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Designing a new marketing communication model and its impact on consumer purchasing behavior in online retail stores

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Abstract

The aim of this study is to design a new marketing communication model and its impact on consumer buying behavior in online retail stores. The research method is applicable in terms of its purpose, and quantitative in terms of its implementation method. The statistical population of the research in the ranking section included 10 experienced senior managers and academics, familiar with the concept of marketing and purposeful judgmental sampling; and in the structural equations section, 373 online retail customers were selected using simple random sampling. Data collection was carried out using semi-structured interviews and questionnaires. The ranking and SPSS and Lisrel software were used for data analysis. The results showed that 21 indicators were identified, including store management factors (5 indicators), strengthening the interactive space (5 indicators), media content factors (6 indicators), and competitive intelligence (5 indicators). While confirming the model fit, the results of the structural equation model test show that store management factors with a standard impact coefficient of 0.79, strengthening the interactive space in social media with a standard impact coefficient of 0.94, media content factors with a standard impact coefficient of 0.98, and competitive intelligence with a standard impact coefficient of 0.77 have a positive and significant impact on consumer purchasing behavior. These findings not only help strengthen strategic communications and optimize digital marketing processes, but also show how online stores can use social media and digital content to improve the shopping experience and increase interaction with customers.

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Extended Abstract

Introduction

With the expansion of the internet in everyday life, businesses are seeking to be present in the digital space and utilize internet marketing to attract and retain customers (Bowden & Mirzaei, 2021). Internet marketing, which is the art and science of selling products and services through digital networks such as the Internet and mobile phones, helps businesses attract their target market and facilitate sales by using appropriate strategies. This type of marketing involves research and analysis to select effective strategies and measure their success. In the Internet space, businesses are able to directly offer their products and services to an unlimited number of customers and even attract prospective customers (Azani, 2020).

In today's marketing world, paying attention to consumer behavior has become more important (Akhavan Kharazian & Khajoui, 2019). Unlike traditional methods that focus on finding the right customers for products, consumer behavior marketing focuses on identifying the right products for customers' needs (Balio & Casais, 2021). This approach is based on four main foundations: target market, customer needs, registered market, and profitability. In competitive conditions and dynamic digital environments, marketing communications have changed from one-way to two-way and multi-way, and effective communication with customers has become a key tool for achieving organizational goals. In competitive markets, where products are easily copied, companies must be both listeners and speakers (Nowrozi et al., 2024).

Social media, such as Facebook, LinkedIn, Twitter, Instagram, etc., allow users to create personal online pages, connect with their friends, and also exchange content that they have created themselves or obtained from various sources (Wang et al., 2025). As their number of followers increases, social networks are a good place for businesses to engage in marketing activities. Businesses can introduce and market their products and services by taking advantage of new possibilities. As social media continues to gain popularity, marketers are looking for strategies and tactics on how to implement social media in their marketing communication processes. However, a comprehensive and integrated model for social media-based marketing communications is lacking (Panahande et al., 2021). Therefore, the main question of the present study is: what is the new marketing communications model and its impact on consumer purchasing behavior in online retail stores?

Theoretical Framework

Social Media

Social media is a group of "Internet-based applications" based on the technology and idea of the web, which allow users to create and exchange text and content online (Heydari Soumeh & Doroodi, 2022).

Marketing Communications

As a key process in the business world, marketing communications is the method that companies and individuals use to convey promotional messages related to their products and services to their audiences. These communications consist of various types of persuasive and promotional techniques strategically designed to reach target groups (Boland Parvaz & Ebrahimi, 2017).

The impact of new communication patterns on purchasing behavior

New communication patterns play a prominent role in consumer purchasing behavior, especially in today's digital world. Marketing communications carried out through social media and other digital platforms allow brands to communicate directly and effectively with customers. Through targeted advertising messages and creating two-way interactions, brands can greatly influence their customers' purchasing decisions. This type of communication

gives customers the feeling that brands are there for them and respond to their needs, which in turn increases loyalty and positive purchasing decisions (Pourhosseini et al., 2019).

Wang et al. (2025) examined the impact of a multi-platform social media strategy on e-commerce sales. It shows that brands that use multi-platform strategies on social media have more sales than brands that focus on a single platform. This is due to the positive effects of message repetition and increased brand awareness.

Banisaeed et al. (2025) studied the design of a model of effective marketing capabilities based on communication (case study: National Drilling Company). The results of the study showed that after axial and selective coding and the creation of main and subcategories, six dimensions of effective marketing capabilities based on communication, namely strategic capabilities, operational capabilities, functional capabilities, company's internal capabilities, company's external capabilities, and communications were identified as dimensions of effective marketing capabilities based on communication.

Research Methodology

The research method is applicable in terms of its purpose, and quantitative in terms of its implementation method. The statistical population of the research in the ranking section included 10 experienced senior managers and academics familiar with the concept of marketing and purposeful judgmental sampling, and in the structural equations section, 373 online retail customers were selected using simple random sampling. Data collection was carried out using semi-structured interviews and questionnaires.

Research findings

For data analysis, SPSS and Lisrel software were used to rank and analyze the data. The results showed that 21 indicators were identified, including store management factors (5 indicators), enhancing the interactive space (5 indicators), media content factors (6 indicators), and competitive intelligence (5 indicators). The results of the structural equation model test, while confirming the model fit, show that store management factors with a standard impact coefficient of 0.79, strengthening the interactive space in social media with a standard impact coefficient of 0.94, media content factors with a standard impact coefficient of 0.98, and competitive intelligence with a standard impact coefficient of 0.77, have a positive and significant impact on consumer purchasing behavior. These findings not only help strengthen strategic communications and optimize digital marketing processes, but also show how online stores can use social media and digital content to improve the shopping experience and increase interaction with customers.

Conclusion

The present study was conducted with the aim of designing a new marketing communications model and its impact on consumer purchasing behavior in online retail stores. The results of this study are consistent with the results of Wang et al. (2025), Banisaeed et al. (2025), Roushndel Arbatani & Jane (2025), Shekari et al. (2025), Ahmad & Juhari (2024), Assarian et al. (2024), Hussain & Chimhundu (2023), Siddiqui et al. (2023), Andervazh et al. (2023), Shobeiri et al. (2022). Wang et al. (2025) showed that brands that use multi-platform strategies on social media have higher sales than brands that focus on a single platform. This is due to the positive effects of message repetition and increased brand awareness.

Based on the results of this research, the following recommendations are made:

Identify and develop the unique skills of young and creative employees.

Use data analysis tools to identify buying patterns and real needs of the audience. This helps to tailor offers and products precisely based on customer needs and conduct regular market

research and obtain accurate information about the needs and preferences of the target audience.

Use different types of content such as text, images, videos and animations to attract customer attention. Produce quality, accurate and reliable content that responds to customer needs and problems. Use simple and clear language and avoid ambiguity.

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Conflicts of Interest

The authors declare that they have no financial or non-financial, personal, professional, or institutional conflicts of interest relevant to this work.

Conflicts of Interest

The authors declare that they have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper.

Data Availability Statement

The data supporting the findings of this study are available from the corresponding author upon reasonable request.

AI Use Statement

The authors declare that no generative artificial intelligence (AI) or AI-assisted technologies were used in the preparation, writing, or editing of this manuscript.

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Ethics Approval

All procedures performed in this study were conducted in accordance with the ethical standards of the responsible institutional and national research committee.