THE EFFECTIVENESS OF USING DIGITAL MARKETING COMMUNICATION STRATEGIES AND THEIR CONVERSION EFFECTS (CASE STUDY ON DATASCRIPMALL.ID)

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KEYWORDS
digital marketing communication; marketing strategy; technology

ABSTRACT
The development of technology, it then has a significant impact on aspects of human life and also business development. In this case, there are many methods that can be used as a method of using digital marketing strategies for companies. In this study, a cash study was taken on DatascripMall.id whose line of business is in the technology sector. The research method used this time is a quantitative research method with data collection techniques using primary and secondary methods. The results obtained in this study is that there is a significant influence between each variable on the company related to efforts to increase company profits.

INTRODUCTION
The marketing landscape has shifted since the involvement of multinational digital corporation, such as Google. As search engine platform, Google allows marketer to display their products through search engine optimization. On the other side, the customer’s searching behaviour has moved digitally. Customers rely on search engine to find the proper product or service. Google sits as mediator that connects customers and marketer through digital technology, algorithm, and search engine optimization.

Google as mediator has grown more promising since most of the customers are active online. Google also develops several useful tools to help marketers to reach the customers, such as Google Ads, Google Display Network, and Google Analytics. Using these tools, marketers help customers to quickly and efficiently find the suitable products and then make some purchases. Simply put, customers will see ads in any digital channel, such as in social media, click and get to know the product. The action of customers visiting the website of the marketers is called traffic. Traffic can be generated through several channels such as direct, referral, pop ads, social media ads, google display network, google search ads, and organic google search. Direct traffic means customers visit the website from the web URL link. For example, customers know the website name and decide to enter it directly to the address bar. Referral program uses the existing customers to recommend the product or the website to other potential customers, such as their family or colleagues. Pop ads traffic is generated when customers click on a small box containing a link and short information about the website that pops up over an
existing page. In social media ads traffic, customers visit the website through ads found in social media websites such as Instagram ads. In Google Display Network, similar to Pop ads, customers have to click on the box containing short information to visit the website but instead of being a pop up it is located and stays within the page. The last two kinds of traffic involve Google search engine (Fujita et al., 2017). When marketers use Google search ads, the ads itself will be in the first result of the search thus making customers prefer to click that over other search results. The last one is organic google search traffic which means the customers click on the website that appears as a usual search result instead of being an advertisement. Google analytics collect customers identity and behavior as data to personalize the advertisement, thus, they will have a greater chance to generate sales.

A new channel of communication has been made possible by the social media revolution brought on by 9/11 (Sashi, 2012). Apart from social media, mobile technology nowadays plays a key role in marketing communications. Its development at this time can be seen as a communication process and also has an e-commerce goal, which is used as one of the steps for direct sales to consumers (Aisyah Dwityas et al., 2020). A company's efficacy and efficiency in conducting business might be considerably improved by the present revolution in digital communication. The practice has undergone many changes in recent years, where digital communication has become a key component. The Digital Marketing Institute (Smith, 2007) clarifies that digital marketing utilizes digital technology to create integrated, directed, and measurable communications. Such communication will contribute to acquiring and retaining customers by building strong and deep relationships.

This research will investigate how DatascripMall.ID market growth is influenced by digital marketing communication strategies. DatascripMall.ID uses a range of strategies and tools, including as content marketing, social media marketing, email marketing, and search engine optimization. The main objective of every digital communication channel employed by DatascripMall.ID is to attract new clients, which will increase the company sales and raise its profile. Most businesses use digital marketing platforms today to stay up to date, expand business opportunities, reduce costs, and spend less time on marketing. One of the aims of this thesis is to thoroughly explain digital marketing communications, their methods, and how they differ from traditional marketing communications. In addition, the goals to be achieved in this thesis are also related to wanting to see whether there is an influence from the use of digital marketing on product sales at DatascripMall.ID.

The broad notion of marketing completely encompasses all contemporary digital platforms and technologies used in engaging, implementing, executing, and managing marketing strategies and plans to enhance client enjoyment. Businesses are looking for a clear strategy to get started with and incorporate digital marketing as it is one of the important elements in the advertising mix, but they don’t understand or know how to do it (CHAFFEY, 2013). In the industrialized world, smartphones and internet access are growing in popularity and use, and businesses are now recognizing the value of digital marketing. It has been noted that effective customer management requires using both traditional and online strategies at the same time (Parsons et al., 1996).

Even though at this time the development of the digital world is increasingly developing into digital marketing, as a company that carries out marketing activities, you also still have to
pay attention to a comprehensive and synergistic strategy. As was understood prior to the development of digital marketing that exists today, many companies were initially successful by using traditional marketing methods. This is, of course, associated with appropriate strategic steps. The current use of digital marketing helps companies transform their traditional marketing strategies. Aspects of changes in human life that have an impact on technology itself are developments from traditional marketing communication efforts, which will then focus on marketing efforts for a company products (Aisyah Dwityas et al., 2020).

The internet and technology have now developed into new media for marketing efforts. With online marketing, it is basically a development step from marketing methods that have existed before (Kaur, 2017). With the increase and use of smartphones and internet access, as well as the emergence of social media and advances in web technology and mobile applications, communication has become much easier than in previous decades (Khomenko et al., 2020). The use of digital marketing provides new opportunities to reach, educate, and engage consumers and to offer and market products and services. Digital marketing is anticipated to remain at the forefront of future technological changes (Lamberton & Stephen, 2016).

Social media is very dynamic in today society and allows everyone to contribute their views, ideas, and beliefs. The fact that 97% of marketers use social media marketing is another sign of this growth. Social media marketing allows businesses to communicate directly with their customers, which increases revenue, develops brand equity, and increases customer loyalty.

Social media marketing increases awareness, which increases traffic and generates more money. Despite being a part of social media marketing, SEO varies from PPC in that it boosts website traffic in locations other than those that pay per click (organic). The goal of SEO is to do keyword research, optimize website pages, and get backlinks. As said before, Google (and other search engines) are committed to providing high-quality content to their users. They can do this by creating real-time algorithms that they believe will give the best results. The crawlers used by search engines visit each page in turn to collect data about all the content available online. After gathering all the information, the search engine creates an index (a collection of web pages), which is passed through an algorithm that tries to match all the information with a given query. Search engines base their rankings on a number of parameters to display the best results. The first and most significant criterion is relevance, which implies that a website must provide the information users are looking for because search engines prioritize pages that are closely related to the search phrase (Google considers more than 200 factors when determining content relevance). PPC marketing is a strategy to leverage search engine advertising to generate clicks on a website as opposed to an organic search approach. Sentence (2018) claims that PPC marketing gives companies the opportunity to advertise in the sponsored list section of the SERP by paying a fee each time the ad is clicked. PPC allows businesses to concentrate on individuals depending on their demographic traits. A practical technique for directing the right clients to a company website is to display advertisements and target their customers depending on age, gender, education, relationship status, or even interests (Ko, 2019).

Many businesses now include digital marketing as a crucial part of their overall strategy. There is now a low-cost and highly effective method for even the smallest business owners to
advertise their wares to the public. Internet marketing can be done anywhere. A range of print and electronic media, including but not limited to smartphones, tablets, computers, TVs, video game consoles, and digital billboards, may be used to promote the business and its products. In digital marketing initiatives, attention must be given to serious concerns. A company has to build a focused media strategy and encourage new employee loyalty in order to find the best way to boost digital productivity (Yasmin et al., 2015).

**METHOD RESEARCH**

Bhandari asserts, "Penelitian Kuantitatif is a process of collecting and analyzing numerical data. It can be used to find patterns and averages, make predictions, test causality, and extrapolate results to wider populations." The method used in the study was a quantitative study measuring the effectiveness of DatascripMall.ID traffic marketing efforts. The data used in this study comes from Google Analytics. Inspected traffic is represented by sessions and transactions in Google Analytics.

![Google Analytics dashboard overview (2 Jan 2021 - 6 Aug 2022)](https://datascripmall.id/)

**Figure 1**

Google Analytics dashboard overview (2 Jan 2021 - 6 Aug 2022)

Source: Google Analytics for https://datascripmall.id/
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Google Analytics integrated with the company's website and used it as Secondary Data. Secondary data is data created by other people (Alvehus, 2013). As part of this research, the company's website was used to gather secondary data that may be valuable in this particular study to provide a more comprehensive understanding of the digital marketing strategy and competitive landscape. The procedures of collecting the data used in this research was using secondary data (Google Analytics). This technique answered the difficulty in this study about how significant is the impact of digital marketing communication on marketplace DatascripMall.ID development and also which channels impact the most to transactions in DatascripMall.ID. The authors expected that the data will be more accurate with help of technology of Google Analytics.
Linear regression used in this research attempts to model the relationship between two variables by fitting a linear equation to observed data. A variable is considered an explanatory variable, and the other is considered to be a dependent variable. The authors want to relate the traffic from marketing channel at DatacripMall.ID to their transaction using a linear regression model.

Figure 5 depicts the research model used in this study. Each traffic source will be tested for correlation with conversions, and each hypothesis will be retested to determine the extent to which each traffic has an effect on transactions.
The hypothesis below is suggested. In each of the hypotheses carried out, aims to prove which traffic source has the most influence on traffic:

**H1: ‘Direct’ traffic has positive & significant impact towards the number of transactions.**

Traffic data come from users who directly visited the Marketplace website DatascripMall.ID. Transaction data for direct traffic comes from Google Analytics reports. The independent variable used is the "direct" traffic data and the dependent variable is the transaction. According to the data in Fig. 3, direct traffic is the largest traffic source with a percentage of about 34.52%. This means that there are increasingly more users who are completing transactions coming from "Direct" traffic.

**H2: ‘Referral’ traffic has positive & significant impact towards the number of transactions.**

The referral data come from users who visited the Marketplace website DatascripMall.ID from the referring link. Transaction data for ‘Referral’ traffic comes from Google Analytics reports. The independent variable used is the ‘referral” traffic data and the dependent variable is the transaction.

**H3: ‘PopAds’ traffic has positive & significant impact towards the number of transactions.**

The PopAds data come from users who visited the Marketplace website DatascripMall.ID by tapping the Pop Up Page Ads link. Transaction data for ‘PopAds’ traffic comes from Google Analytics reports. The independent variable used is the ‘PopAds’ traffic data and the dependent variable is the transaction.

**H4: ‘SocialAds/FBIG’ traffic has positive & significant impact towards the number of transactions.**

The SocialAds/FBIG data come from users who visited the Marketplace website DatascripMall.ID by Social Media Ads, either from Facebook or Instagram link. Transaction data for ‘SocialAds/FBIG’ traffic comes from Google Analytics reports. The independent variable used is the ‘SocialAds/FBIG’ traffic data and the dependent variable is the transaction.

**H5: ‘Display/GDN’ traffic has positive & significant impact towards the number of transactions.**

The Display/GDN data come from users who visited the Marketplace website DatascripMall.ID by Web Banner Ads. Transaction data for ‘Display/GDN’ traffic comes from Google Analytics reports. The independent variable used is the ‘Display/GDN’ traffic data and the dependent variable is the transaction.

**H6: ‘Google Search’ traffic has positive & significant impact towards the number of transactions.**

The Google Search data come from users who visited the Marketplace website DatascripMall.ID by Search Engine Marketing that click a few keywords that have been designated as traffic-generating keywords. Transaction data for ‘Google Search’ traffic comes from Google Analytics reports. The independent variable used is the ‘Google Search’ traffic data and the dependent variable is the transaction.
H7: ‘Google(organic)’ traffic has positive & significant impact towards the number of transactions.

The Google (Organic) data come from users who visited the Marketplace website DatascripMall.ID by Search Engine Optimization that user search on google from organic search results. Transaction data for ‘Google (Organic)’ traffic comes from Google Analytics reports. The independent variable used is the ‘Google (Organic) traffic data and the dependent variable is the transaction.

RESULT AND DISCUSSION

This output summary table displays the strength of the relationship between the independent variable and the dependent variable in the attached table below.

Multiple R, is a metric used to measure how closely the dependent and independent variables are related linearly. R might have a positive or negative number (between -1 – 1). A stronger relationship is indicated by a higher R value (+ or -). Meanwhile, R Square (R2), also known as the coefficient of determination, is a measure of how well the regression equation fits the data; specifically, it indicates the percentage of the total variation in the dependent variable that can be accounted for by the independent variable. R2's value ranges from 0 to 1, and as it approaches 1 the fit of the model is stated to be better.

H1: ‘Direct’ traffic has positive & significant impact towards the number of transactions.

The result Multiple R value is positive, as can be seen in the table of regression findings between Direct and Transaction above. The resultant R Square value is also positive, indicating that the regression equation well fits the data. This suggests that Direct traffic significantly and positively affects the number of transactions.

H2: ‘Referral’ traffic has positive & significant impact towards the number of transactions.
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**Summary Output**

<table>
<thead>
<tr>
<th>Regression Statistics</th>
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<tr>
<td>Multiple R</td>
</tr>
<tr>
<td>R Square</td>
</tr>
<tr>
<td>Adjusted R Squ</td>
</tr>
<tr>
<td>Standard Err</td>
</tr>
<tr>
<td>Observations</td>
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**ANOVA**

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<td>8.390636421</td>
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<td>9044.362358</td>
<td>108.9662205</td>
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<tr>
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<td>9052.752941</td>
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</table>

**Coefficients**

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<th>Standard Err</th>
<th>t Stat</th>
<th>P-value</th>
<th>Lower 95%</th>
<th>Upper 95%</th>
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<tbody>
<tr>
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<td>-0.277490118</td>
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<td>PopAds</td>
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</tr>
</tbody>
</table>

**Figure 15**

Regression for Referral vs Transaction
(weekly data, 2 Jan 2021 - 6 Aug 2022)

The result Multiple R value is positive, as can be seen in the table of regression findings between Referral and Transaction above. The resultant R Square value is also positive, indicating that the regression equation well fits the data. This suggests that Referral traffic significantly and positively affects the number of transactions.

H3: ‘PopAds’ traffic has positive & significant impact towards the number of transactions.

**Figure 16**

Regression for PopAds vs Transaction
(weekly data, 2 Jan 2021 - 6 Aug 2022)

The result Multiple R value is positive, as can be seen in the table of regression findings between PopAds and Transaction above. The resultant R Square value is also positive, indicating that the regression equation well fits the data. This suggests that PopAds traffic significantly and positively affects the number of transactions.

H4: ‘SocialAds/FBIG’ traffic has positive & significant impact towards the number of transactions.
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Figure 17
Regression for SocialAds/FBIG vs Transaction
(weekly data, 2 Jan 2021 - 6 Aug 2022)

The result Multiple R value is positive, as can be seen in the table of regression findings between SocialAds/FBIG and Transaction above. The resultant R Square value is also positive, indicating that the regression equation well fits the data. This suggests that SocialAds/FBIG traffic significantly and positively affects the number of transactions.

H5: ‘Display/GDN’ traffic has positive & significant impact towards the number of transactions.

Figure 18
Regression for Display/GDN vs Transaction
(weekly data, 2 Jan 2021 - 6 Aug 2022)

The result Multiple R value is positive, as can be seen in the table of regression findings between Display/GDN and Transaction above. The resultant R Square value is also positive, indicating that the regression equation well fits the data. This suggests that Display/GDN traffic significantly and positively affects the number of transactions.

H6: ‘Google Search’ traffic has positive & significant impact towards the number of transactions.
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Figure 19
Regression for Google Search vs Transaction
(weekly data, 2 Jan 2021 - 6 Aug 2022)

The result Multiple R value is positive, as can be seen in the table of regression findings between Google Search and Transaction above. The resultant R Square value is also positive, indicating that the regression equation well fits the data. This suggests that Google Search traffic significantly and positively affects the number of transactions.

H7: ‘Google(organic)’ traffic has positive & significant impact towards the number of transactions.

Figure 20
Regression for Google (organic) vs Transaction
(weekly data, 2 Jan 2021 - 6 Aug 2022)

The result Multiple R value is positive, as can be seen in the table of regression findings between Google (organic) and Transaction above. The resultant R Square value is also positive, indicating that the regression equation well fits the data. This suggests that Google (organic) traffic significantly and positively affects the number of transactions.
Regression result summary

<table>
<thead>
<tr>
<th>Hypothesis</th>
<th>Regression Results</th>
<th>P-Value</th>
<th>Hypothesis</th>
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</thead>
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</tr>
<tr>
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</tr>
<tr>
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<td>Not Support</td>
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<tr>
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<td>Not Support</td>
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<tr>
<td>H6</td>
<td>Not Support</td>
<td>0,696</td>
<td>H6</td>
</tr>
<tr>
<td>H7</td>
<td>Not Support</td>
<td>0,155</td>
<td>H7</td>
</tr>
</tbody>
</table>

CONCLUSION

Analyzing the results in Table 2, each direct entry visit returned 0.43, each search engine entry revisited the site 0.36, and each referring page visit returned only 0.24. In other words: for our particular site, direct visits were the most effective, followed by search engine visits, and only after link submissions (Plaza, 2009). Based on table 1 related to regression analysis, it showed that all hypotheses in this study are not supported. All the significant values are above 0.05 which means the hypotheses are rejected. The findings are different from previous research (Waruwu et al., 2022), in which the research found results related to the effect of digital marketing on increasing sales volume at the research object, namely the Gunungsitoli Family Center. From the results of this study, it was found that there was a T-test result that showed that t count > t table, or 9.565 > 1.692, which, from the results of the study, stated that the hypothesis was accepted. Where is the hypothesis that there is an influence of digital marketing on sales volume at the Gunungsitoli Family Center? This shows that there is a difference with this research, which has research studies related to digital marketing, but at DatascripMall.ID, this has no effect on the company. Aside from that, previous research found that digital marketing had an 83.9% influence on sales, with the remaining 26.1% influenced by other factors.

The results of this study are quite out of expectation since the idea of digital marketing has been glorified as a solution for current issues in the digital era. The development of the digital era at this time by utilizing digital marketing itself is expected to be able to develop the
company's marketing potential and influence consumer purchasing decisions. The existence of digital marketing that uses various platforms and tools will influence consumers in terms of profits. Consumers can search for and get more information by means of web browsing. (Bloch & Richins, 1983) So with this, it will be able to increase consumer knowledge of these products, which will then influence purchasing decisions. Furthermore, consumer behavior at this time will make a greater effort to browse first before making a purchase decision. This is because browsing is an examination of a store's merchandise for recreational or informational purposes without a current intent to buy (Bloch & Richins, 1983).

Direct → it means direct visit to the website DatascripMall.ID does not mean buy the product. It could be window shopping or price comparison. According to Gritten (2007), increasing media fragmentation and clutter expose consumers to thousands of commercial messages every day. These messages are disseminated not only through traditional media like television and newspapers, but also through guerrilla media campaigns, subviral marketing online, brand installation, and consumer-generated media like blogs, podcasts, and online social networking sites. As a result, consumers have increasingly become information editors, empowered by technology to avoid both content and advertising messages that do not appeal to them. Attitudes toward advertising have been studied in a variety of traditional and new media. According to (Schultz et al., 2008) push-pull model of marketing communication, consumers control the information flow, making their attitude toward advertising a critical factor in determining whether a shield is erected and when a message is received. Furthermore, consumers are less likely to pay attention to either the content or the advertising if they do not trust or believe the media. Consumers refuse online ads for a variety of reasons, including: (1) negative experience expectations, (2) perception of relevance of advertising messages, (3) skepticism of advertising message claims, and (4) skepticism of online social networking sites as a credible advertising medium (Jiang, 2002).

Pop ads/display → or other ads in social media or other platforms can be considered as ‘annoyed ads’. It could be that consumers click unintentionally. Even though the development of digital marketing is like what is happening at the moment, in fact this does not guarantee that consumers will be affected by these online advertisements. In (Mutsaers, 2022) it was found that many people actually did not like online ads and even blocked these online ads. This is based on the results of research in (Kelly et al., 2010) there are several reasons which in fact online ads are not liked, including (1) Ads are annoying and intrusive, (2) Ads are disruptive, (3) Ads create security concerns, and (4) Ads affect load time and bandwidth usage. Furthermore, that from 72% of the survey results conducted, they stated that pop up ads were highly annoying ads and they didn't like them. So that in this case it can be used as a reference that more people choose to be able to see advertisements that are valuable for them, which can then be adjusted according to their habits and preferences (Bloch & Richins, 1983).

Hence, it is important for advertisers and publishers to understand consumers’ annoyance elicitation in digital advertising, and accordingly adapt their marketing and publishing strategies (Patrutiu-Baltes, 2016). Towards this direction, we examine the trade-off between effective and annoying display advertising. Besides, given the importance of the revealed structural dynamics in the advertising effectiveness and annoyance elicitation, our findings also indicate it would be strategically meaningful for the publishers and advertising networks to track subtle signals of consumer browsing behavior at a granular level. Such tracking capabilities would allow advertisers and publishers to make appropriate inferences regarding the trade-offs between advertising effectiveness and consumers’ annoyance elicitation. If such mechanisms are neglected, annoyance effects can hurt the main business revenue models of publishers and advertising network affiliates since consumers actively avoid ads as a result of annoyance elicitation.
The strongest influence on behavioral intention was perceived security. The results of this study show that social contact significantly affects how something is seen and is a reliable indicator of future behavior (Mutsaers, 2022). This implies that when their social environment confirms something as secure or insecure, people feel more secure or insecure. Given the growing importance of online security, people are likely to judge companies like Google and Facebook more and more on how they handle online security in the long run. When online security becomes a more important topic in the social environment, it will have an impact on the level of perceived security among internet users (Kelly et al., 2010).

In this digital era, they will first browse the product they are looking for, following the current consumer behavior pattern. Consumer shopping orientation used to come quickly and with conditions to buy, but in recent developments, this is experiencing orientation and becoming ineffective. (Tauber, 1972) proposed several unrelated shopping motivations (e.g., diversion, sensory stimulation, and social contact). In other words, the act of shopping provides more satisfaction to consumers than the products themselves. (Korgaonkar, 1984) adds to Tauber's case by describing shoppers who enjoy shopping as a hobby. It has been discovered that "recreational shoppers" are active information seekers who prefer department stores and closed shopping malls and spend more time shopping. Despite the fact that this research has a recreational component, the enjoyment of shopping described in these studies applies to both planned, purchase-directed retail trips and leisure time browsing. By focusing on non-purchasing browsing behavior, this study adds to the existing literature on search and shopping behavior. With this browsing activity, consumers will develop a new consumer pattern in which they can see products without feeling compelled to make a purchase. This is an activity performed by a buyer in order to confirm and compare these products (Bloch & Richins, 1983).

The existence of developments in the basic aspects of human life, then give effect to consumer habits. Currently, the concept of shopping no longer comes to offline stores, and consumers have the intensity to buy these products directly. Aspects that are developing at this time, consumers will prefer to do browsing activities before making a purchase. They make purchases after browsing activities to be able to get product knowledge and also get reference opinion leaders. These two aspects will then become influences or driving factors for consumers to make product purchasing decisions (Todri et al., 2020).

Google is not a panacea for digital marketing. Google as a mediator that gathers data from both consumers/users and marketers does not simply influence the growth of transactions. Tesis explains the variable. As a result, it is projected that more internet users would select products like the Brave web browser that are more targeted toward boosting online security. Organizations such as the Brave web browser should investigate the attitude toward their service because it has a direct and indirect impact on the intention to use. Organizations could respond to this by attempting to change attitudes and reduce the level of perceived risk in their target group's environment (e.g., through marketing activities). This is due to the fact that perceived risk mediates the relationship between perceived security and behavioral intention. (Mutsaers, 2022).

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