CHAPTER II
LITERATURE REVIEW

2.1 Theoretical Review

2.1.1 Over The Top Platform

The development of technologies played a major role in the shift from digital viewing to online viewing. The introduction of the World Wide Web in the 1990s led to the widespread availability of computers in both North America and Europe. Some of the most recognizable video downloading and streaming services, including QuickTime, RealPlayer, Apple's iTunes, etc., mushroomed later in the 2000s (Chen, 2019).

Movies and television programs that are directly delivered to a digital user without the use of satellite or cable television are referred to as over the top services. OTT is an abbreviation for "over-the-top." This handy little phrase describes a new way to watch movies and TV shows whenever we want, on a variety of devices, and without the use of traditional broadcast, cable, or satellite TV providers. Simply put, OTT streaming refers to using a streaming platform without a cable subscription by paying an internet service provider for access to the internet (Sundaravel, 2020). But over the past ten years, the entry of OTT has fundamentally changed the dynamic behavior of the telecommunications industry.

Due to the rise in online video viewers, the media and entertainment sector has become the most important sector in the Over The Top market (Farooq, 2019). The media and entertainment sector, the education and training sector, the health and fitness sector, the IT and telecom sector, the e-commerce sector, and others all end up making the large market for over-the-top services. Due to the rise in online video viewers, the media and entertainment sector, especially streaming platforms has become the most important sector in the Over The Top market (Kumari, 2020).

2.1.2 Netflix

The main idea of a traditional television has changed, and it will continue to change thanks to Netflix. The reason it has reorganized what tv is and how screen time is structured has proven to be truly great. However, it may be argued that a number of these changes were already occurring

in television, as evidenced by changes in both viewer behavior and technological and industrial advancements (Frey, 2021). Everything is made simple and useful by the rise of internet-based streaming media, where customers are provided with an all-around service "online." Every devoted customer who uses streaming services for entertainment and activity now has a better experience thanks to the availability of services that are internet-based, accessible anywhere, anytime, and on a variety of platforms.

In terms of audience size, number of original programs, and size of the network, Netflix is the "first network" of streaming. In comparison to its competitors Hulu and Amazon, it is more centered towards TV shows. It was established in 1997 as a California DVD rental company in Los Gatos, California, as a part of Silicon Valley's rise of technology. After ten years, it had mailed one billion movie rentals (Shattuc, 2020). The ad-free streaming service Netflix eventually decided to buy out-of-print series directly from traditional TV networks.

The choices made by the Netflix streaming service over the past ten years have altered both the potential viewing options available to TV viewers and the future of the TV industry as a whole (Novers, S. 2018). The amount of viewers for Netflix's shows and movies is not revealed. Instead, it develops recommendations for each viewer based on an equation that is not made public that predicts viewers interests based on viewing patterns of its users (Martins, 2020).

2.1.3 Digital marketing

Digital Media Marketing, also referred to as online marketing, is the practice of promoting brands through the internet and other digital communication channels. This includes email, social media, text and multimedia messages, and many more (Stephen, 2017). One could argue that the Online world has had the greatest impact on the cultural, economic, and social changes we have seen at the start of the twenty-first century. Consumers are currently the focus of economic activities and the goal of Internet strategies (García, et al, 2019). The consumer perception of business strategies has changed as a result of the digital revolution. People's perception has been shaped by a technology-based bubble, whose access is restricted to a digital platform, from the age of learning about the day's events in the morning newspaper to granting immediate results with updates from social media (Ghotbifar, 2017).

Digital marketing, which uses wireless technologies, social media websites, and eWOM, has influenced how we communicate and market on a global scale. Due to the effects of fierce

global competition on numerous industries through new technology, the field of marketing has advanced. Instead of the old way of marketing and advertising, these factors alter consumer behavior and tourist thinking (Alghizzawi, 2019). Digital marketing is the promotion of products or brands through one or more forms of electronic media, and there are a lot of differences from traditional marketing in that it employs channels and techniques that make it possible to analyze marketing campaigns as well as recognize what is working and what isn't—often in real time (Kaur, 2017).

2.1.4 Consumer Engagement

Rapid technological advances have led to the emergence of numerous social media, which have changed how businesses interact with customers and generate value for them (Kumar, 2018). An increasing amount of consumer online time is being spent on social networks. Social media, which includes social network advertising and advertising messages with social characteristics, is consequently taking up more and more of businesses' marketing budgets. The importance of content marketing has grown as businesses increase their social media activity (Lee, 2018).

Consumer engagement is a term that is becoming more and more common in both the business and academic worlds. Consumer engagement usually has a behavior spotlight and refers to a customer's individual behaviors toward a brand or firm, despite the fact that it has been conceptualized and operationalized in a variety of ways (Abdul-Ghani, 2019). Customer engagement from a behavioral point of view and offer a thorough framework to address the causes, conceptualization, and effects of customers behavioral engagement from the perspectives of the customer, the firm, and the context (Prentice, 2018).

Engagement happens as a result of engaging, initiatives and consumer experience with such a focal agent/object in particular service relationships, and the degree of engagement varies depending on the context. Furthermore, they propose that value is created through a dynamic, ongoing process within service relationships (Viswanathan, 2017). Consumer engagement is an effort to identify consumer attitudes and behaviors that go beyond purchasing behaviors and that are consistent with the generic cognitive, emotional, and behavioral nature of "engagement." The terms affection (degree of positive affective-relation with a brand), cognitive processing (consumer's amount of connection to a brand through processing and elaboration in a specific consumer/brand interaction), and initiation (effort, and time spent on a brand) are used to describe each dimension.

2.1.5 Brand Image

The goal of businesses is to shape a positive impression of their products in the minds of consumers because brand image is how a customer perceives a brand. By creating a solid association between a brand and its appearance in consumers' minds, marketing campaigns can create a positive brand image (Mabkhot, 2017). A brand's image can be considered a crucial indicator as to how a customer feels about it and whether they have a good relationship with it. Managers can determine both desired and undesirable brand image by trying to measure brand image and then take steps to address these connections in their branding strategy. Therefore, from a managerial perspective, it is crucial for effective brand management to comprehend how consumers view brands (Plumeyer, et al, 2019).

Consumers can evaluate products and acquire experiences which promote brand loyalty by using brand image. As a result, brand loyalty may be significantly impacted by brand image or vice versa (Ecstasia & Mafthukah, 2017). Currently, a company's brand image ranks among the most crucial assets that not only provides an edge over competitors but also keeps the business in customers' minds and fosters customer loyalty to the business (Chang, 2020). Brand image can build a strong bond between customers and brand, it can also evaluate every action that a company does to maintain their positive brand image either for customers or other companies that are relying on them.

When branding a product, brand image is indeed a crucial part of brand knowledge. It can arguably mean that brand image favors how consumers perceive the brand and the feelings that are sparked by that perception. Thus, a positive brand could help businesses gain a competitive edge in the marketplace (Hien, 2020). Consumers' purchase intentions and store perception are both positively impacted by brand image. There are two types of brand image: hedonic and functional brand image, which refers to consumers' associations with a particular brand. The term "functional brand image" refers to the associations that consumers have with brands and conveys important details about the worth and quality of the brand. The perceptions, emotions, or sense that customers associate with a brand are referred to as hedonistic brand image (Sarinemi, 2019).

2.1.6 Purchase Intention

Purchase intention is the capacity or willingness of the consumer to purchase a particular item or service within the future. The primary component of a purchase behavior is the intention to buy. Although purchase intentions are difficult to predict, motivation drives people to take a purchasing action (Peña-García, 2020). The motivation behind performing an action can be reflected in the intention. The motivating factor influencing behavior is determined intention. Stronger behavior results from stronger intentions. The likelihood that a belief will lead to actual purchasing behavior, or the estimation or strategy of future actions, is reflected in the purchase intention. Purchase intention, or the customer's propensity or willingness to purchase a specific good or service in the future, can predict a customer's likelihood of making a purchase (Wijekoon, 2021).

There are significant differences among Generation Z and all generations below in terms of purchasing behavior and intention, particularly if OTT has been discussed. The Millennial generation, also known as Generation Y, is the largest segment of the labor force but does not use OTT as frequently as Generation Z (Daowd, 2021). This generation's purchasing decisions are better and more informed as a result of the Internet. Although social media is referred to as Generation Z's OTT, it is also noted how reliant those who are on their mobiles and other technology. They also benefit and frequently hold endorsers from social media and user-generated content in high regard. Pre-shopping is necessary to conduct research on the product before purchase since Gen-Z consumers prefer simple and seamless transactions (Eles, SF, & Sihombing, 2017).

According to Kotler (2017), a customer making a final decision about buying makes five decision making, or sub-decisions: first of all the customer is going to choose a brand, then they decide to choose their trusted retailer or dealer, then the customer decide on how much of a quantity they are about to purchase, the time of the purchase is also important for being a factor, and finally the form of payment that the customer is going to use.

2.1.7 Product Awareness

Product awareness is a degree of product knowledge that consumers possess. Learning that a product is available is the crucial step in making a purchase (Kumari, 2020). Information on quality, price, compatibility, function benefits, and ease of use can be crucial to a sale. The degree

to which consumers are able to remember or understand a brand under various circumstances. One of the two dimensions of understanding a brand, according to the association memory model, is product awareness (Kaur, 2017).

Product awareness includes brand evaluation, product acknowledgment, and attention to the degree of product familiarity among consumers. Brand awareness has a positive relationship with consumers' purchase decisions, there is strong empirical support for the idea that consumers are more likely to make repeat purchases of brands with strong product awareness and image. Product awareness is a highly reliable indicator of consumers' propensity for repeat purchases (Chandran, 2020).

2.1.8 Feedback and Customer Compliance

Customer feedback is data that customers provide about their interactions with a good or service. Its goal is to provide insight into the satisfaction level and assist the marketing, customer success, and product teams in identifying areas for growth (Hadi, 2020). A customer's feedback is an assessment of an item or service provided by a person who has used it or had some other interaction with it. On websites for e-commerce and online sites, one type of customer feedback is customer reviews (Mabkhot, 2017). This is crucial because it gives consumers the ability to act in their best interests and guards against being mistreated or duped by corporations. By making sure that businesses are able to be held accountable, consumer protection laws, policies, and regulations help to improve consumer welfare.

It goes without saying that a person's level of feedback or utility from consumption may have an impact on how much is spent. From the perspective of the consumer, people are prone to use their cash in ways that produce the most utility. Consumer feedback or utility from previous purchases will affect the feedback anticipated from purchases to come (Anton et al. 2017). It is well known that customer feedback increases brand equity and has a positive impact on an organization's market share and profitability. It is not surprising that numerous reviews of research on customer feedback have appeared over the years in a variety of disciplines given its significance as a marketing construct (Prayag, 2019).

2.1.9 Convenience

Time and effort are what actually make something convenient (Phillipets, 2019). Reduced physical effort for unpleasant tasks can take many different forms, such as the elimination of the need to cook with frozen meals or the elimination of the need to travel with online shopping. Since time is money, customers are willing to pay for an enjoyable experience. Companies constantly advertise new technologies because customers are ready to pay for them if they conserve time and effort (Habib, 2021)

Companies redesign their store systems of operation and place an emphasis on the effectiveness of the services they offer as a result of the value consumers place on convenience. Retailers should also pay attention to the rise of mobile applications and how they have affected consumer time and energy values (Farooq, 2019). The effects of online convenience must therefore be better understood by businesses. By concentrating on the customer's interaction with international retailers' websites, the primary objective of the current study is to investigate how consumers assess the factor of easy access in the environment of internet-based retail (Duarte, 2018).

2.1.10 Consumer Brand Relationship

One of the most recent contributions has been the growing attention given to consumer-brand relationships over the past few years (Gomez, 2017). Consumers' understanding of the intricate brand relationships explored the relationship between co-creation and brand love. Brand affection and customer engagement are two ideas that determine a very strong bond between them in consumer-brand relationships (Kumar, 2019).

Given the significant market changes currently underway, it is important to give close attention to the way the relationships between consumers and brands are developing. In conclusion, it is important to take into account the trends that are most likely to have an effect on these interactions, such as the possibilities presented by effective big data handling and the emergence of Marketing 4.0. Big data enables businesses to forge reliable connections. Big data marketing is a component of marketing 4.0 (Jiménez-Zarco et al., 2017).

2.1.11 Information Security and Personal Privacy

It's critical to protect information. lessen the chance of IT systems being attacked and data being stolen. To stop illegal access to private data, implement security controls. Avoid service interruptions, such as denial-of-service attacks. Defend IT networks and systems against outsider exploitation (Rita, 2019). It has to do with a person's capacity to decide what happens to them when, how, and why others handle their personal information. To ensure human dignity, safety, and self-determination, privacy must be protected. People are free to create their own personalities (Brauer, 2022).

In order to maintain confidentiality, integrity, and availability, information security was defined as the safeguarding of data and systems against illicit entry, use, disclosure, disruption, alteration, and destruction (Nieles, 2017). Protecting an organization's information assets, in addition to its image, legal status, employees, and other intangible as well as tangible assets, requires careful execution of security procedures. System owners, providers of common controls, authorizing officials, safety employees, users, and others all have distinct and defined roles and responsibilities. The management might discover it challenging to hold employees accountable for future results if the duties are not made clear (Dempsey, 2017)

2.2 Previous Studies

Table 2.1
Previous Research

Journal Title & Author (Year)	Variable Research	Analytical Tools	Research Results
The Relationship between Digital Marketing, Customer Engagement, and Purchase Intention via OTT Platforms Habib, Hamadneh, and	1. Product Awareness 2. Feedback and customer compliance 3. Digital Marketing Creates	Questionnaire Ùsing Google Form and summarized using SPSS 22 and SemPLS	A window has opened up for marketers thanks to digital media marketing that allows them to better understand customer thought patterns, attitudes, behaviour patterns,

Hassan (2021)	Convenience 4. Consumer Brand Relationship 5. Information Security & Personal privacy		and lifestyles. A recent study has revealed a paradigm shift in how customer engagement is perceived and assessed. India continues to be one of the nations with earliest and highest rates of Digital Media Marketing adoption as well as extensive OTT platform usage in e-commerce.
Emergence and future of Over-the-top (OTT) video services in India: an analytical research. International Journal of Business Sundaravel & Elangovan (2020)	1. Analysis on Customer Feedback 2. Effects on Customer Relationship 3. Product Awareness Creates Consumer Engagement 4. Consumers Privacy 5. Brand Image Set by Digital Marketing	Survey using 4-Point Likert scale ranging from 0- more than 20 hours of watching per week.	As viewer preferences for digital media change, marketers are altering their budgets to match. They currently have a great opportunity to use digital platforms to connect with consumers in both urban and rural public. By 2020, it is anticipated that the OTT market will surpass its value in the near future.
Impact of over-the-top (OTT) services on the telecom companies in the era of transformative marketing. Global Journal of Flexible Systems Management, Springer	1. Consumer Preferences 2. Consumer Compliance 3. Brand Image 4. Brand Loyalty Level Coming From	Survey with around 180 respondents using 7-Point Likert scale summarized with SPSS 20	With the rise in Internet penetration, problems for telecom companies have grown, according to a thorough analysis of the current mobile communications structure, its

Farooq & Raju (2019)	Digital Marketing Perspective 5. The Feeling of Privacy		problems, OTT services, and the distinction between OTT services and telecom services.
A study on growth of over the top (OTT) video services in India. International Journal of Latest Research in Humanities. Kumari, (2020)	1. The Importance of Brand Image 2. Reason Why Security is Needed in OTT market 3. Customer Feedback 4. Digital Marketing Affect Growth in OTT Services	Using questionnaire form designed on Microsoft form and link, summarized using SemPLS	The sample results using a straightforward percentage analysis and indicates that India's OTT services have a promising future.
Netflix, Inc. and online television. A companion to television Shattuc, (2020)	1. Security of Netflix Versus Conventional TV 2. Brand Authenticity Affecting Brand Image 3. Technological Shift Towards Brand Image 4. User Respond on Netflix Security and Terms of Privacy 5. Digital Marketing	Online Survey with 150 respondents combined with AMOS 20	The study concluded that all of the variables that have been studied resulted in a positive manner towards OTT services especially Netflix. It has changed both film and television by trying to make TV more complicated and global because of its capacity to accommodate smaller and much more diverse viewers watching online.

	Affects Consumer Behaviour		
From Netflix streaming service to Netflix streaming service and chill: The (dis) connected body of serial binge-viewer. Pilipets, (2020)	1. Perception of the Brand Affects Consumer Decision 2. Consumer Engagement on Netflix 3. Brand Image 4. Security and Privacy 5. Purchase Intention via Netflix's Digital Marketing	Survey with purposive sampling covering 150 respondents summarized with SPSS 21	The primary goals of international media companies simultaneously modulate the changes in digital entertainment experiences that these practices enable. Netflix derives value from people's lifestyle choices and social connections by treating the unintended effects of binge-watching as fun forms of interaction.
Competitions between OTT TV platforms and traditional television in Taiwan: A Niche analysis. Chen, (2019)	1. Consumer Decision 2. Purchase Intention 3. Customer Preferences 4. The Importance of Brand Image 5. Customer Engagement	Online Survey with around 200 respondents combined with SPSS 20 and Niche Index	Traditional TV is not completely demolished by the presence of OTT, a small majority of people still use traditional TV as an alternative and Cheaper solution for long term usage.
Research on the Relationship between the Growth of OTT Service Market and the Change in the Structure of the Pay-TV Market.	1. Studies on Purchase Intention of OTT 2. Effects on Brand Image Towards Consumer	Survey with 200 respondents summarized using HHI and	This paper discovered that localization strategy, partnership strategy, content focused differentiation, enhancement strategy, and

Park & Kwon (2019)	3. Consumer Purchase Decision 4. How Digital Marketing Affects Consumer Engagement 5. Brand Loyalty	CR index summarized with AMOS 20	provider optimal control strategy are common strategies used by OTT operators after analyzing the cases of significant broadcasting countries.

2.3 Hypothesis Development

2.3.1 Influence of Digital Media Marketing Towards Purchase Intention

Currently, the internet serves as a conduit between consumers as well as a means of connecting people with digital media. This makes it easier for people to communicate online through marketing promotions. Additionally, the availability of digital marketing facilitates simple communication between producers, marketers, as well as customers or buyers. Additionally, digital marketing makes it simpler for business owners to keep track of and satisfy the needs of potential customers (Alghizzawi, 2019). Research revealed the product's perceived usefulness. A review of the literature on the effects of digital advertising published in the previous years (2012-2020) revealed that the majority of researchers assume that attempts at digital marketing have an impact on the customer's purchasing intention. Some scholars hold the opinion that potential benefits are driven by confidence towards buying intention (Dunakhe, 2021). Customers can select different channels at various stages of the purchasing process, and both online and offline channels have their advantages. However, the complexity of evaluating consumer selection in a theoretical manner is rarely made clear by current research (Morra, 2018).

H1. Digital Marketing have a significant influence on the purchase intention

2.3.2 Influence of Digital Marketing on Customer Engagement

Customers can select different channels at various stages of the purchasing process, and both online and offline channels have their advantages. However, the complexity of evaluating consumer selection in a theoretical manner is rarely made clear by current research (Syrdal and Briggs, 2018). Several studies have discovered a connection between Digital Media Marketing

that increases customer engagement towards their product of choice. In order to help marketers maintain long-term client relationships, interaction and engagement with consumers are essential. Digital Media Marketing offers opportunities for involvement that promote relationships between people and brands by value, kindness, and dedication (Islam, et al, 2020). According to Harmeling et al. (2017), there are four main perspectives that can be used to categorize different ideas and metrics of customer engagement: intrinsic motivations, psychological awareness states, consumer behaviors, and contributions to businesses. Engaged customers are driven to contribute both directly and indirectly by making purchases, promoting positive word-of-mouth, interacting on social media, and offering feedback and suggestions. Exploring contextual moderators that influence consumer engagement, such as simplicity, the kind of firm, form of industry, and product engagement, in light of consumer theory of engagement (Pansari & Kumar, 2017).

H2. Digital marketing has a positive and significant affect to customer engagement

2.3.3 Influence of Consumer Engagement Influence Purchase Intention

Consumer engagement and digital marketing materials are essential components of an online marketing strategy because they enhance consumer perception of a brand and their likelihood to make a purchase (Shattuc, 2020). Today, a number of OTT platforms have teamed up with telecoms companies to create alluring offers that have assisted OTT platforms build a stronger brand and customer base with the point of increasing purchase intention. Digital marketing and social media are being used more frequently as strategic tools for boosting brand recognition and carrying out marketing campaigns (Kala, 2018). Consumer Engagement, such as brand attitude, corporate trust, and purchase intention, is significantly influenced by the framework of digital marketing material. Some academics hold the view that consumers' perceptions of advantages are relying on their trust in the shopping channels. discovered that a large number of research teams truly think that attempts at digital advertising have an impact on the customer's purchasing intention after reviewing the research on the implications of digital advertising published in previous years (Habib, et al, 2022).

H3. Consumer engagement **have** a positive and significant effect on purchase intention

2.3.4 Influence of Digital Media Marketing on Brand Image

Digital marketing and social media are being used more frequently as strategic tools for boosting brand recognition and carrying out marketing campaigns (Prentice, 2019). By using social media and digital marketing in place of traditional or mass media, marketers can now keep up with brand competitors and have more quantifiable campaign outcomes in terms of brand image and purchase intent (Silvia, 2019). Sometimes, consumers make decisions while shopping based on their gut instincts. This kind of choice falls under the category of an impromptu purchase. When a consumer makes a partially-planned purchase, they decide on the product line before leaving for the store and the brand (Eles, 2017). Brand image is a representation of all definitions and assessments of the brand that are personal to the consumer. Brand image adds value to the company by making marketing campaigns more effective. A company can gain a competitive edge over rivals thanks to the elements of brand equity. Due to consumer brand loyalty, this ultimately results in higher price-earnings ratios and increased shareholder value (Shahid, 2017).

H4. Digital marketing have a positive influence towards brand image

2.3.5 Brand Image Influence Consumer Decision on Purchase Intention Towards Netflix

One of the key issues in today's brand management studies is how to comprehend the effect that brand image has on purchasing behavior. Positive brand information influences perceived quality, perceived value, and customer readiness for purchase, making brand image a crucial factor in the decision to buy (Hien, 2020). Products with such a greatly known brand image are much more likely to be purchased by consumers. Understanding how brand image affects consumer purchases makes it one of the most important (Agmeka, 2019). According to a study conducted in Europe and the United States, stores with strong brand perception typically have higher profit margins. This is because brand perception affects consumers' decisions to buy or not buy products. Additionally, consumers consider brand image to be a crucial factor once deciding whether to buy a product. A store with a strong brand reputation can influence customers' intent to buy. The primary component of a purchase intention is the willing intention to buy. Although purchase intentions are difficult to predict, motivation drives people to take a purchasing action (Park, 2019).

H5. Brand Image have a positive and significant effect towards Purchase Intention

2.3.6 The Role of Consumer Engagement as a Mediation Variable Between Digital Media Marketing Towards Purchase Intention

The researcher claims that in addition to the fact that more people are engaging in their intention of buying to the point where it has practically become a routine activity, there are a number of other factors that can affect a customer's intention to buy, including attitudes, subjective norms, and perceived behavioral control. Because a successful company's digital marketing is based on high quality over a specific period, great digital marketing will conveniently promote good relationships with customers (Martins, 2019). When trust levels are higher, it can undoubtedly be used as a gauge to influence consumer purchasing intention. Therefore, the intention to buy increases as trust does (Foroudi, 2019). Marketers now have a window through which to examine consumer thought patterns, mindsets, behavior patterns, and lifestyles thanks to Digital Media Marketing. The study demonstrated a fundamental change in how customer engagement is perceived and measured. Research stated that 88% of surveyed customers affirmed that they follow online reviews to make purchase decisions and consider them to be reliable. The study helps understand whether customer engagement on an OTT platform in the industry matches the international experience (Hollebeek, 2019).

H6. Consumer engagement mediate the effect between digital marketing towards purchase intention

2.3.7 The Role of Brand image Mediates the Variable Between Digital Marketing Towards Purchase Intention

A customer's opinions, concepts, and perceptions about a product are collectively referred to as the brand image. Through persistent advertising campaigns and direct consumer experience, a brand's reputation is established over time (Park, 2019). Customer engagement has been defined as an emotional bond between a company and its customers that focuses on interaction and participation from customers, indicating the importance of consumer engagement for building brand communities, developing positive brand image, and influencing consumer purchase intention (Hollebeek, 2019). Additionally, for some brands, brand image builds an emotional

connection between customers and the brand, further solidifying customer-brand relationships. Even the brand may publicly say something about the customer. High brand image suggests that the product is appropriate for the customer demand. The image of a brand is a psychological aspect that marketers use to influence consumers' perceptions of a brand or product, which in turn influences their decision to buy it (Husnain, 2017).

H7. Brand image mediates the effect between digital marketing and purchase intention
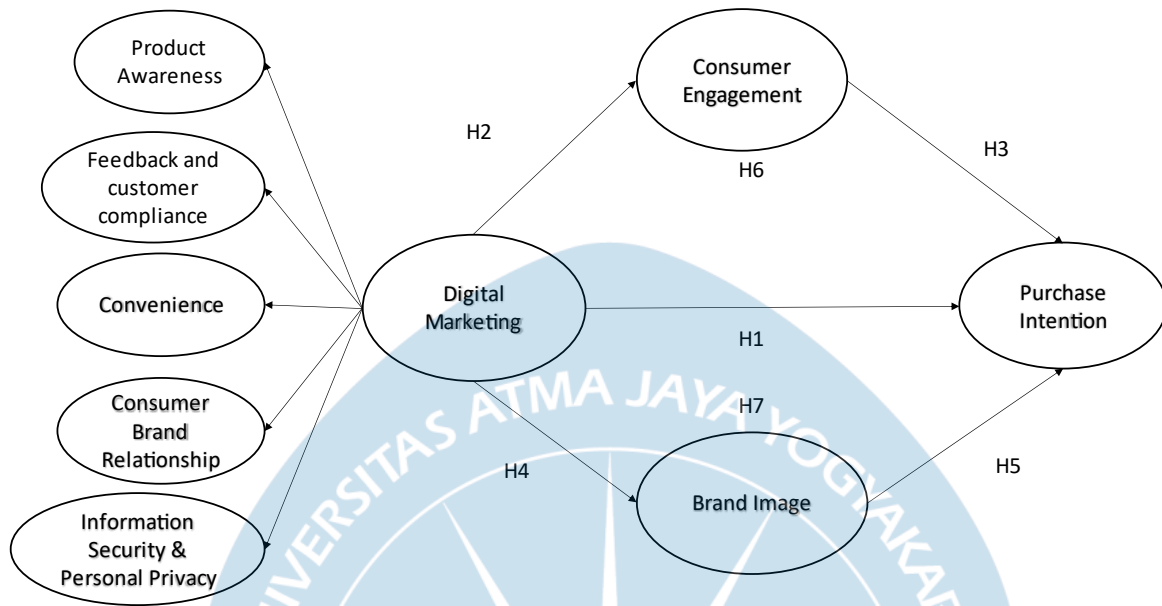
2.4 Research Framework

Figure 2. 1 RESEARCH FRAMEWORK

(Source: Habib, Hamadneh and Hassan, 2022)