



OBSERVING THE ROLE OF ONLINE MARKETING STRATEGIES WITH CONSUMER BUYING BEHAVIOR IN THE PRESENCE OF ATTITUDE AS A MEDIATOR

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Abstract

Customers are increasingly turning to professional social media networks to learn about businesses and make purchasing decisions. The purpose of this study is to get a better understanding of SMM activities customization and word of mouth, brand experience sensory experience and behavioral experience and social media benefits, cognitive and personal integrates and CBBE in the fashion house business environment by revealing whether marketers may impact customers' attitude toward the brand equity. The survey of 274 followers of high-end fashion companies on digital networking was utilized to evaluate the study model using a statistical programmed for the natural sciences. The data show significant mental, personal integrative, and socially integrative advantages, but not hedonic benefits, moderate the SMM–CBBE connection. Furthermore, brand trust, user engagement, and customer satisfaction are all substantially influenced by behavioral and attitudinal consumer engagement. Our studies might be used by luxury fashion management to design SMM tactics that improve Youngsters' overall business journey and customer loyalty evaluations in digital marketing contexts.

Keywords: Social media; WOM; Brand experience; Customization; Cognitive

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I. INTRODUCTION

The transformation of conventional marketing into digital marketing is rapidly adopted in growing economies which paved the ways for gaining momentum in recent years (TRAN, 2020). Recent spur in online shopping is a scientific indicator that helps in the predictability of business success for both bricks and mortar ventures (Dharmesti, Dharmesti, Kuhne, & Thaichon, 2019). The Internet has played a vital role in changing preferences and consumption patterns of general consumers which has totally changed the perceptual thinking about internet shopping tied with the ease and conveniences of online shopping (Lăzăroiu, Neguriță, Grecu, Grecu, & Mitran, 2020). Online shopping is considered as an order of the day for the majority of consumers across the globe which flourish the image of cyberspace in consumer purchase intentions (Kazancoglu & Aydin, 2018)

The invention of the internet has transformed the way businesses operate worldwide (Adnan, 2014). Online buying is a way of electronic browsing that permit customers to acquire products and company offerings over the World Wide Web by using a web browser from distance (Khalil, 2014). The Foundation of online consumer buying behavior is set by advancement in business transactions and technology-based business which has created opportunities for marketing professionals to devise online marketing mix elements for reaching prospective customers previously unreachable (Beer, 2015). The growth of online shopping businesses is increasing every year and it is growing continuously with increasing competition (Ariff, Yan, Zakun, Bahari&Jusoh, 2013). Internet promises a lot of advantages to all business sectors and it provides direct feedback and unique linkage between company and consumers and from consumers perspective it allows controlled shopping search along with assistance and comparison shopping which leads to careful decision making (Newman, 2015).

Fashion industry was the selected because of high relevancy to the topic under considerations. Fashion has broad meaning, it is a style which lasts for a specific period in time (Yang, Song, & Tong, 2017). Fashion firms are having short life cycles measured in months or weeks or even days (Wongleedee, 2015). Online retailers and players require being more flexible and responsive in planning their online marketing mix components.

This study is important because of the growing trends of online shopping and increasing shifts towards online marketing mix components and practices by which marketing and brand managers of online companies can gain success in terms of knowing online product, price, and promotion tools (Abrar, Safeer, Baig, & Ghafoor, 2016). This research is needed because online buying as pre-requisite of society is developing significantly around the world with strong influence on online consumer buying behavior (Wongleedee, 2015). Smart gadgets and related technology has widen the scope of online buying and purchase intentions globally (Brewer & Sebby, 2021). Previous studies in the field on online purchase intentions has ignored the role of integrated online product, price and promotion in relationship with attitude as mediator. This study rationalizes the consumers online purchase intentions from the perspective of online product, price, placement and promotion. Attitude as

mediator between the selected variables by the use of theory of planned behavior guides the consumer behavior and their changed preferences from conventional to online shopping patterns.

Nittala (2015) described online shopping patterns and its growing importance in online context which further elaborated that online marketing mix has remarkable impact of performance to communicate needed, accurate and timely information to final consumers through websites and catering to the needs of final consumers in the form of perfect combination of marketing mix namely product, price, placement and promotion. Increasing competition and expansion of product availability on web is the indication of gaining online buying patronage, this acceptance of online buying has led researchers to study the driving forces of internet based shopping (Chawla, Khan, & Pandey, 2015). Internet is facilitating businesses in streamlining their operations, allowing good communication with customers along with costs benefits (Millyard, 2015). Pakistan as developing country will likely to see the golden developmental era in terms of online buying behavior with expected growth in internet sector in coming years and remarkable advancement for electronic commerce, online content, digital marketing and internet based shopping (Lakshmi, 2016). This study aims to analyze the impact of 3 Ps of marketing mix on online consumer buying behavior. This research is needed to determine the role of attitude as mediator between 3 Ps of marketing mix and online consumer buying behavior.

1.1) Problem Statement

This study is carried out to authenticate the results of previous researches in online consumer buying behavior and online marketing mix components with in depth understanding of attitude and gender influence on online consumer buying behavior. Although online marketing mix components are well researched by previous researchers, the problem is that different studies explored online marketing mix and online consumer buying behavior in different shopping context. Moshrefjavadi, Dolatabadi, Nourbakhsh, Poursaedi, and Asadollahi (2012) discussed uncertainties and confusions tied with online price related to loss of money, quality of products and other non-delivery risks associated with consumer online buying. Iconaru, Perju, and Macovei (2013) described risks associated with online consumer buying in terms of financial loss, poor product quality which can result in breaching of trust and loyalty. The problems faced by online retailers are lack of knowledge and understanding about the rules of presenting online marketing mix components and inability to understand the attitude differences in online shopping context (Lian & Yen, 2014).

II. LITERATURE REVIEW AND PROPOSED THEORETICAL FRAMEWORK

This section provides viable literature on online consumer buying behavior which is considered as one of the important part of research and is written work done by scholarly and accredited researchers on specific topic for performance of thorough review, overview or looking again of past work done on similar nature areas and related factors, issues and theoretical contributions for development of conceptual

model.

2.1 Consumer Buying Behavior

A series of sequential techniques of buying, using and disposition of products either in “tangible and intangible form” along with ideas and experiences associated with goods and services by consumers, groups and organizations for the purpose of satisfying their ultimate needs and wants” is known as consumer buying behavior (Kotler & Keller, 2011, p.189). A widely accepted and used model of consumer buying behavior and its process is Kotler’s model (2009) which starts with need recognition and moves across a series of rational steps for the solution of consumer problem.

2.2) Product, Attitude and Online Consumer Buying Behavior

Abrar, Safeer, Baig, and Ghafoor (2016) defined product as “all the advantages, offerings and benefits obtained by consumers from the exchange”. Products satisfy the needs and wants of target group of customers by offering them all sorts of advantages and benefits in accordance with their preferences and priorities (Brewer & Sebby, 2021). Consumer attitudes have strong connection with online shopping behavior when they are engaged in product information search stage of consumer buying behavior (Y. Zhao, Wang, Tang, & Zhang, 2020). Consumers who spend more time on internet surfing and browsing are more likely to shop online, its helps in shaping their attitude towards online shopping (Erkan & Evans, 2018). TRAN (2020) carried out research on association between online product risks, security, perceived satisfaction and purchase intentions on internet, the findings revealed positive and significant relationship between online product and consumer online purchase intentions. The above mentioned theoretical background paved the way for developing proposed hypotheses.

H1: *Product has positive relationship with online consumer buying behavior.*

H2: *Product has linear relationship with attitude.*

PRICE, ATTITUDE AND ONLINE CONSUMER BUYING BEHAVIOR

“Price is a term that describes the accounting price and monetary value which aims at lowering firm production costs along with other expenses for profit maximization” (Abrar, Safeer, Baig, & Ghafoor, 2016). Pricing in this definition depends on firm’s average costs and termed as monetary value which reduce the firm costs for increasing revenues of the firm (Lăzăroiu et al., 2020). Price is the yardstick which is used as competitive advantage and product with low prices will gain market share and profit easily among available competitors (Konuk, 2018). Strategic decisions regarding firms pricing should be based on customer perception and acceptance about the product, price as a controllable measure by which companies creates differentiation in the market for gaining market share and profitability (Sheehan, Hardesty, Ziegler, & Chen, 2019).

Shapiro, Reams, and So (2019) carried out research on relationship between perceived value and purchase intentions with moderating role of financial risks, the

findings revealed that financial risks which covered prices significantly moderates the relationship between online perceived value and purchase intentions. Similar study was conducted by Lo, Chou, and Teng (2013) who searched and investigated price influence on attitude of consumers and results showed that consumers expect lower prices on web in comparison with traditional shopping. Attitude towards online buying is well explained by consumer perception about considering online prices as low and worthy of comparison among alternative options available.

On the basis of previous researches following hypotheses are proposed:

H3: *Price has linear relationship with online consumer buying behavior.*

H4: *Price has linear relationship with attitude.*

2.3) Promotion, Attitude and Online Consumer Buying Behavior

Lee et al. (2014) described “Promotion as a tool for using hyperlinks in websites, advertisements and gets it free ads”. Abrar, Safeer, Baig, and Ghafoor (2016) defined promotion as “all types of information which is effectively and efficiently delivered for the purpose of audience anticipation”. Online promotion is virtual tool which can reach large and scattered consumers globally. Promotion includes all communication tools that convey message to target group of customer, online promotional campaigns has brought revolutionary changes in online business (Sokolova & Kefi, 2020). These promotional stuff over internet are controllable in terms of its length and type, consumers can skip the ads when they don’t feel the need for watching irrelevant advertisements (Fazeli, Shukla, & Perks, 2020). Promotional campaigns on internet influences the buying behavior not only with regard to the core product but also its supporting functions which includes warranty or brand image of the company (Hamdani, Abdul, & Maulani, 2018). Previous researchers identified the persuasion of promotional campaigns such as (Sokolova & Kefi, 2020) carried out research on persuasion objective of promotional messages on YouTube and Instagram, further they studied the importance of attitude homophile along with social and physical attractiveness the findings revealed considerable impact of persuasion cues on online purchase intentions of consumers. Well written content about product on web can facilitate consumer attitude towards buying behavior (Xiao, Guo, Yu, & Liu, 2019). Communication tools better serve to change the attitude of consumers towards online purchase decisions (J.-D. Zhao, Huang, & Su, 2019). Promotional messages evoke consumer responses and actions.

Based on previous literature, following hypotheses are proposed:

H5: *Promotion has linear relationship with online consumer buying behavior.*

H6: *Promotion has linear relationship with attitude.*

2.4) Attitude, Marketing Mix and Online Consumer Buying Behavior

Attitude denotes human feelings and choices which refers to the overall assessments and analysis about surroundings baked by consistency about the likes and dislikes

over certain period of time (Madhavan&Chandrasekar, 2015). Attitude is the outcome of values and beliefs which refers to concrete thought about purchasing patterns (Bansal, 2016).McLean, Osei-Frimpong, Wilson, and Pitardi (2020) carried out research on the impact of perceived usefulness of live chats on consumer attitudes formation in online purchase context, the findings of the study exhibited consumers live chat positively and significantly influences the consumer attitude towards online buying and purchasing products. Bansal (2016) studied online consumer buying behavior and related factors highlighting the relationship between attitude to shop online and changes of consumer attitude. Offering attractive marketing mix components on web can help companies to increase the number of their customer by changing attitude towards online buying behavior(TRAN, 2020).

Following hypotheses are developed on the basis of previous researches:

H7: *Attitude has linear relationship with online consumer buying behavior.*

H8: *Product and online consumer buying behavior ties are mediated by Attitude.*

H9: *Price and online consumer buying behavior ties are mediated by Attitude.*

H10: *Promotion and online consumer buying behavior ties are mediated by Attitude.*

2.5) Theoretical framework

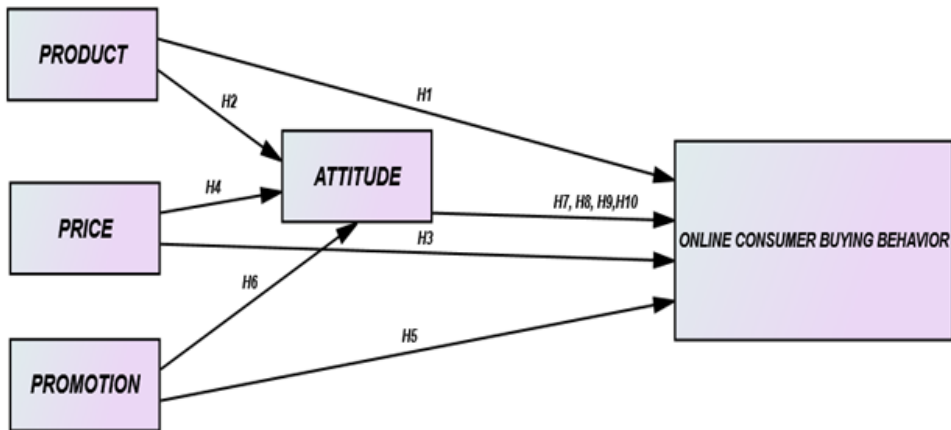


Figure-1

III. METHODOLOGY

3.1) Data Collection Sources

For testing the hypotheses of the study data used in this research was collected through primary source that covered structured close ended questionnaire from consumers regarding online consumer buying behavior.

3.2) Tools of Data collection/Instruments

A questionnaire was adopted regarding the impact of online marketing mix componentson online consumer buying behavior which was mainly divided in to two sections, part first describes the target population general information while second portion explains the constructs adopted questions. Seven questions related to construct product have been adopted from the studies of Clemes, Gan& Zhang (2014), Adnan (2014) and Ganapathi (2015). Seven questions covering variable price have been adopted from Clemes et al. (2014) and Adnan (2014). Six questions related to construct promotion have been adopted from Nittala (2015) and Kau, Tang & Ghose (2003).

Table 1: Constructs details

Constructs	Source	Question
Product	Clemes, Gan& Zhang (2014) Adnan (2014) Ganapathi (2015)	7
Price	Clemes, Gan& Zhang (2014) Adnan (2014)	7
Promotion	Nittala (2015) Kau, Tang & Ghose (2003)	6
Attitude	Ganapathi (2015) George (2004)	5
Online consumer buying behavior	Adnan (2014)	4
Total number of questions		34

3.3) Subjects /Participants.

University students of Peshawar city were recruited as population of the study. Selecting students of universities of Peshawar as population of the study because

as capital and largest city of KPK it is considered as a cultural and educational hub of the province with total number of 15 Universities, seven Public sector and eight Private sector universities. The reason of choosing university students as sample is their experience and proficiency with the use of internet technology. They are knowledgeable and familiar with technicalities of online buying and selling.

3.4) Data Analysis Technique

This study employed SPSS computer software with two techniques for mediation effects. Dual statistical techniques i-e Barron and Kenny’s and Preacher and Hayes Processor Marco (2008)

IV RESULTS

The core purpose of this chapter is to present the findings of the study. This chapter is of immense importance because it helps in deciding whether proposed relationships in theoretical framework are significant or not. Statistical techniques were employed for testing the hypothesized relationships among variable of interests in this chapter.

Hypothesis Testing (Multiple regression analysis)

H1: Product has linear relationship with online consumer buying behavior.

Model	Un S coefficients		Standardized coefficients		T	Sig
	B	Standardized. Error	Beta	Standardized. Error		
(Constant)	4.573	.686			6.670	.000
Product	.359	.028	.582	2.12	12.778	.000

Note. N=320, R square =.339, Adjusted R square =.337, F=163.280, (P< 0.01), Predictor variable= product
 Criterion variable= online consumer buying behavior

The first Hypothesis assumed positive association of online product with online consumer buying behavior which was tested by regressing product on online consumer buying behavior. The value of R-Square 34% explains disparity in dependent variable caused by independent variable. The value of Beta coefficient was computed as .582 within significant range as the p value was 0.000 which leads to accepting the first hypothesis of the study.

H: 2 Product has linear relationship with attitude.

Model	Un stand. coefficients		Std. coefficients		T	Sig
	B	Standardized. Error	Beta	Std. Error		
(Constant)	6.189	.868			7.127	.000
Price	.414	.036	.547	2.689	11.645	.000

Note. N=320, R square =.229, Adjusted R square=.297, F=135.611, (p<0.01), Predictor variable = Product, Criterion variable =Attitude

The second Hypothesis of the study presumed positive association of online product with attitude. The association was observed by regressing product on attitude. R square value 23percent explains the disparity in attitude is caused by product with value of beta coefficient .547 in significant range leading to acceptance of second hypothesis of the study.

H3: Price has linear relationship with online consumer buying behavior.

Model	Un stand. coefficients		Stand. coefficients		T	Sig
	B	Standardized. Error	Beta	Standardized. Error		
(Constant)	3.888	.664			5.857	.000
Price	.380	.027	.624	2.041	14.237	.000

Note. N=320, R square = .389, Adjusted R square =.387, F=202.698, (p<0.01), Predictor variable = Price, Criterion variable = online consumer buying behavior.

Hypothesis 3 was checked by regressing price on online consumer buying behavior. R-square value of 0.389 depicts variation in dependent variable caused by price with beta coefficient value of .624 was computed in significant range heading to acceptance of the third hypothesis of the study.

H4: Price has linear relationship with attitude.

Model	Un stand. coefficients		Stand. coefficients		T	Sig
	B	Standardized. Error	Beta	Standardized. Error		
(Constant)	5.949	.869			6.849	.000
Price	.417	.035	.556	2.041	11.919	.000

Note. N=320, R square = .309, Adjusted R square = .307, F = 142.072, (p<0.01), Predictor variable = price, Criterion Variables = Attitude

Fourth hypothesis of the study was checked by regressing price on attitude. The results revealed that the R square .309, which depicted that 31% differences in mediator was explained by price. The coefficient t value .556 was revealed as significant and hypothesis 4 is accepted.

H5: Promotion has linear relationship with online consumer buying behavior.

Model	Un standardized coefficients		Standardized coefficients		T	Sig
	B	Std. Error	Beta	Std. Error		
(Constant)	9.878	.477			20.691	.000
Promotion	.177	.024	.377	2.419	7.256	.000

Note. N= 320, R square = .142, Adjusted R square = .139, F= 52.650, (p< 0.01) Predictor variable = promotion, Criterion variable = online consumer buying behavior

Fifth hypothesis of the study was checked by regressing promotion on online consumer buying behavior. R-square value denotes 14 percent disparity in dependent variable is explained by promotion with value of beta coefficient .377 was found within significant range leading to acceptance of the fifth hypothesis of the study.

H6: Promotion has linear relationship with attitude

Model	Un standardized coefficients		Standardized coefficients		T	Sig
	B	Std. Error	Beta	Std. Error		
(Constant)	10.051	.524			19.180	.000
Promotion	.325	.027	.562	2.6557	12.131	.000

Note. N=320, R square =.316, Adjusted R square = .314, F= 147.170, (p<0.01), Predictor variable = promotion Criterion variable = attitude

Sixth hypothesis of the study was checked by regressing promotion on attitude. The value of R square 0.316 denoted the percentage of variation in independent variable caused by dependent variable with beta coefficient value of .562 was found statistically significant leading to acceptance of sixth hypothesis of the study.

H7: Attitude has linear relationship with online consumer buying behavior.

Model	Un standardized coefficients		Standardized coefficients		T	Sig
	B	Std. Error	Beta	Std. Error		
(Constant)	4.083	.540			7.558	.000
Attitude	.565	.033	.694	1.8797	17.203	.000

Note. N=320, R square = 0.482, Adjusted R square =.480, F = 295.931, (p<0.01), Predictor variable = Attitude
 Criterion variable = Online consumer buying behavior

Seventh hypothesis of the study was checked by regressing attitude on online consumer buying behavior. The R square .482 which showed that 48% variation in online consumer buying behavior was described by mediator. The beta coefficient value .694 was revealed as significant and hypothesis 7 is accepted.

Mediation Analysis

Preacher and Hayes bootstrapping give the most powerful and reasonable technique of getting confidence limits under many circumstances (Hansin, Dunford, Alge, & Jackson, 2015). SPSS version of Macro version 3.1 is employed for bootstrapping the indirect effects of product on online consumer buying behavior. A mediation effect shows significance if the 95% confidence interval for the estimates of indirect effect does not include zero.

H8: Product and online consumer buying behavior ties is mediated by Attitude.

Table 7: Mediation analysis of Attitude between Product and Online consumer buying behavior (n=320)

Model	IV	DV	B	SE	β	T	R ²	F	ΔR^2 square
M 1	Product	O.C.B.B	.36	.028	.582	12.778**	.339	163.28	,
M 2	Product	Attitude	.58	.036	.547	11.645**	.299	135.611	,
M3	Product	O.C.B.B	.18	.021	.147	6.3649**	.5407	163.28	.20
	Attitude		.55	.023	.435	12.778**			

Note. **p < 0.01, online consumer buying behavior (O.C.B.B)

Mediation requires three criteria for yielding final resultant outputs as explained by Baron and Kenny (1986). Eighth hypothesis of the study assumes product significantly change online purchase. Model one of the study assures that the overall effect of product on online buying behavior was found in significant range (F=163.28, p<.01, β .582=, R²=.339). Secondly, Regression was recruited to identify the impact of product on mediator with resultant output (F=135.611, p<.01, β =.547, R²=.229). Thirdly, regression analysis was employed for forecasting online consumer buying behavior from both product and attitude perspective (F = 163.28, p<.01, β =.435, R²= .5407). When product and attitude were regressed together on

online consumer buying behavior, the value of beta coefficient declines from .58 to .17 and R square value jumped to .54 from .33 from one to three model of the study which indicates partial mediation exists.

H9: Price and online consumer buying behavior ties is mediated by Attitude.

For H9, variation in price significantly accounts for online consumer buying behavior. First model confirmed that the overall effect of price on online consumer buying behavior was found statistically significant ($F=202.698$, $p<.01$, $\beta=.380$, $R^2=.38$). The first step in mediation process was to regress the price on online consumer buying behavior, price were significantly and positively related to online consumer buying behavior thus meeting the first requirement for mediation. In second phase model regression was recruited for analyzing the impact of price on mediator. Findings were ($F=142.072$, $p<.01$, $\beta=.416$, $R^2=.308$). Thirdly, regression analysis was performed for assessing online consumer buying behavior from both price and attitude perspective ($F = 205.760$, $p<.01$, $\beta=.210$, $R^2= .5641$). Price and attitude regression computation declines the value of beta coefficient from .38 to .21 with R square jumped from .38 to .56 from model one to three. These variations put a stamp on partial mediation between predictive and criterion variables.

H9: Price and online consumer buying behavior ties is mediated by Attitude.

Table: 8

Mediation analysis of attitude between price and online consumer buying behavior (N=320)

Model	IV	DV	B	SE	B	T	R ²	F	ΔR ² square
M 1	Price	O.C.B.B	.380	.026	.380	14.237**	.3804	202.698	,
M 2	Price	Attitude	.582	.035	.416	11.929**	.3088	142.072	,
M3	Price	O.C.B.B	.170	.021	.210	11.273**	.5641	205.76	.1837
	Attitude		.547	.036	.409	12.778**			

Note. **p < 0.01. Online consumer buying behavior (O.C.B.B)

H10: Promotion and online consumer buying behavior ties is mediated by Attitude

Same procedure was followed for testing mediation effects of attitude on promotion and online consumer buying behavior as we employed for previous variable analysis. First step was regressing promotion on online consumer buying behavior which was found significant and positive. These results provide support for hypothesis 10th of the study. First step assured the overall impact of promotion on dependent variable ($F=152.65$, $p<.01$, $\beta=.1768$, $R^2=.142$). In the next phase regression was employed for assessing the impact of promotion on mediator. The findings revealed ($F=147.16$, $p<.01$, $\beta=.324$, $R^2=.32$). In the next phase regression was recruited for assessing the dependent variable from both independent variable and mediator ($F = 147.66$, $p<.01$, $\beta=.576$, $R^2= .4823$). As a result the value of beta coefficient declined from .17 to .10 while the value of R square jumped to .48 from .14 which leads

to the conclusions that partial mediation exists between predictive and criterion variables.

H10: Promotion and online consumer buying behavior ties is mediated by Attitude

Table: 9

Mediation analysis of attitude between price and online consumer buying behavior (N=320)

Model	IV	DV	B	SE	β	T	R ²	F	ΔR^2 square
M 1	Promotion	O.C.B.B	.17	.024	.1768	7.2561**	.1420	152.65	,
M 2	Promotion	Attitude	.32	.027	.3242	12.131**	.3164	147.16	,
M3	Promotion	O.C.B.B	.10	.040	.3969	14.434**	.4823	147.66	.34
	Attitude		.57	.023	.5737	12.550**			

Note. **p<0.01. Online consumer buying behavior (O.C.B.B)

V. CONCLUSION

Global trends indicate shift towards internet based web shopping from traditional shopping due to time, energy, and cost savings. Online shopping paved the ways for businesses in identifying opportunities for taking advantage from online product demonstration, comparable prices, persuasive promotional campaigns which increase the market share of leading brands. TRA and TPB can better provide background information and associations for the strategies and tactics of online consumer buying behavior.

This study is carried out for inspecting the association between online marketing mix elements and online consumer buying behavior. To achieve the purpose of the study, relationship of these variables were investigated for analysis by surmounting the collected data through SPSS software which helped in summarizing the major findings of the study from different perspective which are as follows, descriptive statistics of demographics and variables, reliability measures, correlation, multiple regression along with preacher and Hayes bootstrapping method for carrying out the role of mediator.

Findings of this study are discussed according to the hypotheses and compressed into three major portions, in first step direct association between independent variables and dependent variables is investigated and results showed positive and significant relationship between these variables. Online product, price and promotions significant association with online purchase intentions equipped with mediating role of attitude have paved the ways for marketers and brand managers of online business ventures in designing strategical policies in terms of devising attractive products, affordable price comparisons and persuasional promotional campaigns. Attractive campaigns in online websites can win the hearts of customers leading towards increase in market share of these business ventures.

In second part of the study the indirect impact on online marketing mix is observed by considering the role of attitude as mediator between online product, price, promotion and online consumer buying behavior results of which clearly accepted three hypotheses based on the role of mediator in association between online marketing mix elements and online consumer buying behavior. Resultant figures were significant and positive for mediation role of attitude between dependent and independent variables. Attitude is psychological construct which can help in understating the consumer behavior towards online consumption patterns. Policy makers and brand managers can be benefitted by this research as it guides in exploring the attitude of consumers in fashion industry towards online product, price and promotion.

Taking into account the practical contributions this study will help marketing, sales and brand manager in their decisions regarding offering well reputed brand, economy based prices along with promotional campaigns online that can influence consumers to purchase from that specific venture. In today's competitive environment consumers respond in sophisticated manner because they are well informed and equipped with modern technology (Nittala, 2015). Background knowledge about consumer's preferences, needs, wants and characteristics will enable marketing manager to develop effective customized products, offer affordable prices and to formulate best promotional strategies for attracting and motivating customers to buy online through taking advantages of underpinning drivers explored in this study.

This research will help marketing managers and web inclined businesses to place relevant and targeted advertising messages along with products that are tailored with customer needs and wants. Findings of this research will also help online retailers develop targeted and effective strategies for their business. Businesses, policy makers, regulators, marketing managers can be benefitted by looking into this research for promotion of their online businesses by adopting appropriate strategies regarding marketing mix relationship with online buying behavior.

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