturalism. The progressing innovations have allowed the organizations to deal with the advanced products of the world's countries, thus accelerating the business operations in the international market. For example, an individual living in the United States can purchase products from the People's Republic of China, and an individual residing in Germany can consume products from Italy. In particular, this extending interconnectivity has benefited everyone via information technology such as the internet (e.g., social media). Likewise, the magnified effect of

the COVID-19 pandemic has also supported the acceleration of global digitalization, making businesses compete beyond the national boundary. The growing era of internalization has made the organizations strategically function, achieving global connectivity. In such circumstances, the world has obliged the organizations to operate across the cultural boundary, substantially gaining worldwide success. The multinational environment has opened the doors for all-sized businesses to view the global market as a source of new opportunities. Most importantly, this significant shift has made the organizations serve the global economies by rising above the borders of the national environment, thus gaining business success.

Undoubtedly, within the current period, the fast-proceeding process of internationalization has strengthened the organization's connection by integrating diverse cultures into firms' strategies. According to the definition, culture refers to shared beliefs, values, traditions, and customs, driving the individuals' behavior (House et al., 2001). In particular, it alludes to the shared pattern of behavior. The culture influences the individuals' state of mind, thoughts, ideas, and behaviors.

Distinct cultures exist around the world. In the western region, the behavioral standards constitute the culture. A culture passes the behaviors visions to be handed down from one generation to another in the shape of languages, values, and rituals. The ethnocultural approaches allow the individuals to exhibit unique behavioral characteristics. According to the multilateral organization perspective, cultural elements (e.g., beliefs, customs, traditions, attitude) significantly influence business activities. As a result, multinational corporations have acquired a distinctive set of cultures from the host countries, fundamentally affecting people's behavior. Therefore, in today's

world, the elementary role of the culture needs to be taken into consideration for gaining market stability (Vasudeva, 2007).

Multiculturalism is a descriptive term explaining cultural diversity in communities (Yoko Brannen, 2015). It ensures the participation of individuals from various cultures. In specific, demographics form the entire state, businesses, and organization. It relates to the principles and policies of valuing cultural norms while including the cultural variation in language, race, gender, and religion. In terms of integration, the demographic changes stemming from multiculturalism include people of mixed ethnicity.

The multicultural diversity makes the nations stronger in progressing in the international market. Multiculturalism brings individuals of different ethnicities together, ensuring their social and cultural identity protection. In particular, the organizations' strength lies in strengthening cultural diversity. Diversity makes the countries better. Today, most western countries have adopted a multicultural approach, potentially opening up ways for benefiting from worldwide opportunities. The cultural differences have made the countries improve their activities (e.g., trade), thereby constructing a solid association with the neighboring countries.

From the People's Republic of China to Asia, all countries have managed to fit in the world while creating a diverse cultural environment full of novel values, traditions, beliefs, and customs. In particular, the upshot of rich multicultural behavior varies from place to place. For example, New Zealand is a multicultural nation with an assorted foundation with recording a dominance of western British culture. The African countries are ranked the highest, with a significant population belonging to the tribal groups. Explaining the growth in the European

culture, countries like Asian and African regions report a diverse cultural pattern. Consistently, the Peoples' Republic of China is dominated by rich Taiwan culture, with the majority population belonging to Asian states.

In contrast, in North America, cultural diversity has also been recognized as an essential indicator of economic activity. Likewise, Canada is a multicultural country ranking among the top 20 list of diverse countries. The rising diversity has made the world's prime countries link directly to the international market of Canada. Moreover, being a country of immigrants, America also owns a culturally diverse population. The people from all over the globe have made America a multi-racial state where companies have promptly consolidated diverse socio-economics for achieving business progress.

However, cultural diversity from bringing individuals of different races together also improves the organizations' ability to use workforce competency for achieving business objectives. Teams and organizations that embrace cultural diversity tend to reap the market benefits. Cultural diversity encourages employees of different backgrounds to share their experiences, thoughts, and skills, thus contributing to the firm's victory (Olaru & Herlemann, 2008). For instance, an advertisement for American football may sound good to a specific group (e.g., middle-aged white males). Still, it may not appeal to the other groups with a high Hispanic population.

On the other hand, cultural diversity also impacts professional work settings, especially in business organizations (Rozkwitalska Małgorzata, 2015). The cultural behavior incorporates subtle and nebulous differences, thus leaving a crucial impact on the business practices. The assorted ethnicity builds a positive image of the organization in the marketplace. Indeed, considering

the competition, companies with a multicultural environment remain competitive within the business environment.

Considerably, the national cultural differences have drastically affected the working lives of individuals due to increasing globalization. The fast proceeding of internationalization has inevitably incorporated cultures into the business models of multinational firms. The multicultural environment refers to diversity in terms of ethnicity, gender, age, language, and social values. The diverse cultures come from the international market interactions and employees' ethnic backgrounds. The rich culture retains the workforce from different backgrounds, thus making the organizations compete in today's world. Hence, in the age of extending internationalization, individuals' play a strategic role in forming a multicultural environment. Cultural values influence the business's effectiveness, subsequently strengthening the organization's environment.

Summing it up, culture is a broad term that defines individuals' beliefs, values, norms, and behaviors. Its shared value straightens the multicultural work environment, thus bringing fruitful results. Therefore, the organization should ensure that management is well aware of the significance of cultural values for accomplishing business success.

1.1. The Role of the Multicultural Workforce

The progressing globalization has uncovered new areas of life, calling for continuous improvement in the cultural dimension. The novel paradigm has encouraged the management to embrace new ways of working by incorporating the cultural competency of the multicultural workforce (Ioanid et al., 2014). The cultural sensitivity makes the organization overcome the international

obstacles, thus achieving business success in a foreign market. Therefore, it is imperative to understand the impact of cultural diversity on organizations' development.

Diversity among the workforce creates an efficient corporate environment (Olaru & Herlemann, 2008). In today's world, organizations have encouraged the development of the multinational environment by integrating unique cultural values into a firm's business practices. A cultural mix leads the firms to tap the foreign markets while efficiently performing business operations. However, times have changed while making the organizations rigorously search for people of different ethnic backgrounds.

Different cultures and experiences bring numerous benefits for the companies, thus increasing the organization's success rate. Perhaps, the shift has made the organizations adopt multicultural approaches. The organizations leveraging the knowledge and skills of a multicultural workforce are most likely to succeed. The multiple cultural perspectives make the employees share innovative thoughts, thereby facilitating firm growth (Hammond & Kleiner, 1992).

Our culture influences the way our organization operates. Various viewpoints and the professional experience of the international workforce offer a novel perspective for inspiring the organization's creativity. The diversity of thoughts breeds organizational creativity and drives the innovation process by excitingly satisfying the customers' needs (Nagarajan, 2018). The multicultural product development team gains impressive success in emerging markets. Multiple voices, individual perspectives, and different personalities support each other to think out of the box. The multicultural environment provides an interactive platform for sharing ideas, thus making the businesses

reap the highest benefit of a diverse workforce. People from diverse cultures, mindsets, and backgrounds get along to form a creative team, thus suggesting an innovative way of achieving a multicultural environment (Ioanid et al., 2014). Significantly, the multi-inclusive workforce offers a competitive edge, thereby making the firm succeed overseas (Hammond & Kleiner, 1992). The multinational atmosphere enables the companies to understand the local laws, customs, and regulations, helping the business to take advantage of the competitive landscape. Indeed, the local socio-ethnic connections, multi-linguistic approaches, and cultural understanding boost the international business performance, thus attaining business stability (Masvoic, 2018).

However, today, the multicultural workforce has become more prevalent in enhancing the business environment. Indeed, the literature suggests that this trend will continue in the next century, where businesses will promote the selection of a multicultural workforce.

1.2. Business Sustainability in a Multicultural Environment

In today's world of globalization, companies interact with individuals of different ethnic cultures, thereby developing a cross-culture connection with worldwide countries. The growing sensitivity of culturally mixed environments results in sustainable economic growth across foreign boundaries. Perhaps, the increasing significance of culture's role in business sustainability has made numerous researchers stress the adaption of multicultural practices for upgrading business practices. The progressive notion of cultural elements significantly reaches beyond the national boundaries, thus making the businesses

compete in the international market. In particular, multicultural traits play a vital role in achieving business sustainability across the border (Gerner, 2019).

Culture has a significant impact on overseas businesses. The cultural elements significantly enhance the organization's business performance, thus fostering e-commerce operations. The cultural characteristics shape the managerial process that strongly determines the business's success. The culture potentially influences the firms' socio-economic sustainability. Indeed, the influence of culture on business activities is evident and widespread. Multinational companies are widely affected by diverse cultural settings. An organization exposed to different national cultures forms its corporate culture based on the shared values of the foreign countries. Today, the companies are driving their activities (e.g., sales, marketing, production) based on the socio-cultural aspects. Culture directly influences the corporation's performance, thus achieving business sustainability. The shared values, ideas, and beliefs satisfy the requirement of the businesses on a global scale. As a result, multinational corporations have called for integrating intercultural characteristics into business practices, thus achieving market success.

Global success largely depends on understanding the ethnic cultures integrated within the organizations (Raju, 2017). The multicultural environment constitutes an integral element in business sustainability. Such an environment introduces new opportunities, enabling the corporations to strive for success. Multinational organizations host different countries worldwide, thus configuring a variety of economic, political, and socio-cultural factors into business practices. The multicultural environment provides a holistic view of the socio-cultural factors,

thus driving corporate sustainability. Among all socio-cultural factors, culture enhances business performance, thus developing legitimate interactions with the global nations. Indeed, the model of a cross-cultural environment accelerates business economic growth by incorporating diverse cultural aspects into the business evolution process (Masvoic, 2018). Hence, the organization should comprehensively understand the mixed cultures, facilitating the business processes, thereby achieving business sustainability.

In addition to this, a multicultural environment provides numerous benefits for businesses by improving relationships in the workplace. Working across cultures is truly an enriched experience for individuals. It allows the employees to learn new perspectives and traditions, thus making their ethnocentric viewpoint favorably add to the existing business process. In particular, the ethnocultural environment integrates new approaches, developing an international network of new directions.

Significantly, the work land space has considerably transformed over the years. Amidst these changes, globalization has led MNCs to host worldwide economies by driving the workforce to function in the multicultural environment. The work context concerning cross-cultural firms varies depending on the unique cultural traits, thus ensuring business growth. Building a multicultural environment ensures the flow of knowledge, which is critical for achieving cross-cultural adaptability. Cross-cultural proficiency provides a comprehensive multicultural identity, encouraging the business adaptability of multicultural sustainable growth (Riesenberger et al., 2008). In reflection to the sustainability-related context, the management incorporates the mixed cultural perceptions into business models for achieving

economic growth. The business achieves sustainability when it realizes the importance of adopting different work cultures and behaviors. Diversity fosters productivity by adding experiences, perspectives, and ideas of the multi-ethnic groups. The culturally diverse workforce enables the businesses to grasp valuable insight into the emerging markets, thereby successfully expanding the organization's operations. Altogether, embracing cultural diversity in the workplace ensures business competitiveness. Cultural diversity measures business success by underscoring the reality that a multicultural environment maximizes the financial returns above the national median. The global workforce performing in a multicultural environment has become a daily reality where businesses encourage diverse talent to take advantage of the strategic opportunity. As a result, the multicultural competencies incorporating the mixed cultural identities have become an important research topic in the social sciences and organization studies.

1.3. Multicultural Marketing

Due to the recent development in globalization, the increasing demand for marketing and consumer behavior theories has stressed the integration of ethnic identity in business practices. The international market has proposed identifying ethnic differences based on religion, beliefs, and national interest. Significantly, worldwide immigration patterns have created distinctive ethnic groups comprising various subcultures in European countries.

The present situation shows that the consumers' tastes and preferences have changed, making corporations find opportunities outside the national territory. Consequently, the

profound marketing tactics and increasing competition has made it essential to understand the consumer base. Indeed, the rapid change from traditional marketing to remote ethnic content has proposed the concept of multicultural marketing. Multicultural marketing allows the organization to design a promotional campaign for multi-ethnic groups. Multicultural marketing is a tool which had gained remarkable popularity over the past few decades. It essential ensures the elimination of potential discrimination (i.e., stereotyping) from the promotional campaigns, thus leading the businesses to reach the world communities through interactive marketing approaches. It fundamentally makes the marketers realize the increasing trend of cultural diversity in creating business strategies (Licsandru & Cui, 2019). Multicultural marketing serves the consumers outside the nation's culture. The ethnicity of outside culture urges the businesses to look deeper into the consumer demographics (e.g., age, gender, race), inspiring the audience to purchase the product (Khan et al., 2015). A consumers' background influences their buying choices. Therefore, marketers must consider the cultural traits (e.g., traditions, customs, beliefs, and preferences) while crafting the promotional advertisement.

Distinct culture initiates different consumer behavior, consequently, requires differential promotion campaigns. Accordingly, the brand message needs to be clear and attractive for engaging the audience of unique cultures. The best way to grasp consumer attention is to deliver content that resonates with their needs. Traditionally, organizations found designing a single marketing message for each demographic. But presently, the time had changed when firms realized the significance of multicultural marketing. The expanding globalization has made multicultural businesses tone with the customers' changing

desires. Consistently, multicultural marketing tailors the messages for diverse cultural groups (e.g., local communities, unique identities). From a business point of view, it potentially connects with the consumers both on the personal and professional level, thereby gaining high consumer consideration (Campbell, 1995). What the makers' craft directly speaks to the audience. It is not just about constructing the message, but rather it is about the potential of incorporating cultural norms in the brands' message. Multicultural marketing values the unique cultural traits of multicultural groups (Licsandru & Cui, 2019). Today, with a high range of non-homogeneous consumers, organizations have acknowledged the cultural differences, potentially realizing the marketing reality.

A marketing strategy that works for a specific group may not work for the other. As a result, the brand might have to dig into the various cultures for realizing the sensitivity of the ethnic norms affecting the consumer purchase decisions. The lack of sensitivity and disrespect of cultural values causes the big brands to experience backlash in terms of heavy loss. Critically, one of the prime reasons behind the company's backlash is that marketers usually fail to market their products because of their inability to understand the effect of customers' culture on purchase behavior. A multicultural consumer is most likely to buy the products that serve their cultural roots. Consequently, brands should alter their marketing strategies for valuing the interest of the consumers, thus influencing the consumers buying behaviors and tastes.

Nonetheless, multicultural promotions campaigns tend to cater to diverse ethnic groups. The marketing messages that only appeal to the specific cultural group overlook business opportunities, thus adversely affecting the company's

productivity. Indeed, multicultural marketing embraces the mindset of including a diverse audience. It opens the doors for businesses to engage with numerous subcultures, subsequently achieving financial returns. Multicultural marketing ensures that brands promotion resonates with the ethnic characteristics of the targeted groups (Harrison et al., 2017). This approach allows the marketers to ensure sustainability by understanding the demands of the multicultural marketplace. Given the statement, the ethnic minority groups are considered the most vibrant market segment. The growing diversity and increasing ethnic minorities provide a compelling reason for the strategist to rethink and seek ways to target the minorities. Notably, the novel concept of multicultural marketing amplifies the range of media channels by capturing the attention of consumers of minority groups. Concerning the business perspective, over the years, ethnicity has evolved by exclusively ensuring the integration of racial classification into a firm's strategic planning. An effective multicultural marketing strategy aims to break the socio-cultural obstacles by including underrepresented groups. However, the multicultural marketing approach has made the marketers value the desires and feelings of the focused groups, subsequently boosting the customers' trust in the firm's marketing campaign.

Considerably, multicultural marketing encourages marketers to eradicate stereotyping while outlining the multicultural promotion campaign (Licsandru & Cui, 2019). In business view, multicultural promotional campaigns are an interactive way of establishing the customer-organization relationship by improving the firms' cultural knowledge. In particular, multicultural marketing has opened new roads for businesses to engage with customers. It fundamentally targets consumers from different ethnic segments, thus building a deeper emotional

connection with the audience. It provides marketers a clear understanding of consumer needs while getting into the roots of socio-cultural background. Hence, this intended approach allows the organization to deep dive into the consumer segment, thus enhancing the business-customer connection.

In conclusion, strengthening ethnic identification has gained considerable attention in management history. Ethnic identification in the marketing literature has a profound effect on the consumption pattern of the ethnic group. Multicultural marketing considers ethnicity while incorporating cultural aspects into the marketing campaign. Potentially, it provides an inclusive view of the diverse markets, thus leveraging the organization to reach the untapped segment.

Consumer needs, perceptions, and preferences are significant factors driving their purchase decisions. Given the articulation, multicultural marketing makes the marketers converse with the customers for recognizing the needs and demands of the homogenous groups. Perhaps, it is imperative to carry careful research to avoid stereotyping, thus connecting with the worldwide ethnic group. Consistently, the literature suggests that multicultural marketing acknowledges the difference in cultures, thoughts, beliefs, and customs of different backgrounds. Multicultural marketing drives these intended influences, thus improving the communication with the target audience.

1.4. The Role of Culture in Marketing Communication

Communication plays a significant role in enhancing business performance. In today's competitive markets, firms have exponentially performed well by accelerating their offerings in the global markets. Multicultural marketing communication

fosters business operations by increasing the firms' overall productivity. The terms culture and communication complement each other (Giri, 2006). For example, the culture in which individuals interact affects their communication style, and people communicate to improve their societies. Perhaps, cross-culture communication demands the marketers to be aware of cultural sensitivity, thereby understanding the reality that consumers own and follow unique cultural values.

Consistently, the literature shows that culture significantly affects international marketing communication. With the changing times, the progressing socio-economic conditions have made the individuals modify their cultural traits (e.g., traditions, rituals, customs, beliefs). The effect of these rapid changes has immensely altered the communication behaviors of individuals. Past experiences, cultural backgrounds, and preferences have changed people's lifestyles. In particular, culture plays a vital role in establishing a rigorous communication network between the firm and the consumers.

The success of the marketing strategy largely depends on marketing communication. Multicultural communication improves business profitability, thus gaining business success. Cultural sensitivity is a major determinant of business success (Silva, 2017). Failure to integrate the cross-cultural marketing strategy influences the customer-brand relationship, thereby hampering productivity. Perhaps, there are times when the marketers working abroad ignore the importance of cultural differences while creating marketing communication strategies. Indeed, cultural factors accelerate the business progress while making the organization adopt the right choice of culture for boosting economic development.

Concluding, effective marketing communication encourages the firm to promote the product's features in the international markets. Given the statement, marketers must study the global cultures before offering the products in the foreign marketplace, thus improving business performance.

1.5. Study Objectives

Digital marketing is the modern way of marketing. It is considered better and cheaper than traditional marketing methods, such as billboards, commercials, and other traditional ways of marketing. Similarly, a competitive advantage can be described as a condition or circumstance which puts a company in favorable conditions or superior conditions than their business partners, and sustainable competitive advantage can be described as maintaining that particular competitive advantage over long periods which gives more benefits to the organization in the long run (Stone & Woodcock, 2014). This study will discuss the role of digital marketing and customer purchase in the multicultural environment of Pakistan, China, and Azerbaijan and its role as a sustainable competitive edge in the market. In international markets like the USA and Canada, digital marketing and other modern forms of technology are the competitive edges of many companies. However, in multicultural, the concept is still relatively new and fresh. As we know that the dynamics of the Pakistani, Chinese, and Azerbaijani markets are different from other markets so, it would be interesting to see the effects which it has in these markets and how can it be used as a competitive advantage against the traditional and expensive forms of marketing in the industry (Järvinen & Taiminen, 2016).

2. Study Background

2.1. Multiculturalism in Azerbaijan

Today, globalization has led organizations to include various cultures and ethnicities in their business practices. Undoubtedly, With the increase in internationalization, multiculturalism brings numerous benefits for the nations. The advanced global innovations have transformed society while introducing the concept of cultural diversity and ethnocentrism in Azerbaijan. With the extending globalization, multiculturalism has connected different individuals to form a multicultural society. In multicultural mosaics, cultures develop an image of the global village. Previously, people used to find it hard to settle with individuals of different cultures. But, now, multiculturalism has compelled various cultures to combine under a single space. Indeed, multiculturalism amplifies the cultural differences to promote diverse cultures, minds, and groups to interact.

Accordingly, the expanding ethnic diversity supports the ideology of differentiation, believing that diverse ethnicities and cultures make up to form a multicultural society. Multiculturalism cannot be disregarded or replaced. Some say multiculturalism fails in benefiting the countries. But the reality is different. Multiculturalism is a history that guides the way of living, thereby supporting the unique concept of cultural diversity (Humbatli, 2016). Significantly, among all the nations, Azerbaijan is a perfect example of a multicultural society. Azerbaijan is a living illustration of successful multiculturalism, demonstrating a positive model of cultural diversity. In particular, Azerbaijan holds a modern foundation

with an ancient history, geographically placed on the edge of Eastern Europe and Western Asia. Fundamentally, Azerbaijan develops a strong association with America, Turkey, and Iran. It is a homeland of 10 million people, with 52% population residing in urban areas and the remaining 48% belonging to the rural population. Predominately, in the Azeri society, the vast ethnic population includes Azerbaijanis, with Lezgins forming the colossal ethnic minority. Statistically, 92% of the population is citizens of Azerbaijan, with Lezgins accounting for 2% and Russians recording 1% of the total population. Consistently, Turks and Iranian are also found, in the majority in Azerbaijan. Indeed, this place is a mix of diverse heritages (e.g., Turks, Muslims, Russians).

In particular, Azerbaijan holds a deep ancient background with its historical path leading to modern civilization. The culture of Azerbaijan incorporates diverse heterogeneous groups including, various cultures of Turks, Iranian, and Caucasians. The country holds unique cultural values, literature, folk, art, and music, thus making this place the center of attraction for many tourists.

Multicultural approaches are adopted worldwide, thus including various cultures, religions, languages, and traditions. The multicultural model encourages the multicultural society to establish a democratic ideology that is still alive in the roots of Azerbaijan. Multicultural ideologies refer to the equality among worldwide nations, races, and cultures. The term multiculturalism not only describes the country's cultural diversity instead also emphasizes the policy foundations that protect the rights of a culturally diverse population. Indeed, multiculturalism regarding the demographic policy provides a novel experience to the

civilized society consisting of the solid historical background of distinct ethnic communities.

Considerably, multiculturalism strongly influences the world's societies. It's not only about the country's ideology or lifestyle, but it is also a way of inspiring individuals, society, organizations, and countries to ensure cultural diversity. Multiculturalism allows nations to establish a peaceful place where various cultures, minds, and ideas combine to achieve a common goal of harmony. Undoubtedly, a peaceful society plays a significant role in preserving the country's culture, rituals, life, and values. A secure place ensures the protection of the cultures, religions, norms, ideas while driving the colorful ethnic differences to form a modern society. In particular, multiculturalism is the way of ensuring the protection of the rights of individuals.

Multiculturalism drives the community with a modern mindset. The multicultural society contributes towards the nation's development. Taking up to the history of Azerbaijan, the unique example of cultural diversity calls to embrace universal values, dialogues, traditions, and civilizations fostering the maintenance of peace and security of the pace. Accordingly, Azerbaijan has opened the doors for the world's population to gather and share cultural values, thus developing cultural harmony. This action compels Azerbaijan to showcase various colors of different cultures, thereby establishing a multicultural heritage. Multiculturalism incorporates the idea of tolerance and cultural identity of Azerbaijan, where diverse religions, races, and nationalities gather to unite the society with unique cultures. Today, it's no surprise that developing tolerant and multicultural societies is not easy. However, Azerbaijan provides a home to

thousands of ethnic groups, forming a true example of a peaceful society.

Multiculturalism forms the basis of tolerance and endurance. The people of Azerbaijan include diverse populations irrespective of people's birthplace and origin. Azerbaijan society is tolerant towards different nationalities, customs, traditions, and rituals. Hence, among all the universal alliances, Azerbaijan represents the most ancient period of historical heritage. As an independent state, Azerbaijan is a land of tolerance, and the people living there demonstrate loyal cultural values (Ifrah, 2020). It also provides a prestigious forum to the world's population to relish the antique beauty of Azerbaijan, thus promoting cultural diversity. Cultural diversity is a significant component of the country's culture. Azerbaijan, since ancient times is known to be a homeland of diverse cultural groups. This multilingual Azerbaijan serves the population with its historical ideology, thus making the legendary reality of Azerbaijan to gain considerable importance of tourists. Its unique geographical position attracts worldwide tourists and ethnic groups, thereby compelling them to settle in the land of Azerbaijan.

Today, the promotion of multiculturalism provides the answer to these challenges by protecting the moral and cultural treasure of the country. It focuses on integrating the minorities while dominant cultures enhance the whole country's harmony, thereby mobilizing the societies against foreign threats. Referring to the foreign rival forces targeting the dissolution of the country's national identity, the Azerbaijan multicultural model radically responds to these emerging threats as a system of preventive measures. Perhaps, in today's world, multiculturalism guides the world's country to combine different cultures, thus directing individuals a novel way of living life. It fundamentally

emphasizes embracing cultural diversity while contributing to the future development of human civilization in Azerbaijan. In the essence of this multiculturalism, Azerbaijan provides an immense opportunity to the world's population to socialize, reviving the inclusion of diverse cultures. Ethnic diversity symbolizes the country's wealth. Based on the conjunction point of diverse civilizations, Azerbaijan land has been known for its cultural diversity for centuries. It represents different nationalities to confess the living of various ethnic groups in the territory of Azerbaijan. This promotion of cultural diversity advocates distinct ethnic groups to address the authorities.

Perhaps, Azerbaijan is a multicultural state where ethnicity is still alive. The history of Azerbaijan shows that the diversity of national and international ethnic groups holds a unique identity, thus making this place an exclusive example of multiculturalism.

2.1.1. Ethnocentrism and Consumer Preferences in Azerbaijan

In recent years, various nations have liberalized their trade policies by eradicating trade restrictions, thus rendering colossal incentives to the countries to promote their products to cross-cultural marketers (Lee & Tai, 2006). The increased trade volume stimulated by internationalization fosters the trade activities, thus making distinct international marketers understand the customers' needs and preferences, driving the market economics. Perhaps, today, the countries are shaping their trade policies to cope with the changes of globalization. The presence of newly emerging international markets provides the organization strategic opportunities to further excel the

business operations in the foreign market of the developing and developed countries.

Over the years, globalization has brought constructive changes in the world's business environment. Fundamentally, internationalization has opened the doors for all the strategic nations to consider cultural norms as the vital force driving the country's economic activities. Globalization facilitating the global communities allows the businesses to develop high socio-cultural values, thus assisting the nation in gaining economic growth. As a result, worldwide organizations are continually reshaping their business practices for including cultural forces such as ethnocentrism in their promotional activities.

In recent years, worldwide foreign companies have been trying to capture the international market by introducing multicultural marketing strategies. Each country has a different culture, so as the purchasing behavior of the consumers. Hence, the shift in consumer preferences encourages them to buy products that match their values and traditions. In the multicultural environment, globalization has made individuals enjoy the products over the products from their origin. The effect of the country's name develops a positive influence on the consumption of the product. The consumer purchase behavior largely depends on the country's label on the product, subsequently affecting the country's image. Consequently, organizations should analyze consumer preferences towards foreign products.

Ethnocentrism plays a vital role in consumer purchase decision-making. It refers to the tendency of an individual to reject the product if it does not culturally favor the individual's self-belief, norms, values, and traditions. Concerning consumer buying behavior, ethnocentrism supports morality and ethnicity, thereby refusing the product that does not belong to one's social

values. In ethnocentrism, individuals are influenced by the strengthening of their ethnic groups, thus rejecting the product offering of the other nation, subsequently decreasing the trade practices of the other countries.

Consumer ethnocentrism drives the consumer purchase decision influencing their perception about the country and the product. The globalized marketers offer a diverse range of products to the consumers, encouraging them to choose between local and foreign products. The high perception of the product and its origin reinforces the consumer to consume the commodity. Culture fulfills the need of the individuals while altering the buyers' attitude towards the foreign product. The cosmopolitan consumers prefer foreign products over national ones because they believe the goods to have higher quality than others. In particular, research illustrates that Azerbaijan consumers prefer products that match their socio-cultural values. Given the statement, the study shows that people of Azerbaijan prefer buying the products of Japan and the USA, which holds similar attitudes as their country. Likewise, Russian products are less likely to be consumed by Azeri consumers as they perceive them to be less durable (Kaynak & Kara, 2001). Accordingly, the study showed that Azerbaijan youth prefers buying based on their culture, subcultural, religion, and family values (Abutalibov & Guliyev, 2016).

Due to the changing preferences of the people of Azerbaijan, the businesses have started forecasting the likelihood of product consumption by the Azeri consumers. Under this situation, the organizations are trying to understand the preferences of Azeri consumers who wish to buy the products based on their ethical values. It is important to note that consumers of Azerbaijan do not prefer foreign products. They do not take risks while practicing ethnocentrism in decision-making. Therefore, it becomes crucial

for marketers to understand the demands and preferences of Azeri consumers for effective marketing.

Indeed, in a multicultural environment, marketers focus on consumer preferences influencing their buying decisions. Concerning the business practices, the distinctive cultures, beliefs, norms, and traditions hold huge consideration in developing the marketing approaches in the multicultural environment of Azerbaijan. The progressing diversity comprising multiple cultures influences the consumers' choices based on ethnicity and customs. The multicultural society provides an individual to acquire new experiences, extending the knowledge about the effect of multiculturalism in the Azerbaijan social setting. Consequently, in Azerbaijan, socio-cultural factor influences consumer purchase behavior. The potential consumers of Azerbaijan value their culture and national identity over the other nations. Therefore, the customers are willing to pay higher for the products that match their cultural values. As a result, companies are thrilled to gain maximum profits, thereby encouraging the people of Azerbaijan to make a favorable purchase decision (Pashayeva & Rahimov, 2020).

2.2. Multiculturalism in the People's Republic of China

Chinese culture is the most ancient culture in the world's history. Chinese civilization is the world's earliest advancement, with its cultures forming the countrys' norms, traditions, religion, and lifestyle. The culture differs over the geographical regions, making China a diverse place with various cultures and rituals between every province, city, and town. China's geographical landmass shifted from the old centuries to new modernity makes this place worth visiting.

Significantly, the geographic orientation of China includes individuals from different diversity, religions, beliefs, ethnicity, and languages. Over the years, distinct socio-cultural groups settle in China, thus increasing the country's diversity. China is open to cultural diversity for embedding ethnocentric orientation in its social practices. China is the largest nation representing a rich historical culture, with its natural beauty immensely attracting foreigners. In particular, its sophisticated cities' Hong Kong, Shanghai, and Beijing seemingly, hold tourist attractions, providing them endless entertainment experiences with its cultural heritage. Strategically, China, situated on the Southeast Asian coastline of the Pacific Ocean, has the largest population. After Russia and Canada, it is the third-largest nation, covering an area of 9.6 million square kilometers. In particular, China connects its borders with 14 different counties, including Vietnam, India, Bhutan, and Malaysia.

Furthermore, China holds an immense tolerance for the world's religions. Predominantly, there are five different religions in China (e.g., Buddhism, Islam, Catholicism). In addition to this, China has seven dialects, among which Mandarin is the most frequent language spoken by (71.5%) of the population, Wu by (8.5%) people, followed by Yue (5%), and Gan by (2.4%).

The cultural values of the People's Republic of China represent their national identity while Chinese people exhibit cultural harmony, honesty, loyalty, and wisdom (Xiao & Kim, 2009). Multiculturalism appreciates integrating different ethnic values, traditions, customs, norms while eliminating cultural differences. Multiculturalism develops ethnic integrity in Chinese society by establishing a solid link between distinct communities. It fundamentally encourages the minority members to be a part of China's ideology. China is a homeland

of 56 ethnic minority groups, each owning a separate identity, culture, language, customs, and religion. It is a multicultural state with various local traditions, races, ethnicity, and customs embedded in its culture.

Over the past few years, China had a monolithic society with Han ethnic ruling over the other minority groups. However, this propaganda had minimized by emphasizing the establishment of national harmony. A country where a single ethnic group exerts pressure over the other ethnic minorities makes the individuals face social inequality. Perhaps, multiculturalism intends to solve the problem while creating social integrity among the local communities. The Chinese authorities rigorously act against this supremacy and unrest and call for independence in significant areas of China (e.g., Tibet and Xinjiang).

Perhaps, multiculturalism plays a significant role in the formulation of national stability. Multiculturalism in the era of globalization has brought numerous incentives for the people of China by contributing towards its economic development. Under the new venues of benefit, multiculturalism serves the Chinese economy both at the national and international levels. Multiculturalism ensures the balancing of social values and principles. Previously, the Chinese community has considered a homogenous society, but in reality, it holds a culturally diverse population. From ancient days to today, China has gone through some significant changes where China has divided into distinct ethnic territories (e.g., Northern and Southern China). Digging into these differences provides a clear understanding of modern China. Cultural differences between the area's records changes in architecture, culinary, music, literature, and religions, thus making China a worthwhile place to live.

2.2.1. Consumer Purchase Intention in the Chinese Multicultural Environment

In recent years, China's market has potentially been a significant target for many overseas businesses. China owns one-quarter of the entire world's population. It has vast production and consumption rate (Jung et al., 2020). In particular, the Chinese government opening doors for outsiders have compelled the other nations to enter the Chinese market. Conquering one of the biggest retail markets demands businesses to analyze and understand the cultural sensitivity prevailing in the Chinese market. Indeed, cultural sensitivity is quite in demand for excelling in the Chinese international market.

The inherent objective of marketers is to identify the consumer needs and wants of the targeted consumers. Developing a safe product that meets the consumer demand increases the firm's efficiency over the competitors. Traditional market approaches focused on homogeneous market segments with similar needs and want. However, in today's period of globalization, this marketing approach is no longer in use as consumers' needs have rapidly changed over time (Bardakci & Whitelock, 2003). Today, the growing need for customized products has changed the needs of the consumers, thus increasing the demand for the product in the international market.

Presently, consumers now demand products and services that satisfy their social needs. China ties a strong bond with its social and cultural values system. The individuals residing in china follows the family's ritual and customs while making a purchase decision. The consumer revolution in China makes the consumers buy products at premium prices, which records an increase in customer demand. A country's cultural values

play a significant role in altering its purchase decision. The cultural values develop the consumers purchasing choices, thus leading the underlying consumer social values to shift their presence from international products to national goods. In China, the changing trend in preferences has influenced the consumers purchasing choices based on their cultural identity, thus developing new consumption patterns. Customs, norms, and rituals only not influence the socio-cultural background but also influence consumers' purchases.

Indeed, culture strongly influences Chinese customers buying behavior. The increasing power of the Chinese consumer has become an integral factor affecting the world's business market (Xu, 2013). Understanding the consumers' aspirations helps in winning the international market. However, the challenge is that today consumers have different preferences and interests. The change in preferences has influenced the lifestyle of the Chinese people. The realistic perspective regarding the Chinese consumers has revealed that their social values and norms influence their buying behavior.

In contrast, consumer ethnocentrism has posed a barrier in internationalizing organizations. In China, the demand for cultural products has increased where individuals prefer domestic products over foreign products. However, the increased need for branded products cannot be satisfied locally (Bi et al., 2012). Compliance with the international quality standards, the Chinese organizations, are gaining consumer confidence by incorporating the Chinese socio-cultural values in product features. As a result, foreign companies are now integrating the Chinese culture in their product development, accelerating firms' presence in the international market.

Perhaps, nationalization plays an essential role in driving China's modern society. The feeling of patriotism and cultural narrowness boost the consumers' confidence in purchasing foreign products. These massive commercial opportunities allow foreign companies to sell in the Chinese market. Hence, morality makes the Chinese customers purchase foreign-made products easily irrespective of increased price consideration.

2.3. Multiculturalism in Pakistan

Multiculturalism is a concept that sheds light on the positive aspect of cultural diversity. Cultural diversity makes the countries stronger and dynamic. Multiculturalism compels different ethnic groups to incorporate under the same space without giving up their individuality, identity, and values. In the South Asian region, nationalization encourages the countries to adopt cultural tolerance, giving birth to various ethnic groups in Pakistan. Concerning the historical background of the southeastern region, Pakistani's culture forms the melting pot for other cities (e.g., Indian, Persian, Southeast Asian, Western Asian countries). Pakistan is a multicultural country that strategically meets its western border with India and eastern border with Iran and Afghanistan.

The country came into existence in 1947, thus forming the basis of Islamic identity. Pakistan has a total population of over 165 million people. Pakistan is a rural country where 65.5% of the population belongs from rural areas. Agriculture is predominantly the leading employer of the majority workforce, where the socio-cultural norms of the country initiate from the Pakistan agrarian society. Each ethnic group holds a specific set of rituals, customs, norms, traditions, and religions. In particular,

95% of the total population in Pakistan is Muslim. Out of all, 75% are Sunni Muslims, 20% are Shia, and 5% are Christians.

Pakistan has a rich history regarding conquest and migration. A country's cultural norms and value differs from region to region. The vast spectrum of ethnicity and cultural diversity boosts the national identity of Pakistanis. Its modern history is deeply rooted in its culture and social values, making it a multicultural state with a unique national identity. Pakistan holds over 15 different ethnic groups which differ in culture, religion, norms, customs, food, and religion. Some of these include Punjabis, Balochi, and Kashmiri. Other ancient ethnic elements such as religion positively shape the Pakistani culture. There are 73 different languages actively spoken in Pakistan. The most popular language is Urdu which is the national language of the Pakistanis. Punjabi is a dominant language of 48% of the population, where 12% of Pakistani citizens are from the Sindh ethnic class. Multiculturalism in Pakistan encourages individuals to share their ideas by successfully functioning as a society.

Indeed, Pakistan is a homeland of various ethnic groups. All the cultures combine to enhance their cultural diversity. The strengthening of the country lies in positively using cultural diversity. Most of the world's countries use globalization and multiculturalism in embracing the deep knowledge in ethnicity. Pakistan strongly cherishes cultural diversity. Pakistan is a diverse country with the majority of the Muslim population establishing a distinct Pakistan society. The features of multiculturalism such as ethnicity and religion make the Pakistani nation center of attention of worldwide tourists. Multiculturalism refers to a modernist idea of advocating various nationalities and ethnicities together. In Pakistan, multiculturalism respects cultural diversity by forming unique ties between different ethnic groups, thus

wholeheartedly welcoming the individuals to settle down in Pakistan's territory.

2.4.1. Consumer Purchase Intention in Pakistan Multi-Cultural Environment

In Pakistan, the advancement in globalization strengthens individuals buying power. During the previous years, the consumer buying pattern of Pakistani consumers has changed over time. Traditionally, consumers used to make rational decisions. But now, their purchase decisions are driven by other elements (i.e., culture, religions, emotions) (Stern, 1962). Out of all, cultures and lifestyles significantly encourage the consumer to buy a product. Pakistan owns a distinctive set of cultures (e.g., Sindhi, Punjabi, Balochi). These cultures hold the difference in ethical and moral values, thus making the lifestyle and cultural norms of people in Pakistan alter their buying choices. Ethnicity is a significant element that gathers individuals of similar beliefs, customs, languages, and preferences. These commonalities develop the individual culture, thus shaping the consumers' buying behavior. National and ethnic identity fulfills the desires of the individuals. As a result, the consumer tends to consider ethnic norms and cultural values while making a purchase decision.

Spiritual values and religiosity directly affect the consumer consumption pattern. Spiritual values alter consumer buying behavior, thus motivating the individuals to buy the product. In Pakistan, religious values guide the consumers in choosing between the alternatives. Islam is a practicing religion in the regions of South Asian countries. Huge Islamic communities practice religious values by restricting product consumption that

does not follow religious norms (Bukhari et al., 2020). Based on the research, the finding shows that consumers of Pakistan rely on halal marketing as its people belong to the Muslim community (Awan et al., 2015). Pakistan is an Islamic country, where the perception regarding halal products forms great importance in individual purchase decisions. Given the statement, the study also suggests that consumers influenced by the halal branding and advertisement accelerate the organizations' sales promotions and return. In Pakistan, the people are willing to spend on halal products and intend to reject the products that do not fulfill their cultural values (Borzooei & Asgari, 2014). Hence, it has become essential for marketers to understand the cultural needs of the Muslim population. Altogether, multiculturalism has made Pakistan succeed in the international market while offering products accepted by the Muslim population.

Several reasons can be associated with selecting this particular topic and gaining a competitive advantage in the Pakistani Market. The number one reason would be the world moving towards digitalization. As Bill Gates mentioned in his Book "Business at the speed of thought," the businesses which will not go digital shortly have little to no chances of success shortly. So, moving from traditional means of marketing towards Digital marketing will surely come with benefits as digital marketing is a form of digitalization. Besides this, several benefits can be associated with using digital marketing.

The world has advanced quickly, and new technologies and trends are introduced in every field. The marketing field developed with the rest of the world and new marketing strategies were introduced. The latest marketing trend uses digital media platforms for advertising the product (Chaffey & Smith, 2017). Currently, three forms of platforms, i.e., social media platforms,

mobile apps, and electronic word of mouth, are used for this purpose (David Stone & David Woodcock, 2014). The studies have revealed that digital marketing is the way forward and will play a critical role in defining the future of many companies (Taiminen & Karjaluoto, 2015). If a company adopts the digital marketing strategy, then it has the potential to reach several new customers and, in this way, can make a competitive advantage (Quinn et al., 2016). Digital marketing has been a game-changer. A few years ago, researching the product was very difficult, and then deciding among the competing products was even more complex. Thanks to digital media, the consumers can now research the products online in a few minutes and then compare the products that help them make a final decision (De Pelsmacker et al., 2018). A study on digital media marketing and tourism has revealed that digital media platforms have helped increase tourism in some areas (Favero, 2019).

Similarly, another study connecting retail organizations and digital marketing revealed that the use of social media platforms had greatly impacted the decision-making ability of the consumers. Now consumers like to see products on online websites, i.e., digital media, and then make a purchase decision (Busca & Bertrandias, 2020). Moreover, digital media platforms also impact the post-purchase behaviour of customers (Mogilko, 2016). Another similar study revealed that digital media had helped consumers solve various purchase-related problems. The consumers can now view the product's description online and then make a purchase decision based upon it. Due to the use of the internet and social media platforms, consumers are more interconnected than ever, and in this way, their decision-making skills have been greatly impacted (Karjaluoto et al., 2015). A similar study on the consumers' purchase pattern in India has

revealed that the consumers' purchase pattern, especially the youth, is changing quickly. It has become very difficult for the companies to keep track of the changing behaviors, due to which they are forced to spend billions of dollars for market research purposes.

An extensive study done on the impacts of digital marketing has revealed some basic factors which digital marketing has played. For example, consumers now take more risks and experiment by purchasing new products (Montgomery et al., 2012). Similarly, the consumers have now become researchers, and they trust the words of digital media more than the companies. All of this has resulted in a lower tolerance level in the consumers, and they quickly jump ship from one brand to the other (Jackson & Ahuja, 2016). A study done in Pakistan has revealed that consumers are no longer loyal to the brands. People prefer to research things online, compare them, and then make a purchase decision. Yet, the major factor for consumers has been social media, and the purchase decisions of the Pakistani people are greatly impacted by social media (Labrecque et al., 2013).

A study done in India has revealed that digital media has influenced purchase methods and purchase patterns. People now tend to surf the required product online, and they prefer to buy products online instead of going to the market. Another extensive research on digital marketing and how the digital environment influences consumers, experience, and influence revealed that consumers have started trusting word of mouth on digital media more than ever. This has significantly changed the purchase pattern of consumers (Dominici, 2009). Another similar study done in the stores of Germany has revealed that digital marketing has impacted some of the stores in very drastic manners (Järvinen & Taiminen, 2016). Digital media impact the

purchase decisions, especially by social media influencers which have increased sales of one brand while the sales of another brand plummet (Wymbs, 2011). A further study has revealed a big gap in digital marketing development. Some brands have well-developed digital marketing websites, while others are still lacking. Only about 90 percent of the digital media websites give complete details about the product and have a simple e-mail feature to connect with the consumers.

In contrast, only half of these sites provided external links, and even fewer provided intractable content. Only a few websites try to collect information about the consumers. The number of websites that allow users to the user or user-to-company communication is even lower and accounts for only 5 percent of all the websites (D. W. Scott, 2015). A study aimed at revealing the potential of social media has revealed that social media can help brands form a lasting relationship with the customers if they properly interact with the consumer (Yasmin et al., 2015). A study done by brands and other organizations has revealed that digital media has influenced problem recognition, purchase decision, and post-purchase behaviour. Due to this, the brands have decided to reach out to the customers only when they can influence their decision the most (Patrutiu-Baltes, 2016). A further study has revealed that mobile applications have positively influenced college-going students the most. This is particularly true for the automobile market, in which a study has revealed that about 75 percent of people research cars on digital media before making any purchase decision (Farrar, 2010). The study revealed that consumers are positively impacted by social media and affected by the product reviews they read on social media platforms (Smith, 2012). Similarly, the consumers like to

post their post-purchase feelings on social media as well, and in this way, they impact the decision of other buyers (Todor, 2016).

With the advancements in technology, the inter-connectivity of the consumers has increased many folds and continues to do so in a very rapid manner. The organizations need to understand (Kotler et al., 2019). This positively impacts the consumers' buying behaviour and how things are going; digital advertising will soon take over traditional marketing and advertising. Another study says that digital marketing has positively impacted consumers. Yet, it has many drawbacks, like it has reduced the level of tolerance in consumers, and they are more prone to jump ships (Järvinen & Karjaluoto, 2015).

High risk is involved when firms go for developing new products. High risk is because it particularly involves manufacturing markets in which the demands of the consumers are not direct and hidden, and the requirements products are implicit. In these situations, the development of products is complex because there is little collaboration between the project's requirements and the organization's current resources. Moreover, there revolves insecurity in customers' desires and rivals' activities. Despite this, new product development calls for new opportunities for gaining differentiation and competitive advantage. However, new product development involves great risk but potential rewards in terms of product success. Now, no matter, whatever happens, the ultimate solution is innovation. The good thing that happens to the firm is the development of new products. High revenue can be earned by developing new products (Dunphy et al., 1997). The importance and significance of new product development and innovation can be admitted through academic journals, books, and business publications. Innovation is reflected as one of the factors to the uprising of

industry and entrepreneurship. Products are convenient to make through the developments in techniques and processes. For example, the cost of transportation was reduced with the advancement of railroads and steam engines. Risk is associated with the development of a new product. Regardless of the exact figure for the success of new products, firms finance it to the full extent. In the past 25 years, the failure rate of new products has not changed from 35 to 45% (Boulding et al., 1997; Schmidt & Calantone, 2002). The percentage varies from industry to industry, the produced product, and plans and strategies implemented.

The development of radical innovation calls for a severe commitment by the top management and investments, with no guarantee of paybacks. In contrast, in the development of incremental innovation, the scenario is quite different. Risks can prevail when they are problems in the setup and investment is great (Levitt, 1966). The fact that new product development is difficult makes small alterations or incremental changes to the current product or may drive discontinuous innovations. Whether all new product development can be comprehensively related to NPD theory arises. The absence of market turmoil and technology unrest differentiates incremental innovation from many innovative actors. The environmental steadiness seems to lower the firm's desire to produce new products using radical innovation. Accordingly, strategies and plans are more often smeared, which embrace modification and competence than strategies linked to explorations (March, 1991).

2.5. New Product Development

Organizations put their maximum efforts into inculcating novel ideas which can be transformed into new products. The growth of firms depends on the successful development of new products. Firms rely on new products for their progress and growth (Hopkins, 1981). A new product refers to an innovative product, product refinements, product variations, and new brands that an organization cultivates internally or through external bases (Kotler & Armstrong, 1993). For a new product to fail causes huge costs to occur.

Even though companies put hard efforts to refine and bring advancements in the development of new products, the chances of failure of the product are estimated to range from 37% to 80% (Urban et al., 1987). The chances of failure and cost of products make it vital for organizations to look for new and innovative ways to make new products. For the organizations to remain competitive, remain adaptable to trends, and capture opportunities in the market are to develop new and innovative products. Researchers have included new dimensions of success. Bringing new and innovative first will achieve first-mover advantage and differentiation.

Comparing categories of innovation with different new product development processes is just like comparing apples with mangoes. It is important to know what the firm wants to accomplish and how its success can be measured. The goals of radical innovators are different from incremental innovators. So, the output of incremental innovation cannot be compared to the outcome of radical innovation. The main objective of the organization is to improve its revenues and capital. The increase and decrease in revenues affect the performance of the

organization. There can be different plans and strategies that could be implemented to achieve the objective. To achieve high incomes, one method is to produce premium products that are unique and different. A second method is to enhance the process so that the product produced is cost-efficient, the sales growth may increase, and the firm will gain profitability.

On the one hand, radical innovations provide prospects of producing unique and distinctive products; on the other hand, incremental innovations provide the opportunities to bring cost-effective strategy in NPD use. For example, higher incomes are greater when the retailer employs incremental innovations for their brands. The retailers can achieve high profitability; otherwise, they have handed over to the manufacturers. The change in customers' tastes, needs, new market advancements, innovation moves, and the role of emerging countries like India, China, and Taiwan has made the competition intense for European and American companies to produce improved quality and low-cost products. Product development success results in customer value when the activities and practices are well performed (Brown & Eisenhardt, 1995; Zirger & Maidique, 1990). Davis (1993) states that for survival, success, in the long run, carries immense importance, which is not like the financial success of a short period, signifying that the period of the firm must be measured. The short-term financial achieved can be attained when the organization reduces its money in product development. But the question arises: What will happen in the long run/ future? The short and long-run balance must be constantly considered (March 1991). The managers have to run the firm in the short and long run, with the motive of satisfying and fulfilling the customers' needs and desires, foresee the future

opportunities in markets, and balance the existing and future possibilities.

2.6. Collaborative Culture

Collaboration refers to connections within the organization, a greater degree of incorporation through increased clearness, collaboration in members' communications (adapted from the definition of cross- functional collaboration) (Jassawalla & Sashittal, 1998). Collaboration can be described as something with many abilities, i.e., necessary to go beyond a skillful set (Liedtka, 1996). Collaboration is not possible in firms limited to resources, and collaboration does not occur by only becoming a team member (Jassawalla & Sashittal, 1999). If the organization's culture focuses on knowledge learning, knowledge and coaching within the organization divisions can benefit collaborative innovation (De Long & Fahey, 2000). To achieve collaboration, one way is to support interactions and reduce the centrality of power (Dougherty & Takacs, 2004). Firms must inculcate a culture that supports collaboration among workers, with partners and persons of multidimensional perspectives, regardless of how business is conducted. In his book, "The Culture of Collaboration: Maximizing Time, Talent and Tools to Create Value in the Global Economy," Evan Rosen explains the importance of collaborative implements to encourage workers and conduct business. He considers the ten cultural components existing when collaboration is active.

- **Trust** –Trust is needed; imagination and creativity need to be shared when something has to be created. We need to overcome our apprehensions and build trust to collaborate

- **Sharing** – Collaboration could hinder if the ideas are not shared, and information is not exchanged. Discussions and interactions of ideas can enhance establishment and will make everyone feel worthy
- **Goals** – Collaborative tasks tend to be successful when sufficient time is taken to comply with the goals before the project is initiated.
- **Innovation** – Collaboration upgrades innovation. The objective to become innovative calls for collaboration only to retain the status quo; collaboration is not meaningful.
- **Environment** – Collaboration and innovation are affected by the space and the atmosphere.
- **Collaborative Chaos** – Collaborative Chaos supports the unanticipated event and pays off exponentially.
- **Constructive Confrontation** – Successful collaboration supports sharing of ideas and expressing openly. People in Collaboration must challenge positively to encounter their dissimilarities and produce a better product.
- **Communication** – Collaboration encourages both organizational and employee to employee interactions
- **Community** – Trust and shared security provide the logic of well-being or a sense of community. Hence, for collaboration, the presence of community is necessary.
- **Value** – Mainly, a collaboration was done to create worth, e.g., capturing new markets, solutions for discrepancies, producing a new good or service, or sales growth.

To succeed in the marketplace, they must transform their culture from competitive to collaboration. This is a big change and important for productivity and maintained innovation.

Collaborative culture calls for team participants to support adjustments and alteration, give different and diverse opinions, and openly share problems. A shared goal directs the members of teams, and they work jointly to learn and share information. A collaborative culture supports the full participation of members with common devotion, attention, and upkeep for each other (Bstieler & Hemmert, 2010). For collaborative culture, it seems logical that intellectual teams are more suitable. Teamwork depends on employees' ability to understand each other and govern their tasks and circumstances.

Organic structures are explained as those organizational structures prone to be flexible and can adjust alterations in their recognized settings (Perrow, 1986; W. R. Scott, 1987). The categorization of organic structure is done through the complexity of work that calls for experts to deal with the tasks. Compared to mechanical structure, the organic structure can be described as horizontal hierarchies, slight diversity, confined command of chain, insignificant bureaucratic characteristics, and flexibility when making decisions. All these allow the movement of information and knowledge and distribution of innovations across the firm's departments (Burns & Stalker, 1961). According to situations, adjustments and modifications can be made in norms and procedures under the organic structure system.

As per Vera & Crossan (2004), the organic structure allows employees who are adaptable to changes and a transformation leadership style. The leaders favor organizations' structure as non-centralized and direct teams, groups, commissions, and creativities. Communication is also done sideways and includes direction and incorporation. For the firm's vision, employees work jointly to achieve the goal. For firms that want to be categorized by ongoing alterations, innovations in process, and

progress, it is necessary to reinforce the strategies made by organic structure with flexible schemes.

The modification and alteration made under organic innovation are more multifaceted than changes in the mechanical structure. According to this result, Coghlan (2003) proposed that organic-centered study is more difficult and seditious, the reason being, the main desire steered to investigate the inquiry process and to convert through serious learning in achievement. Through this process, participants can know their hypotheses as well as others. So, during the conversation, they can experiment with the current suppositions and standards and get aware of those needed. Under the organic structure, the team is the representatives who bring change. This style is a group centred where, the individuals involve themselves to understand, make suppositions, think about the investigation process, and act accordingly. The performances, accomplishments, and principles are administered when the participants recognize and discover their suppositions. The members ask questions and become mindful about the performance, which calls for a goal-centered route.

The attentiveness is on learning and not the outputs which involve gathering relevant thinking and investigation. The employee gratification and commitment with work increase when they are allowed to carry discussions for the investigation of research problems as compared to the involvement of workers under the mechanistic structure. According to Ambrose & Schminke (2003), these opinions and insights influence a firm's structures. They advocated that organic structures provide a framework of justice in which members can interact face-to-face. They characterized them as "interactional justices" and managerial faith. These features guide the worker's approaches

to control operation management systems. Characteristics, e.g., believing each other and assurance among members, are provoked under organic structures.

According to the framework of organic innovations, management accounting systems are regarded be informative. These systems offer relevant information about the economy and finances of a firm's operations. On the other hand, they govern management practices and activities (Johnson & Kaplan, 1987). According to Özsomer et al. (1997), malleable structures allow for new ambitions' progression and execution. When the decentralized structures are compared to centralized structures, decentralized firms tend to favor innovations because their frameworks enable interactions and in-formal structures when making decisions. It also allows the managers from different divisions to make changes that other departments in the company may accept. Employees can interact in program planning and execution discussions under a decentralized framework that affects the departmental goals. The full commitment and immersion of employees in functions will boost and upgrade the performance in work. Intra-firm connections refer to cross-functional communication and harmonization intended to upsurge integration. These links and connections with the organization members from different departments enable the sharing of ideas, imagines, creativity, and the joint efforts of the members working for varied dimensions of a task (Lengnick-Hall, 1992; Spender & Kessler, 1995).

2.6.1. Role of Information Communication Technology (ICT)

Innovation has helped to achieve economic attractiveness and continue long-term commercial progress. For the firms to produce tangibles and intangibles from past eras, information and communication technologies (ICTs) have played a significant role. Innovation in the IT-producing zone, the IT product prices have declined and have resulted in the investments to move for ICT. ICT investments have converged the conventional ideas into “enabling technology” (Jovanovic & Rousseau, 2005). Information and awareness have become viable for economic doings, and the sending and receiving of information is the core purpose of ICT (Powell & Snellman, 2004). Proficient collaboration and ICT endorses building new information and data (Forman & Zeebroeck, 2012).

ICT has facilitated firms to develop new ideas for contacting their suppliers and customers. It has let the information processes become fast and made their distribution systems efficient. Low capital is required to modernize the internal systems, use tools, and lower stocking with inventories. The communication and exchange of information have fallen the costs for coordination, thus lesser the workers required, lower becomes the costs and hence the decision making is made easier (Arvanitis & Loukis, 2009). The business will be able to produce innovative products with the help of reduced communication and imitation costs. Organizations and consumers can avail benefits of communication technology, which overall enhances the economy’s progress. The cost of obtaining data and contributing to the market is reduced because of communication technology.

The prominent feature of ICT is to create new data, knowledge, and information. This is why ICT is an essential part of the economic dynamism and the basis for an organization's attractiveness. Hence, ICT plays a major role in business expansion (Hilty et al., 2006). ICT plays an essential role in bringing innovation to the organization and affects the organization's progress. To know the incomes and development of the countries, the prevailing reviews of economy, technology, and in contrast to the build-up of human investment matters a lot (Easterly, 2001). The organization faces dynamism when they adapt to new technologies and innovations. There are different investigations done that examine the effect of ICT. For successful assimilation of ICT, the companies should ensure that the organizational structure, i.e., managerial, technological and financial, workforce and elasticity in control from management etc. and features of ICT are narrowly interrelated.

Conferring to Alam & Noor (2009), it is necessary to implement ICT to capture the international environment, build close relationships with the customers and vendors, and improve quality. To enjoy a competitive advantage on a global scale, the implementation of ICT is essential. Some scholars investigated to come up with an analysis of the factors of environment and impact of ICT embracement on the proficiency of companies in the private segment. Manochehri et al. (2012) devised that ICT (i.e., use of personal computers, mobile phones, internet, etc.) have four offering to companies:

- More prominence to organizations
- Small companies are given more data and information
- Guide the firms to abridge trade barriers
- Aid Financial dealings

ICTs have a major effect on the enhancement of communication. The ICT concentration is also linked to this impact. Scholars found that operational performance enhances with the upgrading in communication inculcated through the embracement of ICT in manufacturing SMEs. The variations and prompt changes in the information and communication technology (ICT) zone also bring rapid innovations.

ICT is part of the information system, impacting innovation practice and implementation. The importance of ICT can differ from firm to firm. It depends on whether it wants to be an innovator or a receiver of innovation. The development and implementation of processes show viable application for teamwork and coordination, information and data management, and product designing. For the firms to be innovation receivers, the embracement process is essential to control, watch, and investigate competitiveness. The firms should innovate before the competitors do.

The process of learning and building knowledge is promoted through the information stored and obtained from the analysis (Vilaseca-Requena et al., 2007). For example, the client management system is worthwhile for process innovation because the data obtained will help know the customers' requirements and desires. ICT positively impacts the innovation in the organization such that it helps the organization develop novelties in goods and services as well as establish new or improving current processes. It has been observed that ICT positively impacts the innovation of both products and processes. But the effect of LAN and Wireless LAN on innovation is negligible. Computer-aided Design (CAD), software associated with designing, positively affects producing a new product, whereas ERP positively affects process innovation.

2.6.2. Impact of Collaborative Culture on Success of NPD

To produce innovative products or services, encountering alterations in market and innovation calls for external and internal collaboration. Cross-functional collaboration has been acknowledged by the experts and studies conducted. Each activity is considered to be dealt with in separate divisions, i.e., marketing, design, and manufacturing, across the firm due to the complicated process of NPD. Inadequate collaboration within the divisions can provoke many discrepancies, e.g., products not up to the expectations of consumers, meager product development, slow transfer of information across the division in the firm. Experts and studies have encountered these problems that can be solved through cross-functional collaborations. Wheelwright & Clark (1992) concluded these endeavors as meager, irregular, and communication not on time; these problems can be solved through a scheme of coordination done more often and on-time communication. Differences in cultures, thoughts, beliefs, and practices can lead to expensive associations (Hanson & Lackman, 1998). Under the process of NPD, the information exchanged in collaboration can be exclusive, and there may be leakage of risk of information (Yan, Luo, and Child, 2000).

In modern times, it has been seen that apart from cross-functional collaboration, cross-organizational collaboration on NPD has also gained importance (Hagedoorn & Schakenraad, 1990). Firms have been re-designing their accomplishments and procedures by focusing on their core advantages and collaboration with other organizations having matching core competencies. Cross-organizational collaborations support firms to obtain economies of scale and scope, reduce cost and risks,

which upgrades the process of NPD through associations with clients, vendors, and capture new markets and skills.

Sivadas & Dwyer (2000) mentioned a need to exchange information between members to cope with collaborative NPD's finest coordination and flexibility. The exchange of information across divisions of firms may be difficult, so that it may become unobtainable outside the organization (Perks, 2000). Collaboration for NPD may call for both the advantages and the risks and costs (Littler et al., 1995). The advantages include acquiring new expertise and innovations (Mohr & Spekman, 1994) or the approaches with which the creative and new ideas can be captured and grabbing the new markets (Littler et al., 1995).

The researchers have studied the organizational structure comprising formalization and centralization, and they have found its impact on the practice of research and information in the organizations. Formal and management-controlled firms can obtain the information more effortlessly than their competitors. Slater & Narver (1995) focused on the procedures and setup under which the members are empowered rather than the supervisors in a specific zone. Studies done accept the concept of organic structure is more feasible for new product development.

Therefore, the resourceful advantages of current information, i.e., inventiveness, rearrangement of procedures, tend to be sustained, whereas the unfavorable impact s, i.e., solving problems through narrow thinking, tended to reduce. As per previous research and its evidence, it can be stated that a flexible way to current information, as it happens in organic structures, certainly smoothens the connection between current information and knowledge and the acquirement of novel, innovative knowledge. In an organic structure, communications are more abridged, enabling participants to interact across the firm's

divisions. Such open communication is important for acquiring a collective analysis of obtained knowledge and information.

Dougherty (1990) examines that the innovative firms had greater collaborations across departments to share and dispense information. Compared to firms that were ineffective to innovation, they had a joint division knowledge in an old way. Greater interaction is needed across the task team (Shrivastava & Souder, 1987).

2.6.3. Incremental Innovation Impact on NPD Success

To develop a new product, an organization needs concrete or immaterial assets. The success of NPD will not only depend on only taking rights steps. The availability of resources will allow the company to select the activities and organizational structure it wants to opt for in an organization. Still, it is only possible when the right resources are accessible. Incremental innovation for product development involves utilizing current information and understandings, techniques, and resources to build competitive products.

Garcia & Calantone (2002) explain incremental innovation regarding new product development to enhance existing products, adding new characteristics and functions. Incremental product capabilities are explained as the organizations developing product innovations that utilize, influence, and coordinate the current technologies being used in the firm. Compared to radical product capabilities, increment product capabilities are more used to extend product lines and utilize the current techniques, resources, and skills. Moreover, it is wise to use incremental innovation for product development in markets where breakthrough innovation is difficult.

An Incremental Innovation approach will deliver the solution with the best chance of financial success if customers respond to innovations measured to their current needs. The new product development philosophy described incremental innovation as competitive, reduced risk, and attracted a positive market response among many philosophies. This approach takes time and adds characteristics and improvements to the product. Incremental innovation offers financial gains and significant profits to the firm.

2.7. Digital Marketing (Social Media Advertisement)

American Marketing Association characterized advertising as the technique which attracts customers, set of affiliation and cycles for make, impart, convey and trade help that has an incentive for clients, customers, partners, and society in general. It has consistently been essential to state the item to its crowd, and it's the ideal way to get the brand name out and make deals. However, advancement can make in numerous ways, yet it's important to fulfill the association's targets by minimizing the costs. Digital marketing is the method for attracting customers through digital platforms. Chaffey & Ellis-Chadwick, (2019) states that digital platforms like Facebook, Instagram, Twitter are related to digital marketing mix with promotional advertising.

Digital marketing uses the objective market using a portion of the accompanying channels and social media sites, advertising, E-advertising, intelligent promoting (surveys, game ads, portable showcasing).

Digital advertising has been viewed as another promoting and gave new freedoms to organizations to do organizations. Advertising through digital platforms exercises led using

computerized channels empower promoters to directly contact clients effectively and efficiently (Karami et al., 2013). Digital advertising has been the best means to gain a competitive edge and attract new and potential customers. The extra effort is paid to utilize the digital channels to promote to buyers and customers viably. While thinking about advanced channels with the digital promotion of products, the new improvement is digital advertising. The digital market is one of the most developing business sectors because of the expansion of customers. It is estimated to accomplish a great many customers in recent years. Digital marketing and promotion research would affect business growth and profit (Lodhi & Shoaib, 2017).

The turn of events and digital marketing of digital innovation has changed how society measures its daily activities. One of the generally significant impacts of this change is the development of new specialized instruments. New specialized devices arising with the advancement of digital ideas are called digital marketing. At the point of digital advertisement through digital channels are Facebook, Twitter, Instagram, and comparable informal communities that are utilized on the web and social platforms, journals, and websites (Hair et al., 2009). With the approach of new correspondence to clients with digital channels, currently accessible with digital marketing and advertising. Today there is very little use of marketing techniques, and their media platforms are printed (diaries, papers, and so forth), visual (TV, film, and so on), and sound (radio) specialized instruments.

2.8. Consumer Attitude

Attitude defines as the information or pessimistic sentiments about an item or action”. It can likewise be viewed as a “general

assessment that communicates the amount the consumer like for an article, issue, individual or activity”. A more extensive meaning of consumer attitude considers it to be “an association of inspirational, passionate, perceptual and intellectual cycles regarding some part of our current circumstance. As per Grewal et al. (2000), consumer attitude serves four capacities for people: information work, as a method for getting sorted out convictions about items or exercises like brands and shopping, frequently deciding resulting practices; Esteem expressive capacity, when attitudes are shaped and serve to communicate a singular’s focal qualities and self-idea; given consumer perception and behavior, with individuals tending to frame inspirational perspective towards compensating items and negative behavior towards different items and, when individuals structure their attitude towards to guard their inner selves and self-portraits against products and services. The four distinct impacts frame consumer attitudes; however, by and large, one of them assumes a more significant part.

Perspectives consist of three primary parts: Cognitive Component, identified with the consumer’s behavior about an item, which can be by and large assessed; Affective Component, identified with the sentiments or enthusiastic responses to an article what’s more Behavior Component, the inclination to react in a specific way toward an item or action.

The three parts of attitude are significant; however, they may change in the level of significance concurring the inspiration concerning a mentality of consumers. Individuals with similar assumptions might seem to offer various responses, as indicated by their temperament, comprehension of the inquiry, method of articulation, and the translation of the appropriate response. When replies to a few inquiries have joined, the effect of such

misclassification is explained by consumer attitude. Second, consumer purchasing tendencies will probably rely on various perspectives, and some are only concerned with customer needs.

Consumers are affected by different social frameworks like family, companions, neighbors, associates, and another social circle. These variables become more perplexing against developing characters according to capita pay, neediness, accessibility of foundation, and financial improvement. Joshi, (2011) and states that consumer behavior is mostly affected by advertising and the experience of the usage of the product; they prefer to purchase products basis on their experience and their friend's experience.

2.9. E-Word of Mouth

For the most part, consumers are looking for item data to assist with settling on their buy choices. These days, there are a lot of item data accessible for purchasers through publicizing, advancement, etc.; in any case, buyers normally measure and trust the data from companions or different buyers more than those from retailers (Dellarocas et al., 2007).

With the improvement of the web and the developing fame of online media, electronic word-of-mouth (eWOM) (or once in a while known as online buyers' audits) has become one of the significant parts of data that's consumers look for preceding settling on their buying decision (F. Zhu & Zhang, 2010). Late insights likewise show that 92% of shoppers look for eWOM and 40% of the structure and assessment on an item by perusing one to three surveys before buying any item.

Research in eWOM shows that eWOM impacts purchasers' pre-utilization and purchase intention (consumer buy

expectation) just as buyers' post-utilization practices (e.g., goal to share eWOM). While the effect of eWOM on purchaser intention is well-documented, restricted examinations have explored what eWOM might mean for long-term connections among retailers and their clients. It shows significance as retailers have progressively stressed structure their associations with their suppliers and brands (McAlexander et al., 2003). Without fulfilled customers, retailers can't make due for long-term association with them can't satisfy their purchase intention (Anderson & Swaminathan, 2011). Hence, this article plans to add to the writing in eWOM by analyzing the effect of eWOM on buyer fulfillment, which fills in as a significant establishment for long-haul connections among retailers and their clients (Orel & Kara, 2014).

The effect of e word of mouth on consumer purchase intention has been displayed. A gathering part's fulfillment is heightened just after realizing that the gathering fulfillment is higher than whatever an individual saw (Bohlmann et al., 2006). Even though Bohlmann et al. (2006) offer intriguing bits of knowledge concerning what e word of mouth effect on purchase behavior that happened after purchasers' real encounter with the shop or brand and it means for a singular's fulfillment, to the best of the creators' information, no examination has yet been done to inspected what e word of mouth mean for that happened before it might affect buyer intention.

Consequently, this article proposes and exactly looks at how friendly impact, explicitly eWOM, that happens preceding buyers' buy choices might affect their fulfillment with the bought item. Across three examinations, it shows that the openness to positive (negative) eWOM preceding purchase intention (diminishes) buyer fulfillment. Such biased effect of eWOM is

more grounded when purchasers are less persuaded to handle data with exertion. These discoveries are predictable with a securing impact where purchasers excessively depend on an underlying word of mouth (e.g., eWOM) to improve the dynamic interaction because of a reluctance to handle data intellectually. This article adds to the literature in eWOM by recognizing its effect on molding retailer-buyer connections and further gives rules to retailers to all the more likely oversee eWOM just as creating and promoting communication procedures for retailers to improve their effective associations with their clients.

In the present digital world, purchasers have the freedom to find out about other shoppers' encounters with items (i.e., eWOM) through retailer sites (e.g., Amazon and Best Buy), survey sites (e.g., TripAdvisor and Yelp), and online media (e.g., Facebook and Pinterest) before buy. eWOM essentially affects buyers' choices (East et al., 2008). For instance, positive eWOM improves customers' buy probability (Ye et al., 2009) while negative eWOM prompts negative purchases toward the item, in any event when the nature of the eWOM is poor. In this article, the few researchers suggested that the openness to eWOM preceding buy fundamentally inclinations buyer satisfaction with their constant purchase behavior. This contention depends on earlier literature in friendly impact, securing and changes, and customer fulfillment. Social impact happens when others impact a customer's feelings, suppositions, or practices. Social impact can change consumer behavior in many structures, including consistency (one seems to concur with leaders yet keeps their disagreeing conclusions private), recognizable proof (one is impacted by somebody they prefer and regard), and their purchase intention (i.e., one acknowledges a conviction or conduct and concurs both openly and secretly).

In this article, the researchers suggest that the openness to eWOM preceding purchase could impact customers' attitudes and conduct through the type of purchase. Because customers, for the most part, use eWOM as a significant impact of data and structure their perspectives about the items (Dellarocas et al., 2007) just as settling on purchase decision appropriately (Cheung et al., 2008). In this article, the writers contend that eWOM doesn't just impact customers' buy choices however it could likewise affect brand satisfaction with the bought item because of the significant impact (Tversky & Kahneman, 1974). Tversky and Kahneman, 1974) set that people will often excessively depend on earlier data (i.e., an anchor worth) and afterward inadequately changes their evaluation away from their self-esteem toward an answer that has affected their buying decision.

Buyers' assessment will often be one-sided toward the underlying self-esteem (Jacowitz & Kahneman, 1995). Significant impact is a power that has been seen in numerous specific circumstances and undertakings, including assessing certainty ranges (Block & Harper, 1991), assessing item packages, eWOM examinations (Chapman & Johnson, 2002), and bunch judgment (Whyte and Sebenius, 1997). A remotely given study rather than a self-created study is seen to have more weight and legitimacy. Accordingly, it can be presumed to be identified with the significant impact of e word of mouth on buyers and suppliers (Epley & Gilovich, 2006). The impact would likewise apply to this article because eWOM is remotely made by different customers and is viewed as the significant relationship of data. Besides, as eWOM essentially affects customers' attitudes through disguise, buyers might utilize eWOM as an underlying anchor for item assessment and make further changes as they contrast their real

encounter with the product. As customers' assessment will, in general, be one-sided toward the course of the underlying study with the relationship of eWOM (eWOM), we recommend that the openness to positive (negative) eWOM preceding buy would decidedly (adversely) away consumer purchase intention of any product (Suh & Youjjae, 2006).

2.10 Consumer Purchase Intention

An idea or behavior, the conduct of any consumer to acquire a specific brand, is called Purchase Intention. It is the probability that a consumer is going for a particular brand with the motivation to legitimize his requirements. The thought of acquiring a similar brand can be founded on the brand's name or the picture worked in the consumer perspective (Štefko et al., 2019). Wu et al. (2011) investigated private name brands to concentrate on consumers' jobs and the nature of consumers on a singular's probability to buy the item. It was observed that the store's right picture expands the acquisition of private name items. The assistance quality also has a constructive outcome and builds the product and consumer purchase intention.

On the off chance that the association is dependable, it is a positive indication of the consumer purchase intention. It also helps make consumers survey its dependability through purchase intention. Numerous associations promote their items or brand through which they show the dependability of their association. There are two kinds of dependability: association reliability and the message in the advertising campaigns.

Both influence forming the practices and decision making about the consumers (Pino et al., 2016). An exact review directed at vehicle buyers shows people's diverse buying conduct.

Questions identified with purchase intentions were asking from individuals who own a vehicle and the purchasers.

Results that current vehicle proprietors aim to buy the current brand once more, which suggests that they have their consumers towards the brand consistent. The purchasers who bought vehicles interestingly, their purchase conduct showed that they were agreeable to those brands that have higher portions of the overall industry (Kassim et al., 2017).

2.11. Hypothesis Development

2.11.1. Integrated Marketing Communication in Multicultural Environment

The study states the effect of Integrated marketing communications, showing consistency and cooperative energy. It involves a different individual who cooperates with customers and brands to form the relationship. It focuses on brands and consumer purchase intention, which is reliable for the study. The study stated that integrated marketing communications have four critical factors (Kliatchko & Schultz, 2014). It also explains the relationship of IMC with consumers and brands, and it holds with the consumer experience at every level.

In the Forbes initiative blog, Bolman (2015) outlines the intricacy in question by clarifying that ‘the consumer experience occurs across an assorted arrangement of brand cooperation focuses all through deals, advertising, administrations, designing and retailing. The study incorporates the problems incurred by customers and organizations to attain their attention. It states the trust and loyalty of the customer with the brand. It is fundamental as publicizing offices, everything being equal and sizes, assume

a significant part in empowering customers to receive IMC rewards.

Their commitment to the economy is huge, and the business's troubles should worry all advertisers. Keller (2016) distinguished the moves customers faced due to the consistently expanding brand contact focuses and suggested that customer/office connections be investigated further. Keegan et al. (2017), as of late, created thorough literature of customer/organization associations with advertising by and by and distinguished various future exploration subjects. In the first place, they call for research that produces great practice information and answers for testing issues. The previous study reflected the changes to promote communication through marketing strategies where customers work with various organizations across computerized, digital marketing, and online media platforms and websites and perceive the expanding job of confidence in empowering the co-production of advertising messages.

This paper studies and tries to fill the gaps raised by Keegan et al. (2017) and pushes the study by analyzing consumer attitude through the IMC focal point. The paper first studies the effect on consumer purchase intention to build up the business's fundamental issues and, consequently, tends. These are imparted to a gathering of data and figures. Consumers have experience from both the customer and the office sides of the communicated area, through a Delphi cycle, to set up what should be done to address these difficulties addressed by IMC execution ahead.

There is an acknowledgment by few scholars and researchers that IMC is the best interaction to embrace in the current has multi-channel advanced climate (Keller, 2016), and there is developing proof that IMC brings about has a strong positive effect on brand and financial performance (Porcu et al., 2017).

Integrated marketing communications (IMC) has been portrayed in every level of development (Kerr & Patti, 2015). This situation of understanding and improvement has risen out of various conversations and discussions in the literature in the course of the most recent 25 years on issues like what IMC implies (Luck & Moffatt, 2009), how incorporation can be accomplished (Porcu et al., 2017) and how it tends to be estimated (Schultz & Patti, 2009).

Kliatchko (2008) outlined the advancement of examination and suggested that conversations had continued from definitions and advancements to more explicit regions have a strong relationship between IMC with Branding and consumer attitude. The study stated that the accompanying definition, which was based upon this creating information, is as referred to by numerous scholars (Johansen and Andersen, 2012) a group of people driven business cycle of deliberately overseeing partners, content, channels, and aftereffects of brand correspondence projects' (Kliatchko, 2008).

Kliatchko & Schultz (2014) state that IMC consists of four main parts: the utilization of various channels connected with media lack of bias, shopper centricity dependent on broad information-driven client knowledge, co-appointment and its reliability across the consumer attitude, their experience, and the contribution across all business divisions at an essential level. This affirmation of the requirement for IMC to be executed at an essential level of an association has prompted a little yet critical consumer differentiation in the literature from IMCs, with refers to the coordination of various specialized strategies to IMC, which refers to planned behavior theory and it supports the theory (Luck & Moffatt, 2009). Further accentuation of this essential component has been given by both (Barker, 2013) and (Kerr &

Patti, 2015) and states new strategic integrated communication (SIC) and Strategic Integration (SI).

The acknowledgment of integrated marketing communication is likewise reflected in the previous literature in the UK and their study. Olenski contends emphatically for customers and offices to recognize the significance of IMC and the requirement for all conventional and computerized advertisements to be coordinated. In a Forbes blog, a study conducted by Dan uncovers that ‘integrated Marketing Communications has transformed into the space of most prominent significance for Chief Marketing Officers (CMOs), has for an all-encompassing way to deal with draw impact in purchasers.’ The review affirms that IMC is making the occupation of the CMO as far as control, responsibility, and estimation, regularly managing numerous organizations and channels.

Cultural marketing plays a vital role in promoting internationalization. Globalization is an inevitable process influencing cross-culture marketing strategies. Various products and services introduced in the international markets highly receive consumer attention throughout the year. For this, the organizations take countless marketing actions, thereby promoting multiculturalism. Indeed, this intercultural difference has made the marketers extend their reach to foreign borders, thus achieving business success.

Consequently, the blooming homogeneity and distinctive global cultures have made integrated marketing communication a world-encompassing discipline. Integrated marketing communication (IMC) is a multidisciplinary field that coordinates conventional media practices to novel communication models (e.g., ICT) (Vel & Sharma, 2010). As the name suggests, IMC refers to the process of using unified marketing tools (e.g., social

media, public relationship) for enhancing the brand identity in foreign markets. It uses the platforms such as television, social media, and radios for communication. Fundamentally, these distinct media channels allow the businesses to deliver seamless messages to the consumers, thereby developing a strong relationship with the firms' stakeholders (i.e., customers).

Nonetheless, in the multicultural world, integrated marketing strategies have proven successful in fusing the conventional marketing approaches with modern communication technology, thereby guaranteeing business advancement in the foreign market. IMC strategies ensure the right conveying of the message to the audience. Presently, customers have been surrounded by numerous brand messages in today's world. IMC strategies make the message appealing to the customers, thereby increasing the consumers' trust in the brands' offerings.

Potentially, globalization has encouraged marketers to understand the different cultures for communicating business offerings to the targeted market audience. This approach offers a sophisticated communication network, ensuring a quick response to global marketing challenges. The integrated marketing approach enhances the relationship between the organization and the customers, thus making the firm communicate cross-culturally (Al-Ghafari & Khan, 2021). Considerably, the development in communication technology has improved the customer-oriented towards the communication channels (Turner, 2017). The novel communication tool (i.e., IMC) has enabled businesses to achieve marketing goals. Indeed, it is essential to understand how this feature works in marketing.

Integrated marketing communication crosses national borders, thus winning the global markets. It ensures the effective development of the cross-communication network,

thereby integrating cultural viewpoints, values, and customs into firms' promotion strategies. In the cultural context, integrated marketing communication supports the promotion of diverse cultural values in marketing communication.

Cultural values, norms, and customs, integrated into the firms' messages are times ignored by the marketers. Ignorance of these components leads to misinterpretation of the firms' message. Perhaps, understanding the importance of cultural values strengthens the practical value of marketing communication in the international market. IMC focuses on integrating worldwide cultures into firms' marketing. The multicultural communication network provides deep insight into the cross-cultural environment. However, understanding the unique cultural traits of customers enables the organization to meet the consumers' demands. IMC encourages buying and selling based on cultural characteristics. As a result, IMC has gained immense popularity in the multicultural environment during the last few decades.

2.11.2. Integrated Marketing Communication and Consumer Purchase Intention

Significantly, with the world's evolution, the high pace of globalization has fostered the world's economic activities. The increased internationalization has actively integrated various business processes, thus changing the economic dynamics of a firm's marketing communication. Indeed, the development of advanced technologies has accelerated the firms' business processes, subsequently enhancing the firm's marketing communication. In the context of marketing communication, advertiser aims to build positive consumer perceptions regarding the product offering. The generalized communication assists

the marketers in boosting the firm's sales by strengthening the consumer's awareness about the product features. In particular, modern marketing strategies have significantly changed the communication models by introducing advanced information technologies into a firm's business practices.

The advanced innovations in communication technology have intensified the use of marketing tools. Arguably, among the various communication sets, marketers find it problematic to choose the best communication tool for targeting consumers. Indeed, the literature shows that firm's marketing communication strategy has given birth to a modern concept known as Integrated Marketing Communication (IMC), which refers to using multiple media for product branding (Melnikova et al., 2016). Advertising demands unique telecommunication technology for driving the firm's communication process. Fundamentally, communication forms the basis of human interaction. With the increasing globalization, business trends have changed. The exchange of knowledge, technology, and communication has accelerated global business activities, thus making the firms expand their operations in the international markets. In recent years, the phenomenon has evolved, making fast communication tools to assist organization marketing activities.

Consequently, these changing trends in advanced technologies have made communication development the fundamental innovation of today's digital world. The relationship between the organizations is radically expanding, as in the homegrown market, just as in the global market. Today, the focal issue that organizations manage isn't the absence of items or administrations or the loss of purchasers. In these conditions, integrated are the ones that can make organizations cut in their

activities by building up long haul associations with consumer purchase intention (Descotes & Pauwels-Delassus, 2015).

Organizations don't keep thinking about whether to speak with purchasers, how to impart, separate themselves from others, and how frequently to speak with the objective gathering. To separate themselves from different organizations, they need to focus on the objective gathering. The primary motivation behind correspondence is to pass on the message and acquire and hold customers (Malthouse et al., 2004). Integrated marketing communication is a complicated interaction. The nature of the communication, to a great extent, relies upon the nature of the business connection between the organization and consumers' purchase intention. The organization's objective is to construct long-term associations with buyers. It needs clear communication and interaction with them both in a customary manner and the electronic item. The idea of the IMC assists administrators in adapting to the market perspective.

IMC is a business interaction that recognizes a compelling and proper means to state with purchasers about its contributions just as to construct great connections. The expansion of the Internet has changed the business scene for worldwide organizations, bringing about the outstanding development of fruitful web-based organizations, like Amazon, Grab, Lazada, Facebook, and Google, as central participants in the advanced economy (Kannan, 2017). As per Statista (2018), Malaysians spent roughly USD 6 million out of 2018 on the internet shopping and purchaser merchandise, representing USD 3.1 million of complete online business spending, which was the most elevated in the Southeast Asia locale. Shockingly, 88% of Malaysian grown-ups possessed cell phones and went through around six hours online from any gadgets.

It has prompted intense contest in the online and social business market, and players are searching for creative ways of drawing in online consumer purchase intention just as holding existing clients (Mohd Satar et al., 2019). At that point, the IMC advanced, and the idea of digital advertising carried uncommon changes to the advertising field and substituted customary promoting techniques for firms to discuss successfully with consumers in integrated marketing communications. Organizations are ready to expand their consumer purchase intention by integrated marketing communicated sources.

In addition, digital marketing is proficient in drawing in a wide scope of customers, granting organizations to impart to consumers adequately using online media from different foundations and to direct them the purchase intention (Lodhi & Shoaib, 2017). Integrated marketing communication is promoting likewise successfully reinforces the brand esteem by wiping out brand errors as a consumer's trade of thoughts, sentiments, and experience that lead to more prominent purchase intention. Putting resources into the digital advertising industry requires a high spending plan; however, top administration will generally contrast it with integrated marketing communications with a positive, mature, and demonstrated return on investment (ROI) history.

Integrated marketing communication gives a multi-stream stage to clients to control the purchase behavior through item testing and checking (Świeczak & Łukowski, 2016). In any case, the change of deals prompts deals is considered without appropriate promoting content to persuade consumers for planned deals to promote their products and a pattern of digital marketing (Epstein & Yuthas, 2007). Numerous consumers have trust issues, particularly uncovering individual information; for

example, when Yahoo penetrated 500 million client account information, the client relationship was buyers' lives (Whitler & Farris, 2017). Security of data and protection are essential; these have turned into a test in advanced promoting because client information is shared without consent between organizations and pop-ups. Clients ought to control their information before their data is taken advantage of by IMC (Bostanshirin, 2014). Consumer purchase intention has developed questions about digital advertising, and it is subsequently suggested that organizations construct brand trust and digital marketing as arrangements. Many organizations put resources into digital advertising as an association's present and future maintainability.

Accordingly, this significant shift in the global market has made marketers adopt advanced marketing techniques for promoting their products. Recently, the global marketplace has driven businesses to adopt advanced technological tools for improving the firms' advertising strategies. Integrated marketing communication is a structured process, enhancing the organization's marketing practices. It helps businesses develop, execute, and analyze the firm marketing programs, thus establishing a persuasive interactive network. It uses the mass media such as TV, radio, social media, and newspapers, thereby developing an effective method for communicating with the population.

Perhaps, it is the most well-known promotional tool used in advertising. Considerably, this innovative marketing communication tool (i.e., IMC) allows businesses to form a dialogue with prospective customers about the product offering. In today's world of globalization, organizations communicate with the customers to provide them with relevant product information, ultimately gaining their attention. In the

competitive environment, the survival of the companies requires the organization to transfer accurate and detailed information to the consumer for supporting the consumer purchase decision. IMC enhances the organization's marketing channels while synchronizing the companies' communication messages over different digital networks (McGrath, 2005).

Indeed, Integrated marketing communication has gained considerable growth during the past few years. In the evolution of the business market, modern communication marketing (i.e., IMC) has achieved significant importance in accelerating the impact of novel opportunities on consumer behavior. Significantly, IMC integrates the marketing elements into a firm's communication strategy for achieving information consistency and credibility (Madhavaram et al., 2005). It emphasizes the active delivery of communication messages to the targeted audience, convincing them to buy the product. IMC addresses the consumer's need for information. It aims to help marketers find potential audiences, in particular, satisfying the individual's needs by fulfilling the essence of consumer orientation. It recommends that marketers focus on changing consumer preferences, buying patterns, and behaviors, thus making the product more attractive to most consumers. Indeed, identifying an interactive communication pathway has become essential for many businesses. Hence, IMC develops an effective way of achieving the marketing goal, thus encouraging the individual to buy the product.

Consistently, the world's global markets have potentially saturated with numerous products and services. Hence, building product differentiation might be a difficult task for marketers. Perhaps, in today's world, the only way organizations can differ from their competitors is through the organizational process of communication. IMC plays a significant role in developing

and communicating a differentiation strategy to the proposed customers. During the communication process, IMC introduces new products to the customer, thus encouraging them to make a purchase decision. Primarily, the organization aims to attract customers, thereby making the consumer buy the company's product. In such a scenario, IMC fulfills the organizations' goal of designing an efficient communication message, thus positively influencing consumer purchase behavior.

Consumer purchase behavior largely depends on the firms' communication process. Perhaps, the novel communication channels have encouraged businesses to establish a strong relationship with the stakeholders (i.e., consumers). IMC provides the companies an advantage of communicating with the potential audience. This tool strengthens the association between the consumer and the firm, thus encouraging the consumer to buy the company's product.

In particular, Consumer purchase decision depends on consumers' need for information search and product recognition (Mihart, 2012). The incomplete information makes the buyer buy the wrong product. This dimension of risk decreases the likelihood of the consumer's next purchase. On the other hand, the information relevance assists the consumer in making the right purchasing choice. It guides the individuals in choosing the best product among the alternatives. Through this approach, the organization speaks to the customer. Fundamentally, it makes the individual alter their purchase decision based on the message sent to them. It makes the consumer realize the value and benefit of the goods offered to them by the company. The communication message sent to the customer can convince the individual to change their attitude towards the offering.

Considerably, integrated marketing communication has gained considerable popularity in recent years while adding value to the firms' effective marketing performance. It provides a competitive edge over the businesses by establishing a strong communication network with the consumers. It develops a profitable customer-firm relationship by increasing the product value (Mihaela, 2015). It fundamentally accelerates the companies' financial growth, thus building an enduring relationship with the consumers. Moreover, it also influences consumer buying behavior by designing an effective marketing communication strategy. Marketing communication fundamentally motivates the consumer to buy the product, thus making the IMC play an integral role in the firm's marketing process.

2.11.3 Digital Marketing (Social Media Advertisement) in a Multicultural Environment

Over the years, the novel advancement in technology has driven the world, building up various ways to connect. In the digital era of the social web, advanced technological models have dominated the world by replacing traditional communication channels with novel information systems. The consumer-centered markets have highly accepted the new approaches, thus making the degree of innovation accelerate the adoption rate (Barnes & Jacobsen, 2013). Indeed, these progressing technological developments have given birth to a modern marvel named social media.

In recent years, the new social media has become the reality of our everyday lives. The global society has made individuals adopt novel tools for exchanging messages, subsequently establishing interactive communication networks (Chatzithomas

et al., 2014). Social media drives the communication process, making people communicate across borders without being confined to time and distance. The compression of time and space has extended the scope of social media, thereby making the world crushed into a small field of marketing.

Communication forms an integral component of the intercultural process. Social media is a broad term that gathers the global population under one roof by creating a common ground for communication. Social media includes various platforms such as Facebook, Twitter, and YouTube. Social media advertising conceptualized promoting digital marketing worldwide with integrated channels (Johnston et al., 2018). For example, Facebook brings individuals of different cultures together, thus providing the customers with an interactive medium for sharing thoughts, ideas, and opinions. The unique features of social media allow the organizations to understand the multicultural norms, thereby establishing a cross-cultural marketing strategy. Accordingly, YouTube is a video-sharing platform that permits brands to market their products. It makes the global community view the content presented by the organization. It fundamentally provides the opportunity to the companies to advertise their products to a cross-culture audience.

Social media advertising rigorously develops consumer-firm engagement using a cross-modal communication system (Sawyer, 2011). However, there are times when marketers ignore the significance of digital media due to their lack of knowledge of incorporating it into marketing strategies. In particular, social media complements the firm's marketing strategies by increasing the brands' presence in the international market. The advent of social media fosters the process of digital marketing. Companies intend to integrate social media marketing into their promotional

strategies to boost brand awareness. Considerably, social media provides companies with a comprehensive network for digital marketing. Fundamentally, it broadens the field of marketing beyond making the consumers informed about the new product to increase their level of commitment.

Perhaps, the interactive nature of SM allows marketers to engage with multicultural consumers. Its instant communication feature makes the company promotes its product across the globe. The global social media advertisement employed across national borders dominates the international markets with interactive features (e.g., foreign reach and personalization) (Moriuchi, 2021). Given the statement, online social media networking is at a potential where marketers gain global reach to foreign marketers. The online media known as (eWOM) is significantly progressing in the international market while serving the global communities (Goodrich & de Mooij, 2014). In particular, the novel addition (i.e., social media) in digital marketing has increased the firms' coverage beyond the national boundaries, thus stimulating customer purchase behavior.

In particular, social media advertising motivates the consumer to make a favorable buying decision. In the multicultural environment, digital marketing ensures the brand life while making cross-cultural advertising fulfills the societal needs of the global communities. Significantly, social media advertising promotes the brands' offerings. Accordingly, SMA potentially boosts the firms' sales, thereby making the multicultural consumer create a positive picture of the product in their minds. Hence, marketers ensure that promotion messages appeal to the universal communities to achieve the business purpose. The cultural needs of the consumers are fundamentally emulated in

the advertisement, thereby arousing novel desires in individuals for buying the offered product.

Additionally, cross-cultures value the individuals' traditions, beliefs, and norms, thus making social media form a unique relationship with the host countries regardless of geographical boundaries (Sawyer, 2011). It makes the businesses stay connected to the host country while maintaining connections with the home nation. Cultural differences affect individuals' communication concerning cultural norms, behaviour, and customs. Given the statement, new social media brings various cultures together. The attractive features of SM motivate the marketers to fulfill the social needs of the consumers. Cultural diversity supports the realization that individuals follow different beliefs, norms, and values. In support, social media promotes intercultural adaptation, thereby satisfying the demand of the cross-cultural environment.

Intercultural dialogues are essential in today's world, where various cultures blend through social media marketing. The cross-cultural environment allows the organization to promote its products while joining the consumers together with social media. These marketing tools enhance a social network of global communities', thus making the companies provide their services across the border. It makes the marketers develop an interactive marketing strategy, influencing the individuals' emotions without disrespecting their intercultural values. Subsequently, social media strengthens the organizations' marketing strategy by understanding the changing needs of the different cultures.

Concluding, social media has shifted the power from the hands of the marketers to the consumers (Johnston et al., 2018). Social media reinforce individuals to stay connected in this digital environment. As technology advances, social media in the cross-

cultural environment enhances the consumers' purchase choices, providing them with a better buying experience. Furthermore, social media advertising improves the brand's market presence by offering products based on consumers' cultural values. SMA satisfies the social needs of the consumers by providing them with relevant information, thus stimulating their positive responses. Hence, marketers need to be strategic in utilizing these platforms for achieving their goals.

2.11.4. Digital Marketing and Consumer Purchase Intension

Over the years, the progressing digitalization has affected the worldwide economies, considerably increasing the importance of marketing communication tools. Traditionally, businesses did not realize the benefit of using digital technology. But now, the time has arrived where modern technological advancements have transformed individuals' lives by influencing the business mode of communication. In the business world, organizations are surrounded by technology, thus leading the firms to achieve a substantial advantage. The emerging technological changes have reduced the cross-border communication cost, making it easier for organizations to target the consumers of foreign countries.

Indeed, the literature reveals that the novel technological development in marketing provides numerous opportunities for businesses to connect with the potential populace, thus making organizations establish an effective communication system (Tehci, 2021). Given the explanation, innovative development and digitalization have given birth to a new concept known as digital marketing. Digital marketing is a new concept that encourages businesses to excel in the international market

while establishing a constructive relationship with customers. Promotional activities conducted via online channels enables the marketers to communicate with the targeted consumers irrespective of the geographical location. Digital marketing connects the product sellers with the customer. Perhaps, this communication tool allows the digital platforms to advertise the products to the potential audience.

Moreover, in this competitive world, businesses find it hard to reach the markets with the highest concentration of consumers. That is because marketers usually fail in employing digital communication methods. In such circumstances, social media has emerged as the solution to the given marketing problem. Among the new avenues, social media is the fundamental tool driving the firm's marketing activities. In particular, social media harness the brands to engage with the consumers. It allows firms to interact with the consumers, thus encouraging them to form a long-term consumer-firm relationship. Social media develops a strong bond between the customer and the firm through social media attraction.

Furthermore, social media drastically influences firms marketing practices. It assists the marketers in shaping the promotional messages according to the consumer needs and preferences. Hence, to promote the products, marketers require developing interactive marketing tools for designing promotional messages. The productive use of social media involves prospective customers purchasing products of their interest. Undoubtedly, Social Media Advertising (SMA) is an effective tool gaining popularity among strategic marketers. The usefulness of social media advertising depends on the marketers' ability to customize the product, thereby advertising the product to its potential.

Digital marketing is another strategy in the field of internet advertising by affecting customers through a wide scope of collaboration channels, like web-based media, portable applications, online journals, messages (SEOs), focused on nearer correspondence in different structures that pass on promoting to purchasers (López García et al., 2019). Sawicki (2016) depicts advanced showcasing as an investigation of the digital marketing of advances that have made a stage for connecting a huge base of consumer purchase intention. Also, digital marketing includes the advancement of labor and products through the social media platforms and business stage with continuous reaction to Internet organizations.

Consumer intentions have become imperative for improving digital advertising and online deals. Consumer purchase intention has delegated an interaction typically identified with their conduct, discernment, and mentality (Mirabi et al., 2015). Purchase Intention with the impact of value examination and quality (Mirabi et al., 2015). A consumer, by and large, has a low-financial plan item with helpless pressing and a new brand as a less dependable and high-hazard item.

Customers are impacted by digital inspiration (the site data) and inside inspiration (shopping experience) in the buy interaction (Athapaththu & Kulathunga, 2018). Although more prominent buy expectation is conceivable through a drawn-in site, online administrations, what's more, has for impacting the target and inspiration of the consumer to get to the site for item search and buy. Athapaththu & Kulathunga (2018) found different phases of procurement aim before concluding consumer of the item dependent on experience, current information, interest, inclination, enticement, and buying impact of the shopper.

Vahdati & Mousavi Nejad (2016) likewise underscored that data looking on the Internet builds the fulfillment level and delight of buying items and administrations. In any case, this consumer purchasing intention, and visits to the computerized stage, and positive proposals and surveys of the publicized item (Masoudi et al., 2015). Dehghani & Tumer (2015) stated that marking builds purchasing intention in examining advanced promotion. Since the pattern changes over the long run, consumers refer to the online item before settling on the right consumer purchase intention.

Digital advertising is the latest advertising device normally utilized for correspondence and advancement of administrations and items without constraint on schedule, area, and expenses (A. J. Kim & Ko, 2012). Wibisurya (2018) uncovered that computerized advertising emphatically affects buy goals, significantly affecting appealing substance, personalization, and customization for the purchaser. Dastane, (2020) stated who have shown a beneficial outcome of digital advertising on purchasing goals through a trade of assessments between purchasers. Chaffey & Smith (2017) have shown a connection between digital marketing and consumer purchase intention from the plan format of digital marketing. Such work doesn't buy aims using digital marketing devices.

Social media marketing has a profound effect on consumer buying behavior. The increased popularity of the social media platforms such as Facebook and Twitter open the doors for the customers, thus promoting online branding. The new virtual (i.e., social media) platforms include Facebook, Twitter, and YouTube. Social media platforms provide the consumer with basic product information, thus encouraging individuals to buy the product. Consumers use social media to acquire information about new

brands. Arguably, consumers are getting smarter nowadays in forming a purchase decision. Today's consumers are well aware of the benefit of digital media. The relevant information about the brand assists the consumers in their purchasing decision. For this, marketers are immensely studying the consumers' behavior, thus influencing their purchasing intention. The SMA potentially inspires the consumer to buy the product. However, social media tool enhances the marketing activities of the brand, thereby increasing the likelihood of the consumer purchase intention. Consistently, SMA allows businesses to rock the niche by entering the market with massive consumers. Fundamentally, it has evolved from the prime activity of sharing data to engaging with a vast consumer base. SMA is growing while providing the consumer a medium to receive information regarding the product purchase. Through the use of social media platforms, marketers attempt to capitalize on their targeted consumers, thereby boosting the presence of the advertised product. Such promotions make the consumer realize the need for the product, ultimately purchasing the product. Consumer purchase intention fundamentally predicts individuals' behavior. It forecast the individual's ability to be involved in the product purchase. Purchase intention is one of the essential inputs that need to be studied by marketers. It identifies the consumer consumption pattern, interest, and preferences regarding the firm's offering. It provides the advertisers with valuable data for evaluating the consumers' buying choices. Given the illustration, the study states that advertisers should accurately examine the consumer's purchase journey for estimating the impact of SMA on consumers' purchase decisions (Yadav & Rahman, 2017). The consumer with high purchase intentions is most likely to buy the products. Recently, consumer purchase

intention has shifted from offline purchasing to online buying (Van der Heijden et al., 2003). Given the statement, the study shows that social media websites have reduced the work of the consumers, thus facilitating their purchase behavior (Richard & Guppy, 2014).

Notably, social media advertising significantly affects consumer purchase intentions. As observed in today's marketing sphere, social media advertising enhances business marketing while influencing individuals' communication networks. The rapid technological changes have altered the firms' promotional strategies, thus establishing an unbreakable consumer-firms bond. Social media advertising is a novel marketing concept that encourages buyers to purchase the product. Hence, this innovative approach allows the buyers to stay connected with the brands through a two-way communication process (A. J. Kim & Ko, 2012).

Concluding, the development of information technologies has altered the business process. The modern invention of digital technologies has eroded conventional business practices. In particular, digital marketing is the most effective communication tool that has gained tremendous progression over the last few years. However, the advent of communication platforms has made marketers eliminate the conventional marketing approaches while designing the advertising strategy (Phillips & Noble, 2007). Social media advertising has a profound effect on individuals' buying behavior. SMA allows the marketers to deeply analyze the needs of the consumers, thus motivating them to make a favorable purchase decision. Indeed, SM increases the firms' potential in evaluating the alternatives, thereby influencing the consumer purchasing behavior.

2.11.5 Consumer Attitude in Multicultural Environment

Over the years, the changes in the cross-cultural boundaries, the dynamic configurations of consumer markets, and potential multicultural forces have drastically shaped the new pattern of consumer choices. The rapid regional integration has removed the cultural barriers, thus establishing a unified structure of emerging markets. Furthermore, the growing advancement in information technologies has decreased the universal distances fundamentally, linking the worldwide foreign markets (Douglas & Samuel Craig, 1997). Perhaps, these immense developments have exposed the consumers to a new myriad of consumer behavior, thus altering the consumer preferences beyond the national boundary. The new sovereignty has made the businesses break through the national broader, thereby tapping into global cultures of the international markets. Hence, this changing phenomenon has encouraged the national consumers to resurge with their ethnic identities, allowing the foreign market offerings to shape the consumer attitude towards the product. Indeed, such changes have made the marketers take a fresh look at the cross-cultural consumers' attitudes, thus favorably stimulating their purchase decisions. Significantly, the literature shows that the radical changes in the multicultural business environment have potentially changed the consumer taste and preferences, thus altering the consumer attitude by introducing novel products and services in the international market.

Attitude refers to the individuals' feelings and perceptions towards a specific product. Consumers' attitudes are the true reflection of their buying behavior. The attitudes are supposed to be firm, concrete, and difficult to change. For example, when consumers hold a negative attitude towards the product, they

exhibit unfavorable feelings towards it, subsequently rejecting the brands' offering. Therefore, it has become essential for marketers to assess the consumer preconception and judge their choices for inverting the negative attitudes into positive beliefs. Understanding the consumer's attitude in multicultural settings empowers marketers to better deal with the changing consumers' attitudes, potentially configuring new ways to attract the customers (Vida & Plassmann, 2015).

Potentially, in the multicultural environment, consumers are continually exposed to numerous information and advertisement influencing their attitude. Creating a positive image in consumers' minds alters their consumer attitude, thus positively guiding consumers' behavior. As a result, marketers must develop and launch effective promotional strategies, enabling consumers to perceive the information, thus forming a positive attitude towards the brand.

Nonetheless, in the cross-cultural setting, members of different ethnicity move along, bringing distinct beliefs and customs together. In such circumstances, businesses need to ensure that the multi-social cultures positively shape the consumer attitude, substantially responding to the demands of the cross-cultural marketplace. In the international market, foreign branding is only successful if it influences the consumers' attitudes and perceptions. The current market characterized by cross-cultural boundaries ensures products according to consumers' tastes. Indeed, this approach allows businesses to acquire market sustainability by stimulating favorable consumers' attitudes. Consistently, social beliefs ensure the product's acceptability. Values are the most stable beliefs driving the consumers' attitude, thus encouraging consumers to display positive behaviors. Individuals demand consistency

in their attitudes, thoughts, feelings, and behavior. As a result, consumers' attitudes drive from their behaviors'. Concerning the cross-cultural theory of consumer behavior, cultural beliefs increase the consumer association with the product, thereby recording a positive attitude towards the product features.

In particular, consumers had surrounded by diverse cultural communities. The integration of multiple cultures has made the individual value system stronger (e.g., beliefs, thoughts, perceptions). In a multicultural environment, consumers exhibit acceptable attitudes within their culture. If the product fails to meet the cultural attributes, it results in rejection by the consumers. Indeed, the brand that is not consistent with the culture fails to perform in the cross-cultural setting. In the multicultural marketplace, consumers gain confidence if the brand fulfills its cultural requirements. Hence, the organizations' success largely depends on the ethnic satisfaction of the consumers regarding the brand offerings. The consumers' negative perception towards the brand encourages the business to cater to the social needs and interests of the consumers, thereby achieving business success. If the brand fails to fulfill the consumers' social needs, it faces a backlash from the consumers' side, causing the firm to lose status in a multicultural environment.

The attitude of individuals alludes to their thoughts and feelings associated with the product features. Multiculturalism has affected the world's prime markets, thus changing consumer thoughts. In the multicultural environment, various factors influence the consumer attitude. Product familiarity in the cultural context is a strong driver of the consumers' purchasing process (Nacef et al., 2019). Product familiarity supported by cultural values makes the consumers associate positive thoughts with the brand, thus recording positive customer attitudes. Accordingly,

culture labeling on the product packaging manifests individual positive inclination towards the product characteristics (Li & Dando, 2019). The culturally acceptable labels increase the chances of product acceptability, thereby influencing consumer choices. Likewise, multicultural advertisement demands the foreign language mentioned on the product. The cultural language increases the effectiveness of the brand message, thus enhancing the consumers' perception regarding product features (Salciuviene et al., 2010). Hence, in cross-culturalism, all these elements stimulate the buyers' choices by exhibiting a positive attitude.

The diverse influence of multiculturalism makes the consumer interact with the product differently. Culture plays an integral role in influencing the consumers' beliefs towards the products. It modulates the customers' buying actions by sensing their tastes and preferences. Consumer cultural background plays a predominant role in forming the consumer attitude. Therefore, for guiding the consumers' positive beliefs, a deep understanding is required concerning the diverse effect of multiculturalism on consumer purchase behavior.

Typically, researchers view cultures from the nation's perspective. This ignorance of subcultures ignores the consumer social values and preferences, ultimately resulting in market failure. However, marketers include distinct cultural groups in multiculturalism while designing marketing strategies. Perhaps, this topic has gained immense importance in multicultural research in marketing management and social sciences (e.g., consumer behavior).

2.11.6. Consumer Attitude and Consumer Purchase Intension

Over the past few decades, various studies have examined the effect of consumers' attitudes influencing consumer buying behavior. Research has indicated that several factors play a crucial role in influencing consumers' attitudes and buying behavior. Out of all, product information, income, and consumer perception are the most significant factors developing a consumer's attitude (van Dick, 2001). According to the definition, attitude is a predisposition that makes the individuals respond in a specific way (i.e., favorable and unfavorable). Consumer attitude explains the way how consumers act towards the situation. It illustrates consumer belief and knowledge guiding the purchase behavior.

In particular, consumer attitude is a prime determinant of purchasing intention (Phau & Teah, 2009). Generally, consumers' positive attitude towards the brand encourages the individual to buy the product. On the contrary, the consumers' negative perception makes the individual reject the product. Indeed, developing a positive attitude towards the brand increases the likelihood of product acceptance in the market. Attitude depicts the consumer taste, beliefs, and preferences, thus influencing the consumer buying decision. In today's world, consumers tend to engage in activities that require them to purchase the product. Individuals hold different attitudes regarding their preferences, family, brands, and products. These attitudes have unique characteristics that influence individual decision-making. Research shows that some attitudes' are inherited, and some have learned through experiences (Olson et al., 2001).

Advertising has shown a great profit in consumer attitude and purchase intention, which is significant for enabling an

effective advertising activity (Hogg et al., 2006). Demeanor and buy goals display an equal relationship in buyer studies (Tarkiainen & Sundqvist, 2005). The purchase intention of the purchaser is the consequence of advertising activities and promoting exercises identified with a brand. The aim implies purchase intention perform exchanges and should be possible through correspondence with others and consumer's attitude.

The purchase goal can be characterized as a foreordained program for a conclusive buy or get future. It is also considered an element for foreseeing customer buy conduct (Kakkos et al., 2015). As indicated by (Fleck et al., 2012), it is important to perceive the elements influencing the buy goal of buyers in every industry. As consumer attitude incorporates each contact point where clients associate with a business, item, or administration, assuming their behavior concerning the items and administrations is positive, it will prompt more purchases, and customer attitude since a definitive objective of the customer is to have purchase intention.

Making various encounters for consumer attitude in organizations that contend with one another (Ha & Janda, 2012). Various studies have shown that consumer attitude affects purchase intention, aiming to fulfill customer demands (Gurel-Atay et al., 2010). According to an organization perspective, consumer attitudes are an assorted scope of upgrades used to incentivize buyers (Lee & Thorson, 2008). Lee & Thorson (2008) indicated that adding tangible boosts in advertising, for example, further develops advertising experience that influences consumer purchase intention. The technique for consolidating and applying boosts is significant in making positive encounters for consumers (Choi & Rifon, 2012). According to Chen (2007), ideal disposition towards a particular item is a predominant

indicator that can prompt consumer purchase intention. Also, a positive mentality towards items supported by consumer purchase intention will affect the higher possibility of procurement expectation.

Perhaps, in consumer behavior, attitude is the most significant concept of marketing encouraging positive purchase behavior. Attitude in marketing helps the consumer to evaluate the product. In marketing, consumers often change their attitude providing the competitors an advantage over the firm. Therefore, marketers need to take necessary actions for fulfilling the consumers' demands. Satisfying the consumers' needs makes marketers influence attitude, which affects their buying decisions. Attitudes used by marketers help them in determining consumer behavior. Understanding the consumer attitude starts with understanding consumer changing preferences, needs, and interests, affecting purchase choices. Marketers seek to understand the consumers' attitudes, thus persuading consumers to buy their product. Attitudes are a crucial factor, predicting consumer purchase choices. If an individual owns a positive attitude towards the brand, he tends to buy the product. Therefore, attitudes are the critical factor driving consumer behavior. Consequently, it has become essential for marketers to determine consumer attitudes, thus increasing the likelihood of product purchase.

2.11.7 E-Word of Mouth and Consumer Purchase Intension

With the rise in information technology, the continuous development of worldwide e-commerce has contributed to the emergence of novel social media tools. The social media platforms generate meaningful content to guide the customer's

purchase decision. Over the years, electronic word-of-mouth (e-WOM), plays a significant role in assisting the consumers' purchase intention (Yusuf & Busalim, 2018). Information shared over the various social media website is according to individuals' personal experiences, reviews, opinions, and recommendations. In particular, the e-commerce platforms (e.g., Facebook, Instagram, Twitter) allow individuals to share their experiences (i.e., positive and negative) with a massive audience, thus motivating them to buy the product.

With the constant use of social media and the consistent advancement of Internet innovation, the corresponding improvement of online business has added to this rise in advancing e word of mouth. This kind of purchase intention utilizes customer perspective and their behavior for produced content as it helps in creating (Q. Zhu, 2014). E-word-of-mouth (eWOM) has turned into a significant piece of social business. The previous literature about e- comprises the expressed individual encounters, assessments, conversations, and clients' proposals, as this identity with data about items, administrations, venture brands, etc. Online purchasers address all through social media platforms (Ansary & Hashim, 2018). The utilization of eWOM for advertising has turned into a significant measure utilized by organizations to attract consumer needs and understand their purchase behavior. It has found from previous studies and their literature that E word of mouth has significant impact on consumer purchase intention.

The nature of data imparted by eWOM is conflicting, and because of issues of data quality, bogus data, and internet "purchasing behavior" are normal. It might initiate consumer purchase behavior to settle positive buying intentions—which affects their decision to buy a certain product. A more constructed

issue is that many of these retailers have less use of online platforms to promote their products and brands. In addition to other things, they control text on item buy insight, sort out largescale “network,” and generate the consumer attitude and manage how different brands are fulfilling their product need through online platforms (Park & Kim, 2008).

Social media-based business can: increase the benefits of Internet purchasing and by connecting more buyers, large information, digital areas, and competitors; speeding up the three-dimensional spread of data; decreasing the issue of e word of mouth, and more, for the most part, improve purchasers’ online shopping intentions, and it changes their attitude towards online purchasing and direct purchasing (Pavlou & Fygenson, 2006).

Electronic word-of-mouth (e-WOM) alludes to statement both the positive and negative made by the potential customers. e-WOM is a tool fundamentally used by both the consumers and the sellers. The online e-commerce website provides consumers an opportunity to communicate with other users. Today, customers are well aware of the benefit of e-commerce platforms. The innovative digital channel increases the tendency of the individuals to share their sentiments regarding the product purchase with each other. The information content shared on the digital portal usually revolves around the brand. Electronic word-of-mouth empowers individuals to exchange their experiences and reviews about the brand. Given the illustration, the research shows that online product reviews are 12 times more trustable than the psychological advertisement designed by the seller (Bhat, 2020). Perhaps, online communication among the buyers brings numerous benefits for the shoppers, thus influencing their purchase behavior. Given the statement, the research indicates

that 61% population refers to e-WOM before buying the product, with 80% of the consumers being willing to make a purchase decision after reading the customer reviews online.

Accordingly, the evolution of digital technology has tremendously transformed the social domain where consumers intend to generate and share information with other users. Before buying the product, the consumer reaches for information posed by the potential users on different social media sites. This information research helps them to make a sensible purchase decision. Consumers seek information by reading the online reviews of other customers. In particular, the message reflects the subjective feeling of the individuals. The content shared on the social media platform largely depends on consumers' satisfaction. Satisfied consumers share positive comments, while dissatisfied customers tend to ruin company's marketing process with their negative comments. In such a situation, the quality of the message influences the individual's buying behavior. Due to the information asymmetries, consumers face immense risk, subsequently decreasing the consumers' confidence in the product. Trust plays a significant role in consumer buying behavior. If the quality of the information is inconsistent and false, it affects consumer purchases. Low-quality information weakens the consumer purchase decision, thus leading to consumer mistrust (Zhao et al., 2020). Indeed, the content variant motivates the individual to form a favorable purchase decision.

Significantly, word of mouth differs from person to person. The e-WOM information guides the individuals to buy the product, thereby recording a positive effect on the company's reputation. The information relevance and objectivity show the usefulness of the data. The high-quality data strengthen the

brand sales, thus encouraging individuals to buy the product. Indeed, in recent years, e-WOM in marketing promotion has improved the company's profit, thus increasing the firms' sales. In particular, organizations have found new ways to engage with customers.

Along with influencing the consumer attitude, e-WOM develops a positive brand image. Concluding, with the emergence of new technological tools, the concept of e-WOM has gained considerable popularity these days. Social media is a vital tool for driving consumer behavior. Today, customers mostly rely on their communication networks, such as friends and family. Hence, the information available on the social media networking site leaves a strong impression on the consumers' minds, making them opt for the product regardless of their need.

2.12. Purchase Intension in Multicultural Environment

With the passing days, globalization has driven nations to move beyond the national boundaries in terms of trade (Raju, 2017). The potential advancement in information technology has made businesses stand out in the international markets, thus increasing the demand for foreign products in cross-cultural settings. The novel internalization has enhanced the flow of goods, thereby bombarding the customers with foreign products.

However, with the increasing internationalization, the world has become smaller. Global connectivity has made the marketplace grow in terms of cultural diversity. The increased cultural diversity has changed the cultural landscape of the emerging economies. The markets have become culturally diverse in which individuals of different cultural regions interact with the companies, thereby consuming the product of their

choice. This multicultural reality provides the organizations an open opportunity to attract customers, thus encouraging them to buy their products.

In particular, the structural changes brought by rapid internationalization have fundamentally altered the consumer lifestyle while emulating their cultural values in their consumption pattern. Today, the markets have become fluent where foreign products are boom. The flow of foreign products in the international markets increases the adaption rate of the product. Hence, the companies need to respect the cultural values of the cross-cultural consumers by offering them goods that honor their rituals, traditions, and customs. In the cross-cultural environment, the consumer prefers to buy products according to their social interest. The brands' prioritizing of consumer needs influence the consumer decision-making process. However, the significant role of the culture in the lives of the consumers has made various multinational companies adopt cultural promotional strategies while offering multiple ranges of products in different countries (Masvoic, 2018).

Culture defining individuals' beliefs, values, and traditions significantly influence consumer lifestyle. People of different regions follow different cultural traits. The individual national culture guides the consumers to form favorable purchase decisions. The cultural characteristic intends to assist the consumer in choosing between the alternatives, thereby making the firm gain sustainability in the international market.

Consumer brand recognition also plays an integral role in fostering individuals' consumption patterns. Cultural values guide consumers' attitudes, thus enhancing their consumption behavior of international products. The customer-oriented action makes the firms gain consumer trust by fulfilling the consumer

social needs. Trust in the brand influence the individual purchase intention. Consumer cultures fundamentally vary from region to region. Indeed, understanding the role of culture in consumer buying decisions provides an advantage to marketers, which is crucial for the firms' success.

Consumer purchasing intention depends on numerous factors, out of which culture is the significant driver of consumer buying behavior. The consumer follows the social values passed to them from their elders, family, or membership group (Arnould & Thompson, 2005). All buyers search for the products that depict their society. Buyers at the earlier stage learn the behaviors that guide their purchasing choices in the future. In a multicultural environment, individuals know which product to buy. Despite following a rigorous search process, the consumer intends to value the products that donors their cultural values, ethics, and beliefs.

Fundamentally, culture affects the way consumer behaves. Culture shapes consumer choices by encouraging them to buy product that suits their social values (J. Kim et al., 2002). It is a known fact that marketers cannot control consumer buying behavior. Indeed, the marketers can attract the consumer towards the brand. Considerably, consumer choices depend on their culture and beliefs. Given the statement, in a multicultural environment, cultural prohibitions against the product's features increase the likelihood of product rejection.

The globalized world is blooming with each passing day while drastically recording a change in consumer choices. Literature shows that companies find it easier to create the same product for all the regions. However, the difference in consumer choices remains there due to the changes in the cultural background. In particular, the strategy that one fits all

cannot work in the foreign market. As a result, it is vital for marketers to understand the differences, especially while selling in the international market. Understanding these differences is beneficial for the firms to strengthen their profits through their product offerings. Fundamentally, in today's market of fierce competition, marketers are trying hard enough to adjust to the customers' social needs, thereby fostering the product acceptance rate. Hence, the bottom line is to study the different cultures of the foreign markets to gain business success (Hou et al., 2021). Indeed, this practice opens the gateway for the companies to achieve market sustainability, thereby producing maximum market share.

In conclusion, globalization encourages the introduction of foreign products in the market. Foreign brands are considered the symbol of prestige for many individuals. Culture largely influences individual purchase intention. Consistency, in recent years, the global market coverage has made the companies identify the cultural difference, thus modifying the products that suit the consumers' choice (Masvoic, 2018). In particular, buyers are the company's prime asset driving the firms' sales. Buyers play an integral role in gauging the firms' success in the international market (Yakup et al., 2011). Perhaps, it is essential to understand and look after the consumers' preferences while forming the firms' marketing strategy, thus gaining business success.

Culture is the powerful force driving the consumers' decision-making process (Nayeem, 2012). Consumers generally buy products that reflect their cultural values. Culture and consumption form a strong relationship in this modern world. This unprecedented relationship has led the world's economy to change consumer social needs. Indeed, the innovative social

concept of multiculturalism has provided the organizations a global coverage of the entire world's market, thus shaping the consumers purchasing behaviors.

H1: Integrated marketing communications positively and significantly impact purchase intention.

H2: Digital marketing (social media marketing) positively and significantly impact purchase intention.

H3: Integrated marketing communications positively and significantly impact consumer attitude.

H4: Digital marketing (social media marketing) has a positive and significant impact on e word of mouth.

H5: Integrated marketing communications positively and significantly impact e-word of mouth.

H6: Digital marketing (social media marketing) positively and significantly impacts consumer attitude.

H7: Consumer attitude has a positive and significant impact on purchase intention

H8: E-word of mouth positively and significantly impacts purchase intention.

H7a: Consumer attitude mediates the relationship between Integrated marketing communications and purchase intention.

H7b: Consumer attitude mediates the relationship between Digital marketing (social media marketing) and purchase intention.

H8a: E-word of mouth mediates the relationship between Digital marketing (social media marketing) and purchase intention.

H8b: E-word of mouth mediates the relationship between Integrated marketing communications and purchase intention.

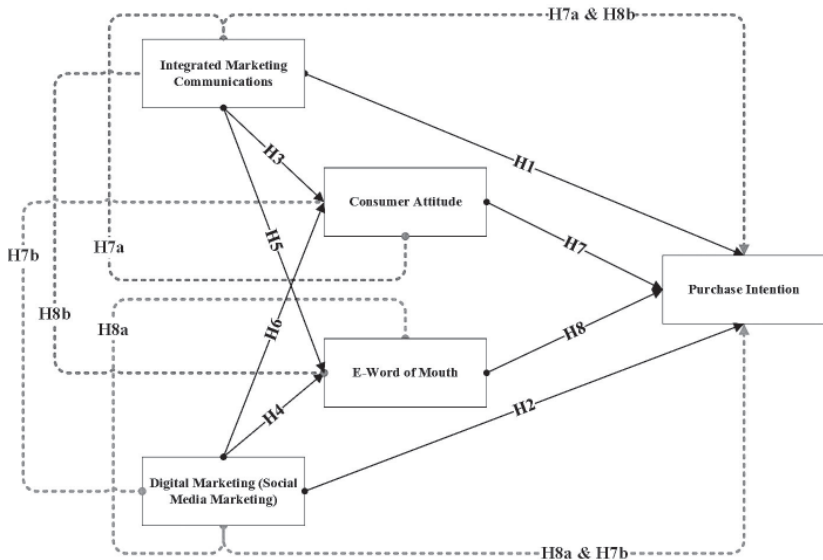


Figure 1: Conceptual Framework

3. Research Methodology

This chapter of research methodology discusses the methods used to investigate the criteria of empirical study and how the hypothesis is being developed through the literature review. This section includes the detail of research approaches, statistical approaches, Sample size, Population, Data collection method, Instruments, and questionnaire.

3.1. Saunders Research Onion

Saunders Research Onion demonstrates the steps involved in research production and produced by Saunders (2007). In other words, the onion layers define the steps of a research process in more depth. This gives an efficient way to build a technique for research methodology. It can be used in many ways due to its adaptability to almost any form of research methodology (Bryman, 2016). When using a study onion, one must go from the exterior to the inner layer. Each layer of the onion defines a more comprehensive work process from the outside. According to the Saunders research process, an onion layer by layer is unwrapped in the first instance to see the exterior layer. To achieve the right steps, work must be undertaken, covering one stage before proceeding.

The Saunders research onion stages include:

- Research Philosophy
- Research Approach
- Research Strategies
- Research Choice
- Research Time Horizon
- Techniques and Procedures

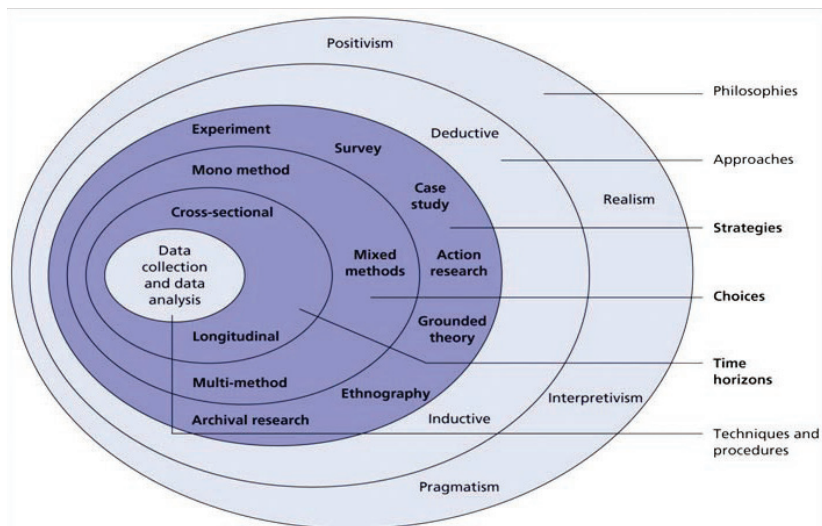


Figure 2: Research Onion

3.2. Research Philosophy

Research philosophies discuss knowledge's nature, source, and development (Bajpai, 2011). One's study theory contains essential premises about how you perceive the world. The philosophy of pragmatism argues that the whole picture can never be presented from one point of view. Pragmatists assumed that truth might be numerous, not single. These researchers use various tools and methods for data collection tools and analysis.

Where there is a rich understanding of a new phenomenon that has allowed subjective interpretations to be drawn rather than generalizations based on the law, the researchers have a theory of interpretivism. This philosophy is related to natural

environment science. The researchers mixed the phenomenon, and their findings were observations. Unlike the physical world, as this method is always evolving, it is assumed to be bound by meaning.

Unlike pragmatism and Interpretivism philosophy, the current research follows positivism methodology as researchers usually use positivism theory to identify cause and effect relationships. In positivism studies, the researcher's task is confirmed to the collection of data and the objective analysis. Throughout science, the researchers remain neutral. It includes comprehensive quantitative data and experimental hypothesis testing (Sahay, 2016). The current research is closely consistent with the philosophy of positivism as the researcher retains minimal interaction with study subjects when conducting research. The study is autonomous, the participants react, and the findings are purely objective.

3.3. Research Approach

The deductive approach draws on an existing theory and formulates the theoretical technique for evaluating it (Silverman, 2013). The deductive approach is especially appropriate for the positivist approach, which allows the formulation of hypotheses and the statistical evaluation of expected results to an acceptable probability level. Zalaghi & Khazaei (2016) recommended a set of theories formulated using a suitable framework to apply this to current research.

The inductive method allows you to create a theory instead of a current one. This clearly illustrates the difference between the two approaches. The inductive approach moves from the specific approach to the general one (Bryman, 2016). In the first

place, the data collection is driven by this approach, and, thus, after collection, the research focus can be defined.

3.4. Time Horizons

A layer in the research onion represents time horizons over which a researcher performs his task. Unlike the longitudinal research method, where a question or issue requires data to be collected for a longer period (Sahay, 2016), the cross-sectional route is followed in our research context to answer a question and resolve issues because of its specific time frame.

3.5. Research Design

The deductive approach was used to test the theory using quantitative data in this research. In the first place, the data collection is driven by this approach, and, thus, after collection, the research focus can be defined. This study is explanatory research in nature, which helps explain the particular detail appropriately. There are two methods to analyze the data: quantitative and qualitative (Ccelo, Braakmann, & Benetka, 2008). The quantitative method has been adopted to determine the relationship between integrated marketing communication (online advertising, online sales promotion, online relationship marketing), social media marketing, consumer attitude, e-word of mouth and purchase intention. The survey has collected data from the customers of three different countries (Pakistan, China and Azerbaijan), which is conducted in a short period that indicates the cross-sectional nature of the survey. This type of data collection helps save time and minimize the loss of participants, which plays a crucial part in the research (Saunders, M., Lewis, P., & Thornhill, 2012). A cross-sectional study is used to collect

the data from multicultural customers. Primary data is collected from the cusotmers through a questionnaire to get the required information. It is a useful and convenient method to collect data; the selected audience feels free to reply to sensitive and personal questions.

3.6. Data Quality Control

All the dependent and independent variables were extensively studied before the initiation of data collection. Before collecting data, the scale used to determine the association between DV, IV, and mediators was clearly understood. A pilot study was done on 40 randomly selected participants to assure the participants' responsiveness and other options than that given in the questionnaire. Each participant's consent letter was given to clearly understand the study's purpose. Questionnaires were delivered to the targeted respondents of this study survey. Respondents were briefly explained face to face against the purpose of this survey and the concept of all items presented in a survey tool to respond. Each questionnaire was examined for its consistency and completeness at the end of data collection by the principal investigator again. The investigator filled unfilled and left questions by making understanding of the participant about that question after describing the question.

3.7. Data Analysis

For statistical inference, 22 version of SPSS was utilized to enter the responses collected from the customers. Demographic factors, including age, gender, education, country and profession, were determined by the mean of descriptive statistics that helps to find the values of percentages, Frequency Distribution, mean and

standard deviation. ANOVA was used to explore the association between dependent variables and independent variables either it affects the difference of mean values. A reliability test is applied to know whether the Likert scale which is used for the survey is reliable or not. Reliability, also known as internal consistency, commonly measures Cronbach's alpha value. A validity test is used to express the degree of measurements to measure which was claimed to measure. To determine the variance of change, regression analysis was used. Correlation in Spss was practiced to show the association of variables.

4. Results

4.1. Demographics of Respondents

The following table 1 provides the complete detail of the demographic characteristics of respondents who participate in this study.

Table 1: Demographic characteristics

Items	Frequency (N=442)	(%)
Male	243	55
Female	199	45
<i>Country</i>		
Pakistan	102	23.1
China	249	56.3
Azerbaijan	91	20.6
<i>Age</i>		
19-30	82	18.6
31-40	127	28.7
41-50	151	34.2

51-60	82	18.6
<i>Education</i>		
High school	67	15.2
Bachelors	159	36
Masters	134	30.3
Others	82	18.6
<i>Material Status</i>		
Single	228	51.6
Married	214	48.4
<i>Profession</i>		
Student	82	18.6
Employee (Private sector)	107	24.2
Employee (Public sector)	55	12.4
Others	65	14.7

The demographic analysis shows the frequencies of each respondent. As in gender analysis, male respondents are 243 (55%), and 199 are females (45%). In-country analysis, the respondents are from Pakistan are 102 (23.1%), from china they are 249(56.3%), and from Azerbaijan, the respondents are 91(20.6%). The respondent's age between 19-30 years is 82(18.6%), 31-40 years the respondents are 127(28.7%), the respondents among the age of between 41-50 years are 151(34.2%), and among 51-60 years they are 82(18.6%). In the education sector, the respondents who are in high school are 67(15.2%) and who have bachelors are 159(36%), who has done masters are 134(30.3%) and who has other degrees are 82(18.6%). The marital status of single respondents is 228(51.6%), and those who are married are 214(48.4%). The profession of respondents is who are students are 82(18.6%) and who are employed in private

sectors are 107(24.2%) and who worked in the public sector are 55(12.4%) and who own their own business are 133(30.1%) and who has other professions are 65(14.7%).

4.2. Common Method Bias

This research also applied the common method bias using Harman's single-factor approach. The variance extracted by one single factor is 31.476%, less than 50%, indicating no common method bias in this study (Podsakoff et al., 2003).

4.2.1. Assessment of Measurement Model

Table 2: Reliability & Validity Analysis (First order)

Construct	Items	Loading	α	CR	AVE
Online Adversiting	OA_1	0.793	0.897	0.897	0.637
	OA_2	0.769			
	OA_3	0.827			
	OA_4	0.837			
	OA_5	0.76			
Online Sales Promotion	OSP_1	0.764	0.891	0.891	0.620
	OSP_2	0.813			
	OSP_3	0.777			
	OSP_4	0.779			
	OSP_5	0.803			
Online Relationship Marketing	ORM_1	0.847	0.897	0.897	0.635

	ORM_2	0.817			
	ORM_3	0.780			
	ORM_4	0.774			
	ORM_5	0.764			
Social Media Marketing	SMM_1	0.789	0.807	0.806	0.511
	SMM_2	0.712			
	SMM_3	0.663			
	SMM_4	0.688			
Consumer Attitude	CA_1	0.725	0.756	0.756	0.509
	CA_2	0.693			
	CA_3	0.722			
E Word of Mouth	WOM_1	0.761	0.895	0.894	0.514
	WOM_2	0.738			
	WOM_3	0.767			
	WOM_4	0.643			
	WOM_5	0.739			
	WOM_6	0.644			
	WOM_7	0.701			
	WOM_8	0.732			
Purchase Intention	PI_1	0.77	0.862	0.861	0.509
	PI_2	0.738			
	PI_3	0.659			
	PI_4	0.682			
	PI_5	0.725			
	PI_6	0.701			

The reliability and validity analysis shows the consistency of the data, and it shows that the data is reliable and can be used for the study (See Table 2). Online advertising has a Cronbach alpha value of 0.897, above the thresholds. The CR value is 0.897, and the AVE value is 0.637, which shows that these values are greater than 0.5 and reliable for the study. Online sales promotion has a Cronbach alpha value of 0.891, above the thresholds. The CR value is 0.891, and the AVE value is 0.63=20 which shows that these values are greater than 0.5 and reliable for the study. Online relationship marketing has a Cronbach alpha value of 0.897, above than thresholds. The CR value is 0.897, and the AVE value is 0.635, which shows that these values are greater than 0.5 and reliable for the study. Social media marketing has a Cronbach alpha value of 0.807, which is above than thresholds, and the CR value is 0.806, and the AVE value is 0.511, which shows that these values are greater than 0.5 and reliable for the study. Social media marketing has a Cronbach alpha value of 0.756, above 0.6, and above thresholds; the CR is 0.756, and the AVE value is 0.509, which shows significance for the study. The E Word of Mouth has a Cronbach alpha value of 0.895 above 0.6, and it is above than thresholds; the CR is 0.894, and the AVE value is 0.514, which shows significance for the study. The purchase intention has a Cronbach alpha value of 0.862, above 0.6, and above thresholds; the CR is 0.861, and the AVE value is 0.509, which shows significance for the study.

Table 3: Discriminant Validity Analysis
(Fornel Larcker, Zero order)

Constructs	1	2	3	4	5	6	7
1.Consumer attitude	0.713						
2.Online Advertising	0.369	0.798					
3.Online Relationship Marketing	0.415	0.496	0.797				
4.Online Sales Promotion	0.365	0.510	0.507	0.787			
5.Purchase Intention	0.594	0.401	0.397	0.379	0.713		
6.Social media marketing	0.588	0.403	0.427	0.373	0.565	0.715	
7.E Word of Mouth	0.522	0.385	0.406	0.400	0.586	0.548	0.717

Note: Values on the diagonal (*italicized*) represent the square root of the average variance extracted, while the *off* diagonals are correlations.

The relationship between consumer attitude and online advertising is 0.369, which shows a significant positive relationship (Table 3). The relationship between consumer attitude and online relationship marketing is 0.415, which shows a significant positive relationship. The relationship between consumer attitude and online sales promotion is 0.365, which shows a significant positive relationship. The relationship between consumer attitude and purchase intention is 0.594, which shows a significant positive relationship. The relationship

between consumer attitude and social media marketing is 0.588, which shows a significant strong positive relationship. The relationship between consumer attitude and E word mouth is 0.522, which shows a significant strong positive relationship.

Table 3.1:Discriminant Validity Analysis (Cross-Loadings, First order)

Consturct's Items	CA	OA	ORM	OSP	PI	SMM	WOM
CA_1	0.725	0.246	0.315	0.302	0.423	0.428	0.358
CA_2	0.693	0.262	0.254	0.295	0.416	0.398	0.391
CA_3	0.722	0.282	0.316	0.186	0.433	0.432	0.368
OA_1	0.301	0.793	0.409	0.371	0.353	0.313	0.305
OA_2	0.278	0.769	0.342	0.410	0.303	0.297	0.327
OA_3	0.294	0.827	0.405	0.435	0.326	0.304	0.309
OA_4	0.316	0.837	0.447	0.440	0.311	0.341	0.306
OA_5	0.281	0.760	0.372	0.376	0.310	0.355	0.292
ORM_1	0.332	0.445	0.847	0.438	0.370	0.417	0.392
ORM_2	0.355	0.385	0.817	0.457	0.243	0.299	0.316
ORM_3	0.324	0.349	0.780	0.417	0.339	0.327	0.332
ORM_4	0.327	0.414	0.774	0.343	0.312	0.347	0.300
ORM_5	0.313	0.380	0.764	0.359	0.316	0.308	0.270
OSP_1	0.291	0.382	0.383	0.764	0.346	0.321	0.316
OSP_2	0.311	0.422	0.413	0.813	0.321	0.299	0.356
OSP_3	0.270	0.401	0.377	0.777	0.269	0.309	0.302

OSP_4	0.263	0.392	0.395	0.779	0.278	0.290	0.304
OSP_5	0.303	0.411	0.425	0.803	0.279	0.250	0.299
PI_1	0.434	0.322	0.314	0.342	0.770	0.411	0.467
PI_2	0.431	0.330	0.331	0.287	0.738	0.415	0.420
PI_3	0.386	0.261	0.226	0.196	0.659	0.375	0.409
PI_4	0.443	0.277	0.243	0.178	0.682	0.413	0.377
PI_5	0.413	0.320	0.289	0.317	0.725	0.419	0.415
PI_6	0.436	0.201	0.286	0.287	0.701	0.384	0.415
SMM_1	0.466	0.303	0.301	0.265	0.444	0.789	0.432
SMM_2	0.454	0.283	0.327	0.290	0.373	0.712	0.388
SMM_3	0.346	0.303	0.314	0.219	0.403	0.663	0.375
SMM_4	0.409	0.265	0.281	0.291	0.393	0.688	0.369
WOM_1	0.359	0.285	0.296	0.265	0.448	0.437	0.761
WOM_2	0.415	0.312	0.301	0.321	0.429	0.389	0.738
WOM_3	0.398	0.282	0.294	0.304	0.446	0.439	0.767
WOM_4	0.327	0.221	0.244	0.304	0.387	0.336	0.643
WOM_5	0.391	0.305	0.296	0.268	0.444	0.392	0.739
WOM_6	0.334	0.238	0.304	0.267	0.373	0.343	0.644
WOM_7	0.404	0.264	0.299	0.322	0.389	0.399	0.701
WOM_8	0.360	0.294	0.293	0.252	0.438	0.400	0.732

The cross-loadings on zero-order shows Cronbach alpha values, and they should be greater than 0.6. As consumer attitude has three items, CA_1, CA_2, CA_3, their Cronbach alpha is greater than 0.6, above the thresholds. As online advertising

has five items, OA_1, OA_2, OA_3, OA_4, OA_5 in the study, their Cronbach alpha is greater than 0.6 which is above the thresholds. The online relationship marketing has five items, ORM_1, ORM_2, ORM_3, ORM_4, ORM_5 in the study and their Cronbach alpha is greater than 0.6, which is above than thresholds. Online sales promotion has five items, OSP_1, OSP_2, OSP_3, OSP_4, OSP_5 in the study and their Cronbach alpha is greater than 0.6, which is above than thresholds. The online relationship marketing has five items, ORM_1, ORM_2, ORM_3, ORM_4, ORM_5 in the study and their Cronbach alpha is greater than 0.6, which is above than thresholds. Purchase Intention has six items, PI_1, PI_2, PI_3, PI_4, PI_5, PI_6 in the study and their Cronbach alpha is greater than 0.6, which is above than thresholds. The second last variable, social media marketing, has four items, SMM_1, SMM_2, SMM_3, SMM_4 in the study, and their Cronbach alpha is greater than 0.6, which is above than thresholds. The E word of mouth has eight items, WOM_1, WOM_2, WOM_3, WOM_4, WOM_5, WOM_6, WOM_7, WOM_8 in the study and their Cronbach alpha is greater than 0.6, which is above than thresholds.

Table 3.2: Discriminant Validity Analysis
(HTMT, First order)

Constructs	1	2	3	4	5	6	7
1. Consumer attitude							
2. Online Advertising	0.369						

3. Online Relationship Marketing	0.414	0.495					
4. Online Sales Promotion	0.366	0.509	0.505				
5. Purchase Intention	0.594	0.400	0.395	0.376			
6. Social media marketing	0.585	0.404	0.427	0.373	0.564		
7. E Word of Mouth	0.521	0.384	0.404	0.401	0.583	0.544	

The HTMT shows the correlation values and the relationship between variables. The relationship between consumer attitude and online advertising is 0.369, which shows a significant positive relationship. The relationship between consumer attitude and online relationship marketing is 0.414, which shows a significant positive relationship. The relationship between consumer attitude and online sales promotion is 0.366, which shows a significant positive relationship. The relationship between consumer attitude and purchase intention is 0.594, which shows a significant positive relationship. The relationship between consumer attitude and social media marketing is 0.585, which shows a significant strong positive relationship. The relationship between consumer attitude and E-word mouth is 0.521, which shows a significant strong positive relationship.

Table 3.3: Variance influence factor (First Order)

Constructs	CA	OD	ORM	OSP	PI	SMM	WOM
CA					1.736		
OD							
ORM							
OSP							
PI							
SMM		1.333			1.831		1.333
WOM					1.667		

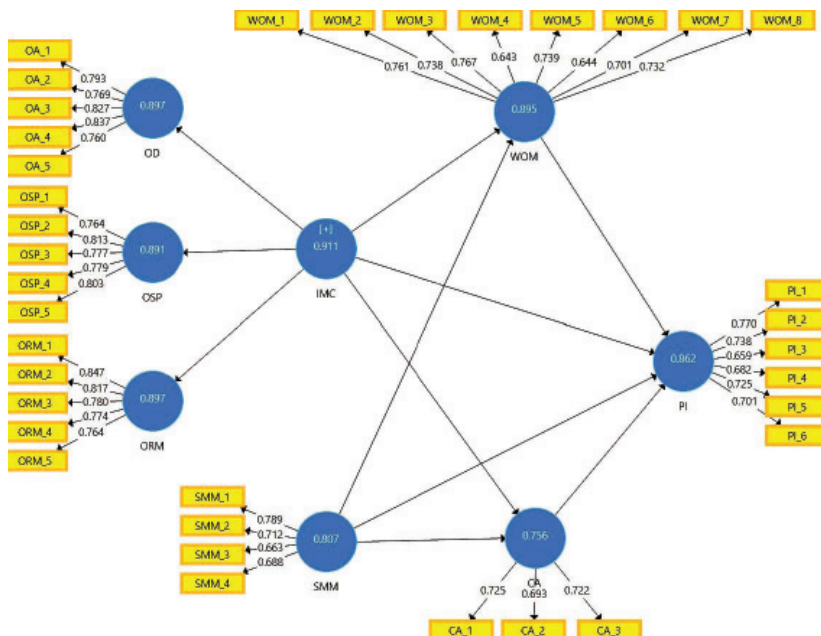
**Figure 1:** Graphical Representation of Assessment of Measurement Model (First Order)

Table 4: Reliability & Validity Analysis
(Second Order order)

Construct	Items	Loading	α	CR	AVE
Integrated Marketing Communications	Online Advertising	0.880	0.753	0.712	0.777
	Online Sales Promotion	0.883			
	Online Relationship Marketing	0.881			

Table 4 shows the Reliability & Validity Analysis (Second Order order). Online advertising has factor loading of 0.880, online sales promotion has a factor loading of 0.883, online relationship marketing has factor loading of 0.881, and their Cronbach alpha value is 0.880, which is above than thresholds. CR value is 0.712; AVE value is 0.777, which is significant for the study.

Table 5: Discriminant Validity Analysis
(Fornel Larcker, Second Order order)

Constructs	1	2	3	4	5
1. Consumer attitude	0.713				
2. Integrated marketing communication	0.54	0.672			
3. Purchase intention	0.594	0.552	0.713		
4. Social media marketing	0.588	0.565	0.565	0.715	
5. E word of mouth	0.522	0.559	0.586	0.548	0.717

Note: Values on the diagonal (*italicized*) represent the square root of the average variance extracted, while the off diagonals are correlations

The discriminant validity between consumer attitude and online relationship marketing is 0.54, which shows a significant positive relationship. The discriminant validity between consumer attitude and purchase intention is 0.594, which shows a significant positive relationship. The relationship between consumer attitude and social media marketing is 0.588, which shows a significant positive relationship. The relationship between consumer attitude and E word mouth is 0.522, which shows a significant strong positive relationship. The relationship between integrated marketing communication and purchase intention is 0.522, which shows a significant strong positive relationship. The relationship between integrated marketing communication and social media marketing is 0.565, which shows a significant strong positive relationship. The relationship between integrated marketing communication and E -word of mouth is 0.559, which shows a significant strong positive relationship between them.

The relationship between purchase intention and social media marketing is 0.565, which shows a significant, strong, positive relationship. The relationship between purchase intention and E word of mouth is 0.565, which shows a significant strong positive relationship. The relationship between social media marketing and E-word of mouth is 0.548, which shows a significant strong positive relationship between them.

Table 6.1: Discriminant Validity Analysis in second order (Cross-Loadings, Second Order order)

Consturct's Items	CA	IMC	PI	SMM	WOM
CA_1	0.725	0.405	0.423	0.428	0.358
CA_2	0.693	0.380	0.416	0.398	0.391

CA_3	0.722	0.370	0.433	0.432	0.368
OA	0.349	0.664	0.380	0.382	0.365
ORM	0.393	0.697	0.376	0.405	0.384
OSP	0.345	0.655	0.358	0.352	0.378
PI_1	0.434	0.458	0.770	0.411	0.467
PI_2	0.431	0.446	0.738	0.415	0.420
PI_3	0.386	0.321	0.659	0.375	0.409
PI_4	0.443	0.328	0.682	0.413	0.377
PI_5	0.413	0.434	0.725	0.419	0.415
PI_6	0.436	0.364	0.701	0.384	0.415
SMM_1	0.466	0.408	0.444	0.789	0.432
SMM_2	0.454	0.423	0.373	0.712	0.388
SMM_3	0.346	0.394	0.403	0.663	0.375
SMM_4	0.409	0.393	0.393	0.688	0.369
WOM_1	0.359	0.397	0.448	0.437	0.761
WOM_2	0.415	0.438	0.429	0.389	0.738
WOM_3	0.398	0.413	0.446	0.439	0.767
WOM_4	0.327	0.360	0.387	0.336	0.643
WOM_5	0.391	0.408	0.444	0.392	0.739
WOM_6	0.334	0.380	0.373	0.343	0.644
WOM_7	0.404	0.415	0.389	0.399	0.701
WOM_8	0.360	0.394	0.438	0.400	0.732

The cross-loadings on second-order show Cronbach alpha values should be greater than 0.6 (See Table 6.1). As consumer attitude has three items, CA_1, CA_2, CA_3, in the study, their Cronbach alpha is greater than 0.6 which is above the thresholds. As online advertising has five items, OA_1, OA_2, OA_3, OA_4, OA_5 in the study, their Cronbach alpha is greater than 0.6 which is above the thresholds. The online relationship

marketing has five items, ORM_1, ORM_2, ORM_3, ORM_4, ORM_5 in the study and their Cronbach alpha is greater than 0.6, which is above than thresholds. Online sales promotion has five items, OSP_1, OSP_2, OSP_3, OSP_4, OSP_5 in the study and their Cronbach alpha is greater than 0.6, which is above than thresholds. The online relationship marketing has five items, ORM_1, ORM_2, ORM_3, ORM_4, ORM_5 in the study and their Cronbach alpha is greater than 0.6, which is above than thresholds. Purchase Intention has six items, PI_1, PI_2, PI_3, PI_4, PI_5, PI_6 in the study and their Cronbach alpha is greater than 0.6, which is above than thresholds. The second last variable, social media marketing, has four items, SMM_1, SMM_2, SMM_3, SMM_4 in the study, and their Cronbach alpha is greater than 0.6, which is above than thresholds. The E word of mouth has eight items, WOM_1, WOM_2, WOM_3, WOM_4, WOM_5, WOM_6, WOM_7, WOM_8 in the study and their Cronbach alpha is greater than 0.6, which is above than thresholds.

Table 6.2: Discriminant Validity Analysis in second-order (HTMT, Second Order order)

Constructs	1	2	3	4	5
1. Consumer attitude					
2. Integrated marketing communication	0.539				
3. Purchase intention	0.594	0.549			
4. Social media marketing	0.585	0.565	0.564		
5. E word of mouth	0.521	0.558	0.583	0.544	

The discriminant validity between consumer attitude and integrated marketing communication is 0.539, which shows a significant positive relationship. The discriminant validity between consumer attitude and purchase intention is 0.594, which shows a significant positive relationship. The relationship between consumer attitude and social media marketing is 0.585, which shows a significant positive relationship. The relationship between consumer attitude and E word mouth is 0.521, which shows a significant strong positive relationship.

The relationship between integrated marketing communication and purchase intention is 0.549, which shows a significant strong positive relationship. The relationship between integrated marketing communication and social media marketing is 0.565, which shows a significant strong positive relationship. The relationship between integrated marketing communication and E word of mouth is 0.558, which shows a significant strong positive relationship.

The relationship between purchase intention and social media marketing is 0.564, which shows a significant strong positive relationship. The relationship between purchase intention and E word of mouth is 0.583, which shows a significant strong positive relationship. The relationship between social media marketing and e-word of mouth is 0.544, which shows a significant strong positive relationship.

Table 6.3: Variance influence factor (Second Order)

Constructs	CA	IMC	PI	SMM	WOM
1. Consumer attitude			1.767		

2. Integrated marketing communication	1.47		1.784		1.47
3. Purchase intention					
4. Social media marketing	1.47		1.874		1.47
5. E word of mouth			1.717		

4.3. Structural Model

Table 7: Hypotheses testing Direct Effect

Hypothesis	Direct Relationships	Std. Beta	Std. Error	T Values	P Values
H1	IMC → PI	0.166	0.067	2.466	0.014
H2	SMM → PI	0.171	0.066	2.575	0.010
H3	IMC → CA	0.305	0.089	3.433	0.001
H4	SMM → WOM	0.341	0.074	4.622	0.000
H5	IMC → WOM	0.366	0.075	4.884	0.000
H6	SMM → CA	0.416	0.072	5.762	0.000

H7	CA → PI	0.269	0.085	3.152	0.002
H8	WOM → PI	0.259	0.065	3.980	0.000

Indicates significant paths: *p<0.05, **p<0.01, *p<0.001, NS = not significant*

Table 7 shows the relationship between integrated marketing communications and purchase intention is (0.166, $t=2.466$, $p=0.014$), which shows a significant relationship between them and hypothesis H1 is accepted. The relationship between social media marketing and purchase intention is found (0.171, $t=2.575$, $p=0.010$), which shows a significant relationship between them, and hypothesis H2 is accepted. The relationship between integrated marketing communications and consumer attitude is significant as (0.305, $t=3.433$, $p=0.001$), which shows t value is greater than 1.96, and hypothesis H3 is accepted. The relationship between social media marketing and word of mouth is (0.341, $t=4.622$, $p=0.000$), which shows a significant relationship, and hypothesis H4 is accepted. The relationship between integrated marketing communications and word of mouth is (0.366, $t=4.884$, $p=0.00$), which shows a significant relationship between them, and hypothesis H5 is accepted. The relationship between social media marketing and consumer attitude is found (0.416, $t=5.762$, $p=0.000$), which shows a significant relationship, and hypothesis H6 is accepted. The relationship between consumer attitude and purchase intention is significant (0.269, $t=3.152$, $p=0.002$), which shows that the t value is greater than 1.96 and that hypothesis H7 is accepted. The relationship between word of mouth and purchase intention is (0.259, $t=3.980$, $p=0.000$),

which shows a significant relationship, and hypothesis H8 is accepted.

Table 7.1: Hypotheses Testing Mediation Effect

Hypothesis	Mediation/Indirect Relationships	Std. Beta	Std. Error	T Values	P Values
H7a	IMC → CA → PI	0.082	0.038	2.149	0.032
H7b	SMM → CA → PI	0.112	0.043	2.63	0.009
H8a	SMM → WOM → PI	0.088	0.034	2.602	0.009
H8b	IMC → WOM → PI	0.095	0.034	2.811	0.005

*Indicates significant paths: * $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$, NS = not significant

The mediation of consumer attitude exists between integrated marketing communication and purchase intention ($b=0.082$, $t=2.149$, $p=0.032$), which shows that the t value is greater than 1.96 and has a significant relationship between them hypothesis H7a is accepted. The consumer attitude exists between social media marketing and purchase intention ($b=0.112$, $t=2.63$, $p=0.009$), which shows a significant relationship between them, and hypothesis H7b is accepted. The mediation of word of mouth exists between social media marketing and purchase intention ($b=0.088$, $t=2.602$, $p=0.009$), which shows that the t value is greater than 1.96, which means hypothesis H8a is accepted a

significant relationship of mediation. The mediation of word of mouth exists between integrated marketing communication and purchase intention ($b=0.095$, $t=0.034$, $p=0.005$), which shows that the t value is greater than 1.96 and has a significant relationship between them and hypothesis H8a is accepted as p -value is significant.

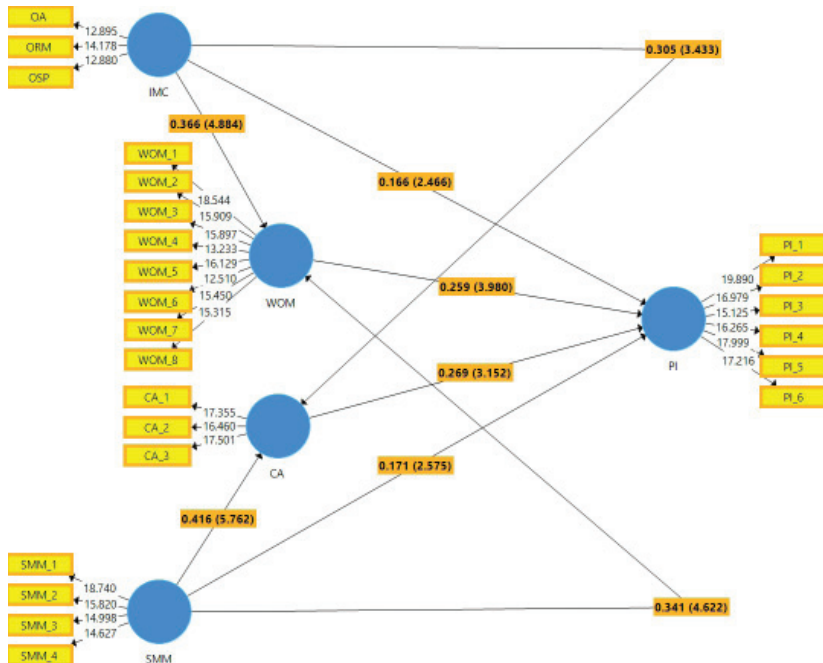


Figure 2: Graphical representation of the structural model

Table 7.3: Quality Criteria

Latent variables	R ²	R ² Adj	Q ²	F ²
CA	0.409	0.407	0.172	
PI	0.500	0.495	0.229	
WOM	0.392	0.389	0.165	
CA → PI				0.082
IMC → PI				0.031
SMM → PI				0.031
WOM → PI				0.078
IMC → CA				0.107
SMM → CA				0.200
IMC → WOM				0.150
SMM → WOM				0.130

Table 7.3 shows R-square values and F-statistic values. The R-square values state the dependency of the data. The F-statistical value shows the significance of the variables.

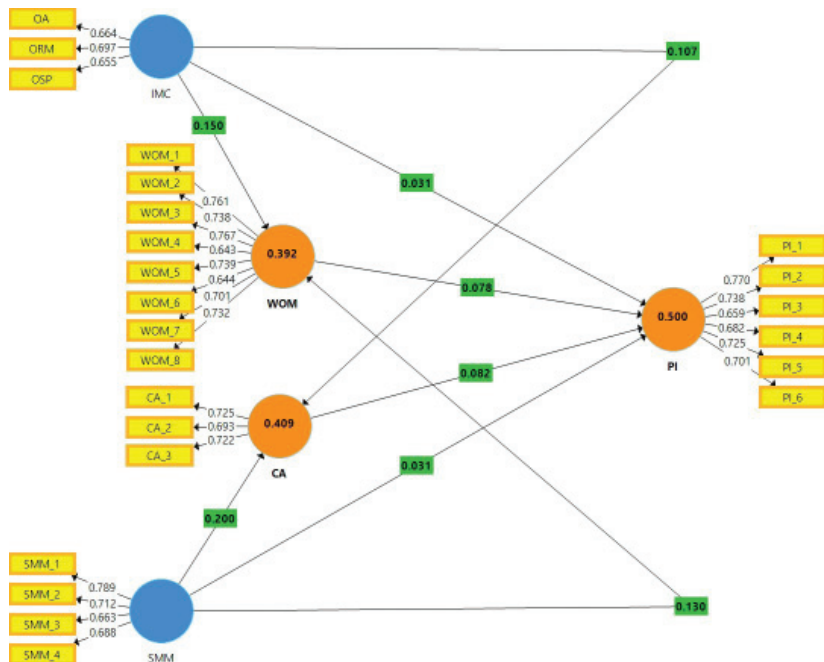


Figure 5: Graphical representation of R² & F₂

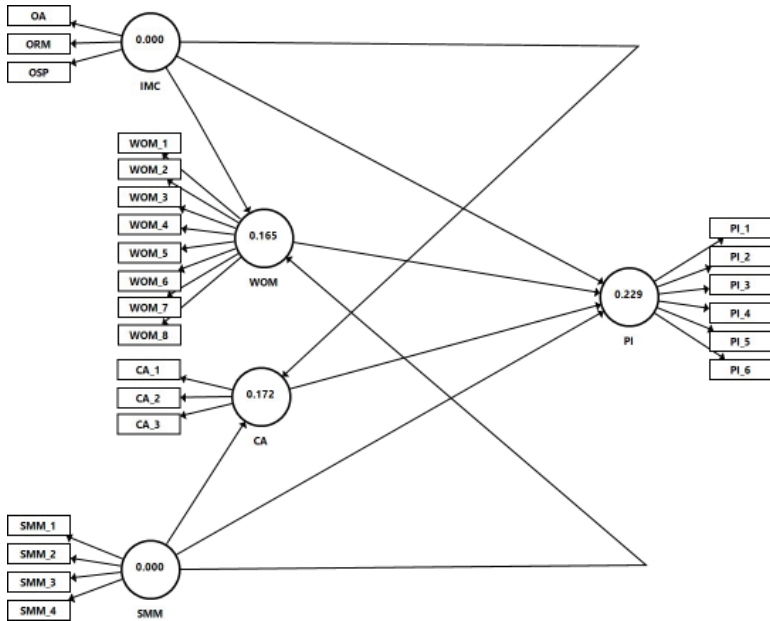


Figure 7: Graphical representation of Q2

5. Discussion

The above results show that all hypotheses are accepted and have a significant relationship between them. It is found that t values are greater than 1.96 and have a significant relationship. The relationship between integrated marketing communications and purchase intention is significant, and hypothesis H1 is accepted. The relationship between social

media marketing and purchase intention is significant, and hypothesis H2 is accepted.

The relationship between integrated marketing communications and consumer attitude is significant as it shows t value is greater than 1.96, and hypothesis H3 is accepted. The relationship between social media marketing and word of mouth has a significant relationship, and hypothesis H4 is accepted. The relationship between integrated marketing communications and word of mouth is significant, and hypothesis H5 is accepted. The relationship between social media marketing and consumer attitude is significant, and hypothesis H6 is accepted.

The relationship between consumer attitude and purchase intention is significant, and the t-value is greater than 1.96, and hypothesis H7 is accepted. The relationship between word of mouth and purchase intention is significant, and hypothesis H8 is accepted. The mediation of consumer attitude between integrated marketing communication and purchase intention has a significant relationship with them, and hypothesis H7a is accepted.

The consumer attitude between social media marketing and purchase intention is significant, and hypothesis H7b is accepted. The mediation of word of mouth exists between social media marketing, and purchase intention is positive, and H8a is accepted. The mediation of word of mouth between integrated marketing communication and purchase intention has a significant relationship between them, and hypothesis H8a is accepted as the p-value is significant.

6. Conclusion

The results showed that the primary consequence of internationalization had emerged the concept of multiculturalism on a global scale, hence intensifying the cross-cultural marketing activities. Consistently, the outcome concludes that multicultural marketing acknowledges the difference in cultures, thoughts, beliefs, and customs of different backgrounds. Multicultural marketing drives these intended influences, thus improving the communication with the target audience. Nonetheless, in the cross-cultural setting, members of diverse ethnicity move along, bringing distinct beliefs and customs together. In such circumstances, businesses need to ensure that the multi-social cultures positively shape consumer behavior, substantially responding to the demands of the cross-cultural marketplace. The research has shown that the international marketing field has shifted from the regional level to the global one, considering the multinational firms to integrate multicultural marketing as the focal point of scientific research.

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Çapa imzalanmışdır: 13.09.2022.
Ölçü: 60x90 1/16. Çap vərəqi: 10,5.



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