

The impact of digital marketing on the adoption of building information modeling system in Jordanian interior design companies: The moderating role of credibility

Huda Istatieh^a, Malek Alsoud^b, Jassim Ahmad Al-Gasawneh^{c*}, Ahmad A. I. Shajrawi^a, Munif Al Zoubi^a and Mohammad Khalaf Daoud^c

^a*E-marketing and Social Media, Middle East University, Jordan*

^b*E-Marketing and Digital marketing department, Al-Ahliyya Amman University, Jordan*

^c*Marketing Department, Applied Science Private University, Jordan*

ABSTRACT

Article history:

Received May 28, 2023

Received in revised format July 29, 2023

Accepted November 14 2023

Available online

November 14 2023

Keywords:

Digital marketing

Adoption

Credibility

Interior Design Companies

Failure in digital marketing strategies implementation in building information modeling (BIM) adoption has been observed among some interior design firms. The impact of digital marketing on BIM system adoption among interior design companies was examined in this descriptive analytical research. The research also examined the credibility of BIM system adoption and how the system moderates credibility in the relationship between digital marketing strategies and BIM system adoption. A conceptual model comprising digital marketing strategies (content marketing, social media, and search engines) as independent variables impacting information modeling system adoption as a dependent variable was proposed. The moderating effect of credibility in the relationship between digital marketing strategies and BIM system adoption was examined. Data were gathered through questionnaires delivered online to 300 selected study participants via Google Forms. Usable data from 250 participants and the study hypotheses were analyzed using Structural Equation Modeling (SEM) with Partial Least Square (PLS). The results showed a significant impact of digital marketing strategies (content marketing, social media, and search engines) on BIM system adoption. It also emphasized the moderation of the role of credibility in the relationship between digital marketing strategies (content marketing, social media and search engines). This study can help Jordanian interior design companies to make optimal use of digital marketing strategies (content marketing, social media, and search engines) to adopt the BIM system to increase profits.

© 2024 by the authors; licensee Growing Science, Canada.

1. Introduction

During the 21st century global developments have placed marketing in a new competitive domain. Competition is intense, and the means and strategies of marketing develop at a very fast rate. During this era also, the emergence and spread of several destructive viruses have compelled people to be concerned about their health and wellbeing, which consequently has altered the social and economic life of people. Fear of these detrimental viruses have made people stay put in one location far from the market community, and this has contributed to the low economic level for Jordanian companies, which has become a significant concern. Indeed, the problem of low economic level in Jordanian societies needs to be addressed. In this regard, the use of digital marketing, for example, the use of information technology (IT) has been suggested. Meanwhile, global digital marketing development is affected by the Internet and social media channels development (Cepal, 2021). The priorities of customers today are constantly changing, and the changes appear to be impacted by the factors and strategies of digital marketing, and this has affected the digital economy of Jordanian communities, to meet the requirements of the labor market

* Corresponding author

E-mail address j.algasawneh@asu.edu.jo (J. A. Al-Gasawneh)

ISSN 2291-6830 (Online) - ISSN 2291-6822 (Print)

© 2024 by the authors; licensee Growing Science, Canada.

doi: 10.5267/j.uscm.2023.11.010

(Al-Dmour et al., 2019). A structural re-design of marketing curricula and strategies is thus necessary. These curricula and strategies correspond to the needs of interior design companies, particularly those associated with the development of BIM adoption with both the evolving technology and strategies sought-after by the interior designer within the domain of marketing. In the marketing environment, credibility has an impact on digital marketing strategies, and thus, it is an important issue (Gugerty & Link, 2020). For companies, credibility increases with experience, and the number of positive evaluations and supportive evaluations obtained. On the other hand, unconfirmed evaluations appear to be linked to the decrease in company credibility. As such, for interior design companies, credibility plays a significant role, aside from affecting the adoption of the building information modeling (BIM) system, as it enhances its credibility, efficiency, and effectiveness. Digital marketing and its strategies are among the most effective administrative approaches, resulting in the improvement and basic directives of the newly developed interior design companies in their adoption of an information modeling system (Wymbs, 2011). This study hence examined the lack of use of digital marketing strategies among internal design companies that adopt BIM systems.

2. Literature review

2.1 Digital marketing

In Jordan, the use of mobile phones is very expensive; Jordanians carry their mobile phone everywhere and use it for various purposes. The situation has brought great opportunity for the use of digital marketing by marketers or companies to market their products to these mobile phone users. Digital marketing is an innovative new marketing method and for companies, this type of marketing presents them with a new way of performing their business (Garg et al., 2021; Bansal et al., 2014).

2.2 Content Marketing

Content marketing involves the production and promotion of content assets to create brand awareness, traffic growth, and customers. Blog posts, EBooks, online brochures, and Infographics are among the examples of channels relevant to content marketing strategy (Desai & Vidyapeeth, 2019). In bringing content marketing into digital marketing, content is anything created and uploaded to a website like words and images (among other things) (Holliman & Rowley, 2014). Content marketing focuses on users as well as potential customers of a company's website, and for companies that operate online, content marketing becomes an element of their digital marketing strategy. Pulizzi (2012) founded a global content marketing education and training organization with a website. This organization is known as Content Marketing Institute (CMI). According to CMI, content marketing is a strategic marketing approach focusing on the creation and delivery of valuable, applicable, and reliable content with the purpose of attracting and retaining a clearly defined audience, to ultimately result in money making customer action.

2.3 Social media marketing

Social media marketing (SMM) is a new and fast-growing method to reach the targeted consumers effectively and easily. It essentially refers to the use of SMM channels in encouraging a business and its products (Sharma & Mishra, 2014). SMM is a subgroup of online marketing activities as accompaniment to the traditional Web-based promotional strategies, as can be exemplified using online advertising campaigns and email newsletters (Omar & Atteya, 2020). The use of SMM allows the establishment of new and improved channels for businesses. At the purchase level, consumers gain pleasant experience through their easy and fast orders, purchases, and payment of products (Qazzafi, 2019; Alghasawneh et al., 2021; Alnaser et al., 2020). Still, it should be noted that the decision to purchase from customers is often affected by the accessibility of store management (Nafees et al., 2020).

2.4 Search Engines marketing

Search engine optimization (SEO) is an important aspect in the digital promotion strategy, owing to its impact on the positioning of digital channels for organizations, for instance, blogs, web sites, social network accounts, and so forth. SEO involves utilization among the most searched keywords by users and identified using the Google Analytics tool. Relevantly, it is possible to optimize web pages to make them the most attractive for the search engines, and then be on top of the displayed list upon when a search is entered on the browsers. Considering that 80% of users who perform searches using Google would only enter links on the first page of search results, it is important that the link to the website is placed on the first page of the search engine. Also, a page that is listed more often will attract more users (ARABIA, 2021; Hammouri et al., 2022; Berman & Katona, 2013).

2.5 Credibility

Credibility greatly affects attitudinal and behavioral responses of consumers to the information or messages sent to them. Within the context of online shopping, manufacturers, retailers, and peer consumers are the three primary information sources. The level of these three information sources would affect purchase decisions of consumers (Kim & Choi, 2012; Al-Gasawneh

et al., 2023). Credibility of source defines the positive characteristic of the communicator, affecting receiver's message acceptance. In general, credible Information sources produce positive and persuasive messages, resulting in favorable attitudes of consumers toward the reviewed products/services (Verma & Dewani, 2021; Al-Gasawneh et al., 2022).

2.6 Building Information Modeling System (BIM) Adoption

In general, the term "adoption" is associated with the individual level of usage, while diffusion is perceived as adoption by the masses. In this regard, adoption of a given technology consequently leads to diffusion (Sharma & Mishra, 2014). As proven by various scholars, technology adoption is not only related to the technological aspect but is actually a very complicated process that involves the personality and attitude of the user (Venkatesh et al., 2012), in addition to the factors of social influence, trust and the factor of facilitating conditions as well. In understanding the intent to adopt, it should be noted that behaviorally oriented acceptance does not end at the intentional character of behavioral intention, as it also relates to actual behavior (Nawaz & Kaldeen, 2020). Accordingly, several established theories have been proposed in understanding the different outlooks of technology adoption, for instance, Theory of Reasoned Action (TRA), Theory of Planned Behavior (TPB) and Diffusion of Innovations (DOI). Still, despite the popularity of the theories, Technology Acceptance Model (TAM) remains the most popular technology adoption theory amongst scholars. TAM has been the leading model in finding out the predictors of human behavior towards potential technology adoption or rejection. At a global level, BIM implementation promotion is currently a top government priority, but not without hurdles as professionals are still unwilling to adopt BIM in addition to the presence of some hurdles (Gu & London, 2010). In Cameroon as a developing country for instance, BIM adoption level is still very low (Abanda et al., 2014).

3. Hypothesis development

3.1 The relationship between Content marketing strategy and building information system adoption

The first hypothesis speculates the impact of content marketing strategy on adoption and its impact on consumer adoption, and how company marketers can control it to inspire new business. Content of marketing was found to affect the adoption of consumers (Bunpis & Haron, 2014) positively, while also increasing awareness. Content marketing altered consumers' attitudes and adoption (Al-Gasawneh & Al-Adamat, 2020)

H₁: *Content marketing strategy has a positive impact on building information system adoption.*

3.2 The relationship between Social Media strategy and building information system adoption

Social media marketing has a significant positive impact on adoption (Alwan & Alshurideh, 2022). Social media marketing also has a positive impact on purchase intention and hence businesses cannot ignore the importance of social media marketing. Meanwhile, purchase intention is significantly and positively affected by customer relationships (Alfeel & Ansari, 2019). Relevantly, the mediating effect of customer relationship on the relationship between social media marketing and purchase intention is worth considering. (Gautam & Sharma, 2017; Manzoor et al. 2020).

H₂: *Social media strategy has a positive impact on building information system adoption.*

3.3 The relationship between search engines strategy and building information system adoption

The processes and techniques of digital marketing are quantifiable. In this regard, SEO has been examined in terms of its impact on various markets and found that most website traffic (more than 80%) came from generic search sites for instance, from Google (Matta et al., 2020). In fact, many have examined the effectiveness of SEO to companies, and for companies, not using SEO would incur a huge loss in site traffic and sales. Within the context of e-commerce, SEO understanding and use is important to attain and preserve steady traffic flow to the website (Bhandari & Bansal, 2018). As such, marketers should have the knowledge and skills of marketing strategies development, including of SEO, as the impact on some marketing variables can be long-lasting (Marshall, 2021).

H₃: *Search engine marketing strategy has a positive impact on building information system adoption.*

3.4 Credibility as a Moderator

Digital marketing can be defined as the exploitation of digital technologies, used to create channels to reach potential recipients, to achieve business goals, and to meet consumer needs consumed more effectively. Digital marketing is often considered synonymous with Internet marketing or e-marketing, in this vein the current study found in study by (Alzaanin, 2020, Yang et al., 2019) that there is a positive relationship between digital marketing strategies (content marketing, social media marketing, and search engines) and adoption, likewise, found in the study (Sinha & Sheth, 2018; Gomes & Nogueira, 2020; Al-Dmour et al., 2023) that there is negative relationship between digital marketing strategies (social media marketing, content marketing, and search engines) and adoption, hence the current study decided that the relationship between digital

marketing strategies (content marketing, social media marketing, and search engines) and adoption because the relationship inconsistent. Therefore, the following hypothesis was proposed:

H4: *Credibility moderates the relationship between content marketing and BIM system adoption.*

H5: *Credibility moderates the relationship between social media marketing and BIM system adoption.*

H6: *Credibility moderates the relationship between search engines and BIM system adoption.*

3. Methodology

This study examines the benefit of digital marketing on BIM system adoption by designers with specific reference to it Jordanian interior design companies, considering the mediating role of credibility. Therefore, a Scan-based quantitative characterization method is adapted for this problem.

The goal of this type of research is to update a previously developed hypothesis with reference to current situations. The first part of the questionnaire contains detailed demographic information (gender, age, education level), while the second part of the study included measuring the components of the research model; Below you will find the elements of the questionnaire used to evaluate each innovation. Pekas and Hassan (2020) indicated that content marketing used a variable unidimensional model (4 items), Al-Yaseen (2017) that social media (5 items) and Palos-Sanchez and Saura (2018) indicated that search engines used a one-dimensional model (5 items) (Pekas & Hassan, 2020).

4. Sampling

All interior design firms in Jordan were included in the study sample .Regarding sample size, the present study followed a key informant approach and selected interior design firms using BIM systems in Jordan. Meanwhile, data is obtained by online surveys through online methods such as Google Forms. The study used a non-probability convenience sampling method to select a sample of units in a population to collect enough relevant data from potential real estate customers in Jordan The sample size for this study was determined using G-power statistical software, which established 92 samples as the minimum sample size by applying the following principles: F statistical test, power standard 0.80 ,with a probability of error of 0.05)mean power level $1-\beta = 0.95$,(and there were three different predictors in this study. However, the minimum number of respondents for analysis should be greater than 100 questionnaires (Hair et al., 2021) to obtain more accurate results. The study will distribute 300 questionnaires. To analyze research data, PLS-SEM software was used.

5. Results

Cronbach's alpha and CV results for the overall CFA model are presented in Table 1.

Table 1
Convergent Validity Results for the Overall CFA Model

First order Construct	Items	Factor loading	CR	AVE
Content Marketing	CM 1	0.910	0.939	0.794
	CM 2	0.896		
	CM 3	0.887		
	CM 4	0.881		
Social media marketing	SMM 1	0.883	0.907	0.622
	SMM 2	0.881		
	SMM 3	0.876		
	SMM 4	0.798		
	SMM 5	0.895		
Search Engines	SE 1	0.879	0.946	0.780
	SE 2	0.878		
	SE 3	0.838		
	SE 4	0.860		
	SE 5	0.753		
Credibility	CR 1	0.815	0.906	0.762
	CR 2	0.856		
	CR 3	0.873		
	CR 4	0.875		
Adoption	AD 1	0.850	0.844	0.731
	AD 2	0.812		
	AD 3	0.870		
	AD 4	0.871		
	AD 5	0.976		

As shown in Table 1, The initial standardized factor loadings of the items in the model ranged from 0.753 to 0.976. Based on Hair et al. (2021), these loadings were higher than the recommended cut-off value of 0.7. Also displayed in the table, the values obtained for AVE were between 0.622 and 0.860. Based on Hair et al. (2021), these values are higher than the recommended threshold value of 0.5. Besides, CR values were between 0.844 and 0.961. Based on Hair et al. (2021), these values were greater than the recommended cut-off value of 0.7.

5.1 Discriminant validity (DSV)

The discriminant validity of the overall model was tested using cross-loadings, variable correlation (Fornell–Larcker), and HTMT. Details are as follows:

5.2 HTMT for the Overall Model

The results of HTMT are presented in Table 2. The HTMT allows the researcher to verify the discriminant validity of the overall measurement model.

Table 2
HTMT Results for the Discriminant Validity of the Overall Measurement Model

	CM	IM	SMM	SE	CR	AD
CM						
SMM	0.833	0.545				
SE	0.234	0.131	0.177			
CR	0.654	0.443	0.791	0.231		
AD	0.655	0.876	0.621	0.477	0.554	

Table 2 shows that the values of HTMT for the latent constructs in the overall model all were between 0.876 and 0.131. Based on Hair et al. (2021), the values were lower than the recommended tolerable value 0.90. In other words, all latent construct measurement were discriminatory.

Table 3
Hypotheses test results

	Path shape	Standard Beta	Standard. Deviation	T-value	P-value	R ²	F ²	Q ²	Decision
H1	CM → AD	0.225	0.069	3.260	0.003	0.376	0.119	0.321	Supported
H2	SMM → AD	0.244	0.047	5.191	0.002		0.028	2.153	Supported
H3	SE → AD	0.341	0.122	2.795	0.000		0.033	2.543	Supported
H4	CM → AD*CRI	0.321	0.044	7.294	0.000		0.021	2.451	Supported
H5	SMM → AD*CRI	0.378	0.076	4.971	0.002		0.044	2.510	Supported
H6	SE → AD*CRI	0.311	0.042	7.401	0.001		0.032	2.532	Supported

P-value: represent error probability <0.05 T-value (one tail) > 1.645 Standard Beta between 1; T-value -two tail > 1.96; p-value < 0.05; Standard (β) between 1.-1

In the structural model, the following were examined: the direct effects of Content Marketing, Internal marketing, Social media marketing, Search Engines, as the exogenous variables on Adoption as endogenous variable represented through (H1, H2, H3,), the moderating effect of Credibility on the relationship between Content Marketing, Internal marketing, Social media marketing, Search Engines and (H4, H5, H6,). Table 4.8 and present the outcomes, while the details of each hypothesis test results are provided next.

For H1 testing, Content Marketing scored t-value = 3.260, and p-value = 0.003 for adoption prediction. These results imply a 0.003 likelihood of obtaining a t-value as large as 3.260 for the absolute value. The results also showed that the regression weight of Content Marketing in Adoption prediction significantly varied from zero at 0.05 significance level (one-tailed). With 0.000 for p-value < 0.05, a positive relationship was formed as the path coefficient (β) was 0.225 - H1 was hence supported. As can be construed from the results, the increase of Content Marketing by 1 in standard deviation (SD) will increase adoption by 3.260 in SD. For H2 testing, Social media marketing scored t-value = 5.191, and p-value = 0.002 for adoption prediction. These results imply a 0.002 likelihood of obtaining a t-value as large as 5.191 for the absolute value. The results also showed that the regression weight of Social media marketing in adoption prediction significantly varied from zero at 0.05 significance level (one-tailed). With 0.004 for p-value < 0.05, a positive relationship was formed as the path coefficient (β) was 0.244 - H2 was hence supported. As can be construed from the results, the increase of Social media marketing by 1 in standard deviation (SD) will increase adoption by 0.244 in SD. For H3 testing, Search Engines scored t-value = 2.795, and p-value = 0.000 for adoption prediction. These results imply a 0.000 likelihood of obtaining a t-value as large as 2.795 for the absolute value. The results also showed that the regression weight of Search Engines in adoption prediction significantly varied from zero at 0.05 significance level (one-tailed). With 0.000 for p-value < 0.05, a positive relationship was formed as

the path coefficient (β) was 0.341– H3 was hence supported. As can be construed from the results, the increase of Search Engines marketing by 1 in standard deviation (SD) will increase adoption by 0.341 in SD. Based on the outcomes of bootstrapping, Credibility showed positive and significant moderation effect on the relationship between content marketing and adoption at 0.05 significance level, with $\beta = 0.321$, t -value = 7.294, p -value = 0.000. H4 was supported as e- Credibility was found to moderate the relationship between content marketing and adoption. Observing the results of bootstrapping, Credibility showed positive and significant moderating role on the relationship between social media marketing and adoption at 0.05 significance level, with $\beta = 0.378$, t -value = 4.971, p -value = 0.002. H5 was thus supported as the results showed moderating role of Credibility in The relationship between social media marketing and adoption. Observe the startup results, Credibility showed positive and significant moderating role on the relationship between search engines and adoption at 0.05 significance level, with $\beta = 0.311$, t -value = 7.401, p -value = 0.001. H6 was thus supported as the results showed moderating role of Credibility in the relationship between search engines and adoption.

6. Conclusion and Recommendation

The lack of use of modern digital marketing strategies among the employees of the Jordanian interior design companies was highlighted. Relevantly, a total of eight hypotheses were proposed in this study, to understand the current situation of digital marketing strategies usage and their impact on employees of Jordanian interior design companies in their effort to adopt modern systems.

This study examines the relationship between digital marketing strategies (content marketing, social media, and search engines) and BIM adoption among employees of design firms Jordan furniture and consider the prestige factor as a factor regulating the relationship. In the same vein, undeniably is a novel contribution to the advancement of technological usage among interior design companies, particularly those operating in developing countries like Jordan. Furthermore, the findings will increase understanding of the impact of using digital marketing strategies on BIM system adoption, with a certain degree of influence of credibility.

The eight study hypotheses were tested using path coefficients PLS-SEM 3.3.6 – to understand the link between digital marketing strategies (social media, content marketing, and search engines), credibility, and BIM system adoption, among employees of Jordanian interior design companies and the obtained outcomes showed positive and significant impact of digital marketing strategies on BIM system adoption. Furthermore, credibility seemed to impact modern systems adoption positively and significantly. The results also showed the critical role of credibility in increasing modern systems adoption among developing nations like Jordan.

The results led to some vital conclusions. Digital marketing strategies and the adoption of modern systems in internal design companies leads to an increase in the net profit, so internal design companies should master the use of digital marketing strategies and should be up to date with the most innovative systems, and most importantly, should be willing to adopt them.

It was also found that the wise usage of digital marketing elements in interior design companies, allows companies to reach an unlimited amount of potential consumers, which in turn raises the level of opportunities to gain more clients which in turns increases the company's market share, accordingly, it's advisable for interior design companies to use digital marketing elements in a credible and trustworthy approach.

The most important finding supported by this study is the moderating effect of credibility on the relationship between digital marketing elements (content marketing, social media, and search engines) and the adoption of BIM system, in interior design companies, this in fact, encourages interior design companies in particular and business companies in general, to ensure and implement moral and ethical concepts (credibility, trustworthiness, truthfulness) in their policies for its major effect on their overall customer relationship and net profit.

References

- Abanda, F. H., Manjia, M. B., Pettang, C., Tah, J. H., & Nkeng, G. E. (2014). Building information modelling in Cameroon: overcoming existing challenges. *International Journal of 3-D Information Modeling (IJ3DIM)*, 3(4), 1-25. am, U., Fülöp, M. T., Tiron-Tudor, A., Topor, D. I., & Căpuşeanu, S. (2021). Impact of digitalization on customers' well-being in the pandemic period: Challenges and opportunities for the retail industry. *International Journal of Environmental Research and Public Health*, 18(14), 7533.
- Al-Dmour, H. H., Algharabat, R. S., Khawaja, R., & Al-Dmour, R. H. (2019). Investigating the impact of ECRM success factors on business performance: Jordanian commercial banks. *Asia Pacific Journal of Marketing and Logistics*, 31(1), 105-127.
- Al-dmour, H., Hadad, H., & Al-dmour, R. (2023). The impact of the adoption of green marketing on corporate performance of non-profitable organizations: empirical study. *Social Responsibility Journal*, 19(1), 1-19.
- Alfeel, E., & Ansari, D. Z. A. (2019). The impact of social media marketing on consumer purchase intention: Consumer survey in Saudi Arabia. *Journal of Marketing and Consumer Research*, 56(1), 13-22.
- Al-Gasawneh, J. A., AlZubi, K. N., Anuar, M. M., Padlee, S. F., ul-Haque, A., & Saputra, J. (2022). Marketing performance sustainability in the Jordanian hospitality industry: The roles of customer relationship management and service quality. *Sustainability*, 14(2), 803.

- Al-Gasawneh, J., & Al-Adamat, A. (2020). The mediating role of e-word of mouth on the relationship between content marketing and green purchase intention. *Management Science Letters*, 10(8), 1701-1708.
- Al-Gasawneh, J., Al-Balqa, J., Hasan, M., Mahmoud, A., Al-Rawashdeh, G., Mukattash, I., & Saputra, J. (2023). The moderating role of reliability on the relationship between electronic word of mouth and customer purchase intention in Jordanian real estate enterprises. *International Journal of Data and Network Science*, 7(2), 687-694.
- Alghasawneh, L. A. S., Akhorshaidh, A. H., Alharafsheh, M., Ghasawneh, A., Al-Gasawneh, J. A., & Al-Hadid, A. Y. (2021). Determinants of Supply Chain Management Practices in Jordanian Pharmaceutical Firms. *Solid State Technology*, 64(2), 2986-3001.
- Alnaser, A. S., Al-Shibly, M. S., Alghizzawi, M., Habes, M., & Al-Gasawneh, J. A. (2020). Impacts of social media and demographical characteristics on university admissions: case of Jordanian private universities. *PalArch's Journal of Archaeology of Egypt/Egyptology*, 17(7), 6433-6454.
- Alwan, M., & Alshurideh, M. (2022). The effect of digital marketing on purchase intention: Moderating effect of brand equity. *International Journal of Data and Network Science*, 6(3), 837-848. and Logistics.
- Alzaanin, R. (2020). A Conceptual Review of Digital Content Marketing Strategy as an Effective Practice to Grow Small Business. *International Journal of Economics, Business, and Entrepreneurship*, 3(2), 132-137.
- ARABIA, M. S. (2021). Evaluation of the Performance for Popular Three Classifiers on Spam Email without using FS methods.
- Bansal, R., Masood, R., & Dadhich, V. (2014). Social media marketing-a tool of innovative marketing. *Journal of Organizational Management*, 3(1), 1-7.
- Berman, R., & Katona, Z. (2013). The role of search engine optimization in search marketing. *Marketing Science*, 32(4), 644-651.
- Bhandari, R. S., & Bansal, A. (2018). Impact of search engine optimization as a marketing tool. *Jindal Journal of Business Research*, 7(1), 23-36.
- Bunpis, L., & Haron, M. S. (2014). The influence of content marketing on customer brand engagement towards online herbal cosmetic store in Thailand. Qazzafi, S. H. E. I. K. H. (2019). Consumer buying decision process toward products. *International Journal of Scientific Research and Engineering Development*, 2(5), 130-134.
- Cepal, N. U. (2021). Digital technologies for a new future.
- Desai, V., & Vidyapeeth, B. (2019). Digital marketing: A review. *International Journal of Trend in Scientific Research and Development*, 5(5), 196-200.
- Garg, M., Bansal, A., & Single, K. (2021). Impact of Digital Marketing on Consumer Decision Making. *International Journal for Scientific Research and Development*. Published. <http://ijsrd.com/Article.php>.
- Gautam, V., & Sharma, V. (2017). The mediating role of customer relationship on the social media marketing and purchase intention relationship with special reference to luxury fashion brands. *Journal of Promotion Management*, 23(6), 872-888.
- Gomes, J. P. L., & Nogueira, S. (2020). The impact of sustainable marketing techniques adoption on the global marketing strategy in car dealers from district of Porto-Northern Portugal.
- Gu, N., & London, K. (2010). Understanding and facilitating BIM adoption in the AEC industry. *Automation in construction*, 19(8), 988-999.
- Gugerty, L., & Link, D. M. (2020). How heuristic credibility cues affect credibility judgments and decisions. *Journal of Experimental Psychology: Applied*, 26(4), 620.
- Hair Jr, J. F., Hult, G. T. M., Ringle, C. M., Sarstedt, M., Danks, N. P., Ray, S., ... & Ray, S. (2021). An introduction to structural equation modeling. *Partial least squares structural equation modeling (PLS-SEM) using R: a workbook*, 1-29.
- Hammouri, Q., Altaher, A. M., Rabaa'i, A., Khataybeh, H., & Al-Gasawneh, J. A. (2022). Influence of psychological contract fulfillment on job outcomes: A case of the academic sphere in Jordan. *Problems and Perspectives in Management*, 20(3), 62-71.
- Holliman, G., & Rowley, J. (2014). Business to business digital content marketing: marketers' perceptions of best practice. *Journal of research in interactive marketing*, 8(4), 269-293.
- Kim, S., & Choi, S. M. (2012). Credibility cues in online shopping: an examination of corporate credibility, retailer reputation, and product review credibility. *International Journal of Internet Marketing and Advertising*, 7(3), 217-236.
- Manzoor, U., Baig, S. A., Hashim, M., & Sami, A. (2020). Impact of social media marketing on consumer's purchase intentions: the mediating role of customer trust. *International Journal of Entrepreneurial Research*, 3(2), 41-48.
- Marshall, O. (2021). Search Engine Optimization and the connection with Knowledge Graphs.
- Matta, H., Gupta, R., & Agarwal, S. (2020, June). Search Engine optimization in digital marketing: present scenario and future scope. In *2020 International Conference on Intelligent Engineering and Management (ICIEM) (pp. 530-534)*. IEEE.
- Nafees, L., Cook, C. M., & Stoddard, J. E. (2020). The impact of the social media influencer power on consumer attitudes toward the brand: the mediating/moderating role of social media influencer source credibility. *Atlantic Marketing Journal*, 9(1), 3.
- Nawaz, S. S., & Kaldeen, M. (2020). Impact of digital marketing on purchase intention. *International Journal of Advanced Science and Technology*, 29(4), 1113-1120.
- Omar, A. M., & Attaya, N. (2020). The impact of digital marketing on consumer buying decision process in the Egyptian market. *International Journal of Business and Management*, 15(7), 120-132.
- Pulizzi, J. (2012). The rise of storytelling as the new marketing. *Publishing research quarterly*, 28(2), 116-123.
- Sharma, R., & Mishra, R. (2014). A review of evolution of theories and models of technology adoption. *Indore Management Journal*, 6(2), 17-29.
- Sinha, M., & Sheth, J. (2018). Growing the pie in emerging markets: Marketing strategies for increasing the ratio of non-users to users. *Journal of Business Research*, 86, 217-224.
- Venkatesh, V., Thong, J. Y., & Xu, X. (2012). Consumer acceptance and use of information technology: extending the unified theory of acceptance and use of technology. *MIS quarterly*, 36(1), 157-178.
- Verma, D., & Dewani, P. P. (2021). eWOM credibility: a comprehensive framework and literature review. *Online Information Review*, 45(3), 481-500.

- Wymbs, C. (2011). Digital marketing: The time for a new “academic major” has arrived. *Journal of Marketing Education*, 33(1), 93-106.
- Yang, Q., Qin, L., Chen, Z., Ji, S., Zhang, K., & Ma, X. (2019, August). Empirical study on the impact of short video content marketing on consumer's purchasing intention based on the integrated model of TRA and ELM. *In 1st International Symposium on Economic Development and Management Innovation (EDMI 2019) (pp. 519-524)*. Atlantis Press.



© 2024 by the authors; licensee Growing Science, Canada. This is an open access article distributed under the terms and conditions of the Creative Commons Attribution (CC-BY) license (<http://creativecommons.org/licenses/by/4.0/>).