PERCEPTION OF CONSUMER TOWARD DIGITAL MARKETING STRATEGY ON INTERNATIONAL ATHLEISURE WEAR

BY

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DECLARATION

We hereby declare that:

(1) This undergraduate FYP is the end result of our own work and that due acknowledgement has been given in the references to ALL sources of information be they printed, electronic, or personal.

(2) No portion of this research project has been submitted in support of any application for any other degree or qualification of this or any other university, or other institutes of learning.

(3) Equal contribution has been made by each group member in completing the research project.

(4) The word count of this research report is <u>10,553.</u>

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DEDICATIONS

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The Respondents

Dear Family and Friends

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ABSTRACT

Currently, due to human interaction paradigm had shifted from face to face into the virtual, it is an opportunity for marketers to seize it but the problem is there are too many digital marketing strategy is in the globe. So in order to market product effectively and efficiently, consumer perception on those strategy are important which varies from positive or either negative in order for marketers to prevent to adopt the wrong strategy and also know how to think from the perspective of a consumer towards those digital marketing strategy. By doing so will not only benefit marketers but also for consumer in the manner of extracting the strategy that will make consumer finds interest in and also an added value things to them by increasing their quality of internet browsing activity.

In this research thesis, it is in qualitative method in order to know more detail of a perception and also opinion of a consumer. Interview has been done through face-to-face with the total of five participant with the general knowledge of information technology and social media. The result from them has conclude that search engine optimization are better off for search engine marketing is because minority are detest against sponsored link, behavioral targeting has improved the impression of it and in-stream video are the most effective forms of display advertising than pop-up ads and also banners ads, and it is important for a social media post to be more vividness, informative and also entertaining while interactivity are not so. Influencer marketing has mentioned by those participant but it is not included in this research paper so future studies can focus and select in this aspect.

CHAPTER 1 RESEARCH OVERVIEW

1.0 Introduction

In 2019, there are 4.39 billion of active internet users and the number will continue to grow further in the future (Kemp, 2019). In order to market a product effectively, digital marketing is a requisite in order to extent the market reach regardless of its business industry. The intention of this research is to have a clearer picture and understanding of how consumer perceive on the types of digital marketing strategy which applied on international athleisure wear. This chapter will be discussing the research background, problem, objectives and question, and also chapter layout.

1.1 Research Background

At one time, marketers engaged to consumer by using direct marketing, TV, radio and others to broadcast information regarding to the corporate or the merchandise that the public depends to collect the information but after the human interaction paradigm had shifted, the real world social interaction have been transferred into the virtual interaction which resulting in online societies that carry people together from across the world and its create opportunities for marketer to seize it by adopting digital marketing strategy (Tiago & Verissimo, 2014). Digital marketing are known as the practice of digital technologies to produce a quantifiable, targeted and unified communication that enable to assist in acquiring and retaining clients while improving the relationships with them (Wymbs, 2011). Digital marketing are the only tools that promoting to consumer regardless to the factor of time and place, which mean that anyone would be a potential customer that comes from country that haves different time zones.

Athleisure also knowns as activewear basically is apparel that used to be worn for the function of exercising or all-purpose use. An American investment bank, Morgan Stanley has projected that the global athleisure wear would reach 365

billion USD by 2020 in term of substituting some portion of market share from non-activewear apparel. The graph illustrates that the trend of global activewear sales are steadily growing since 2007 until 2020 through 168 billion differences with the average of 13 billion increase each year (Team, 2016).

Figure 1.1: Projection for Global Activewear Sales from Morgan Stanley.
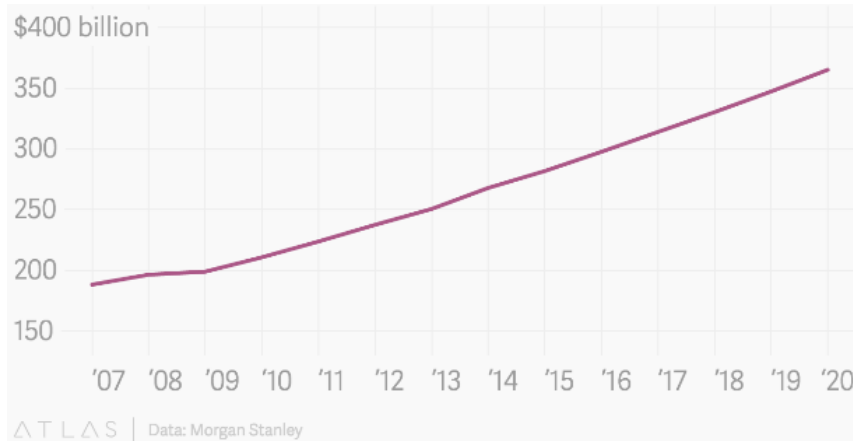
Source: theatlas.com

On the other hand, the global trend does not applies in Malaysia. Malaysia considered as lesser dynamic from the athleisure term, this is because of Malaysia has the highest percentage in term of overweight and obese population in ASEAN countries including Indonesia, Philippines, Singapore, Thailand, and Vietnam.

Figure 1.2: Proportion of population with BMI more than or equal to 25
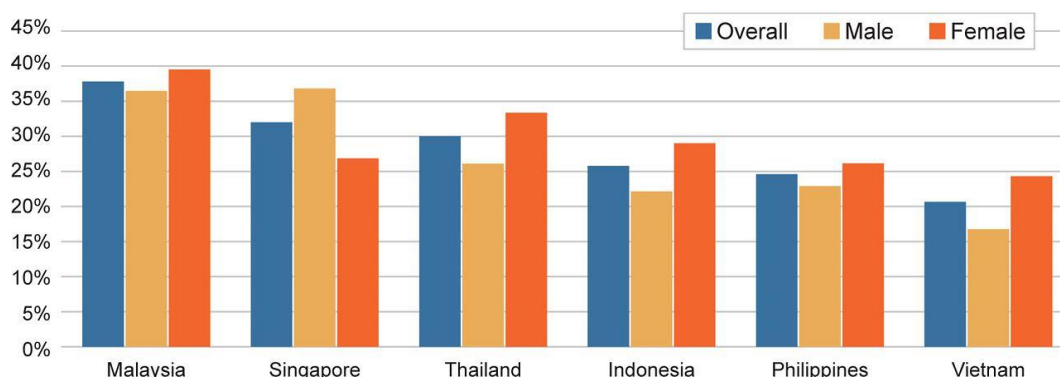
Source: The Economist Intelligence Unit, 2017

Although this data seems unattractive for active wear industry to venture into Malaysia, but for brands like H&M and Forever 21 has started off with initiating

the activewear line apparel and have a successful outcome which is almost 80 percent of sellout rate in Malaysia on 2018 (Jun, 2018).

1.2 Research Problem

The key purpose of this research is to find out how consumer perceive the digital marketing strategy which apply on athleisure apparel. The problem is with so many type of digital marketing strategy, it's difficult for a business to adopt all of the strategy when taking into the consideration of costing and also resources. Due to the new emergence of this digital marketing trend and no linkage with athleisure, research on digital marketing strategy and athleisure are limited and there is no concrete framework that recognized by majority, so that's how it leads this paper to conduct interview and conclude the perception of consumer towards digital marketing strategy which applied on athleisure.

Digital marketing will surely offer opportunities for industries to attract new customers and retain existing customers more efficiently but it will also have negative impact if the strategy advertise irrelevant and impersonal advertisement (Truong & Simmons, 2010). The most challenging part is to generate traffic and leads to a particular website, because the produced content needed to fulfill the demand which preferred by consumer (Kolowich, 2017). As time carry on, competition among industry become more competitive and it makes marketers more difficult to meet the expectation of customer regarding digital marketing advertisement.

Although that the trend of athleisure in Malaysia are not so appealing compared to global trend but there are case of H&M and forever 21 of creating athleisure apparel line recent year proven to be successful because of high sellout rate due to its product are offered at an affordable price compared to Nike and Adidas (Jun, 2018). Another benefit of digital marketing are providing opportunity for marketer to connect and disseminate content through the Internet and reach minor niche markets (Yelkur & Dacosta, 2001). So digital marketing strategy are suitable for athleisure

to target minority in Malaysia, but there are various type of strategy and each strategy serve its own function. Therefore this paper focus to find out which type of strategy to attract those minority.

According to a research from Hubspot, the advertisement preference of consumer are varies from their demographic group which age are weighted the most. The data shows that American and European millennial participant more prefer on video and social content. On the other hand, generation X and boomers prefer more on email content, news articles, and research reports (An, 2017). Hence, this paper focus to find out which particular Malaysian age group prefer or repulse to what digital marketing strategy.

1.3 Research Objective

This research objective section is to conduct general objective of this study with the purpose of categorized into specific criteria in order to scrutinize the study followed by delivering the result of analysis.

1.3.1 General Objectives

In this study, it is focused on the perception of Malaysian consumer towards digital marketing strategy that applied on international athleisure wear.

1.3.2 Specific Objectives

RO1: Figure out the type digital marketing strategy which applied on athleisure wear that able to attract the Malaysian consumer.
RO2: Figure out the type digital marketing strategy which applied on athleisure wear that Malaysian consumer find infuriating.
RO3: Discover the viability of the digital marketing strategy to apply on athleisure wear.

1.4 Research Questions

Question 1: Which type of digital marketing strategy that has applied on athleisure wear able to attract the Malaysian consumer?

Question 2: Which type of digital marketing strategy that has applied on athleisure wear are causing Malaysian consumer infuriating?

Question 3: Which type of digital marketing strategy are viable to apply on athleisure wear?

1.5 Research Significance

The three intention of this research is to improve the relationship between marketers and consumers by providing as a platform for marketers to understand more on Malaysian consumers' perspective towards digital marketing strategy. By doing so would act as a value added information for startup or existing company which related to athleisure apparel industry by reaching their target audience effectively and efficiently. It would give marketers an insight regarding digital marketing and have a clearer picture on the procedure to adopt digital marketing and to avoid some of the strategy which consumer find it is infuriating.

1.6 Chapter Layout

1.6.1 Chapter 1: Introduction

Chapter one is about the introduction that deliver a summary that covers the whole research study. This chapter would also be identifying as well as justifying those research problem and also research objectives. For the research question are constructed by referencing the specific objective of this research. In the end, the main high pointed content for better understanding of the whole concept of the research are importance and also significance of the research are covered.

1.6.2 Chapter 2: Literature Review

Chapter two are going to be reviewing through literature which referred on past researchers' work and also their finding. All of those literature are act as a secondary material which support this research in the forms of articles, journals and also report. It will be gone through the three main structure of this research regarding digital marketing strategy.

1.6.3 Chapter 3: Research Methodology

Chapter three are mainly concentrating on how is the research been conducted which including the aspect of the research design that clarify the chosen research design, listing out the target population with reason behind of choosing it, primary and also secondary data, procedure and also the design of interview, participants' confidentiality.

1.6.4 Chapter 4: Data Analysis

Chapter four are going to exhibit out the analysis of the results that has been transcript which are related to the research questions. Those data are collected to be summarize out the target population perception towards digital marketing strategy. When the analysis of data are referred towards the question that has constructed with the intent of the research.

1.6.5 Chapter 5: Discussion, Conclusion and Implication

Chapter five is about the discussion on the result that has been summarize on chapter four and it would be regarded as major findings. Next would be discussing on the implications practicability of this research, limitation of this research but would not detract the significance of the findings, recommendations for the future research and also the conclusion of this study.

1.7 Conclusion

This chapter has gone through the brief background and also the introduction which also covers this research planning with the intention of perception of consumer towards digital marketing strategy which apply on international athleisure wear. This chapter has highlighted the groundwork of this study and it has covered the main objective and also question that how consumers perceive when digital marketing strategy applied on athleisure wear. The main significance of this chapter would be for startup business or even academic researcher.

CHAPTER 2 LITERATURE REVIEW

2.0 Introduction

The objective of this chapter is to assess the literature that are related to perception of consumer towards digital marketing strategy that applied on athleisure. The matter that going to discussed are broad in scope and does not have linkage between digital marketing strategy and athleisure. The digital marketing strategies that covered are search engine marketing, display advertising and social media marketing that are connected with the objective of this study.

2.1 Literature Review

2.1.1 Search Engine Marketing

Search engine is a programs that provide user the function to interact with the Web through the interface that keys in a search keywords and display those relevant information. When consumer use search engine like Google, Yahoo to search for something they are looking for, they would have the choice of entering to a particular website through organic or sponsored links. Organic links are arranged correspond to the relevance of the search query that key in by the consumer (Berman & Katona, 2013), meanwhile sponsored link are given to marketers that has won bidding on a particular keywords in an aggressive auction (Jansen, Brown, & Resnick, 2007). The main objective for adopting search engine marketing is to elevate and also preserve the ranking on the search engine result pages (SERPs) of its website, the reason of search engine marketing so challenging and expensive is because of the particular search engine are dynamic and keeps on improving its algorithms in order to confront spamming and abusing so that able to provide user with appropriate data (Pan, Xiang, Law, & Fesenmaier, 2010). Hence, there are two type of marketing activities for marketers to perform on search engine which are:

2.1.1.1 Sponsored Link

After marketers have successfully won the keywords, the cost of it would be calculated through pay-per-click (PPC) like how many consumer has clicked into the particular website then it would be charged to the marketers by the search engine. The prices of PPC would be varied according to the numerical position that marketers chosen and how popular is the particular keywords is (Kritzinger & Weideman, 2013).

2.1.1.2 Search Engine Optimization

Search engine optimization are the key technique for marketer to arranged their website at the higher ranking of the search engine listing on the result of organic search. In order to do so, marketers have to change the structure of its website or through external search engine optimization consultant to cultivate a method that recognized by the search engines to direct their site at a higher arrangement of relevance (Dou, Lim, Su, Zhou, & Cui, 2010).

In summary, in order to rank at first page of the search engine, marketers must go through the process of sponsored or non-sponsored link. The aim to put its website at the higher ranking on the SERP is to reach for the potential buyer when they search for something that is related to the marketers product, although there are several ways to achieve the result but there are difference for consumer to perceive and trust on the particular website through the strategy that has implement. The website and its brand that listed in the particular area of either organic result or sponsored link would affect its brand value and its relatability which perceive by user to search for keywords that they has entered (Jansen, Zhang, & Schultz, 2009), so it is important for marketers to decide that which strategy adopt in an efficient manner so that it would not cannibalized its allocated budget.

2.1.2 Display Advertising

Display advertising is another strategy of digital advertising that adopt pictures, video clips, logos, script and others graphic to delivers information and attract users click on it and leads them to the particular marketers website. It also target people with certain traits by collecting cookies that left by user browser which records the users recently browsing activities, so marketers will display the advertisement which are related to the user. The more cookies that advertiser has collected, they will grasp more on user's interest and provide more personalized advertising which also known as behavioral targeting (Baltes, 2016). The display advertising coverage that shows on website are varies according to particular search engine subscription, like Google will covered in every of its owned website and include its most significant which is YouTube (Smith B. , 2019). This advertising services are not only provided by search engine but also some of the popular website which covers a lot of daily traffic include Facebook, Snapchat and others.

Technology has improve and provide marketers opportunity to advertise in the way of more personalized forms and elevate the experience of internet users to expose more choices to approach, but there are rising concern on digital marketing strategy that will intrude and annoy consumer. Advertisement that will disturb user online experience will cause them have the negative perception regarding the particular brand. This statement has been supported by past research regarding consumer will have negative impression towards digital marketing strategy which they perceive it as intrusive (Edwards, Li, & Lee, 2002). Internet user does not favor advertisement that will divert, distress, force or intervene during their internet browsing activities. In the aspect of cognitive psychology, user that will have the negative perception is because the needs of expense extra mental exertion in order to process the added info, it would also intervene the particular individual's consideration and restricting the quantity of information that are received and understood (McCoy, Everard, Polak, & Galletta, 2007). The advertising that considered as obtrusive (high visibility) are interstitial advertisement which are showed before that the user's clicked destination page done loading, in-stream audio and video which is an advertisement that are part of the video that streamed by consumer, pop-up

advertisement that comes out and covered the existing internet window browser, and side-panel advertisement that display beside of the website content.

In conclusion, the particular strategy that perceive by user are intrusive and obtrusive will have an opposite effect that are contrary to the advertiser initial objectives. So, it's important to understand more on how public perceive on every individual strategy.

2.1.3 Social Media Marketing

Social media are recognized as user generated message which connect individual among each other across the globe, but for now it also signifies a dominant source of data which has changed the method and tools companies adopted to use on connecting and emphasize that information control (Mangold & Faulds, 2009). Due to human interaction paradigm has shifted and move to communicate in virtual world, it provide marketer a novel channel to market themselves and that's how the term of social media marketing has risen.

Social media marketing (SMM) are two-way communication between each other users to look for understanding among them and even have the effect of synchronizing their preferences and connect with a particular brand or product. Furthermore, social media marketing also provide opportunity for marketer to promote themselves and make consumer to have better understanding and reduce preconception that have perceived by consumer, social media serve as a platform for marketers and consumer to converse and exchange idea through it (Kim & Ko, 2012). Social media marketing also allows for individual to access and reach for a larger market and promote its products and services which are impossible through traditional channels (Erdogmus & Cicek, 2012).

The component of social media marketing can be complex and a lot of objectives behind each move but the aspect that usually observe by majority of the user are the characteristic and content of the brand post (Vries, Gensler, & Leeflang, 2012).

2.1.3.1 Characteristic of Post

The characteristic of a post can be divided into its vividness and interactivity, the degree of vividness are depend on the color(contrasting) that are used among the content like picture or video clip. The relationship of vividness with number of sense that perceive by consumer are positive, for example like picture are less vivid than video is because it only perceive by consumer sight without another sense like listening(sound) that have in video (Coyle & Thorson, 2001). Vividness are important for advertisement is because it is more attractive and draw user to click and find out more about its content (Cho, 1999). Another characteristic are interactivity of the post which distinct as the communication between parties regardless of its number through a channel and such message will influence among them, it is a two-way communication between each individual include business to business, business to consumer, consumer to business, and also consumer to consumer (Vries, Gensler, & Leeflang, 2012). The content post by marketer are more emphasize on B2C and also C2B. For a post to increase its interactivity, it should have the ability to bring the consumer into another website that has more information to absorb (Fortin & Dholakia, 2005). Another objective for interactivity is to have consumer to react like conducting quiz, asking opinion and so on. Summary, higher degree of vividness and interactivity the post is will have a higher percentage of consumer have a positive perception towards the brand.

2.1.3.2 Content of Post

The content of a posts can be diversify into informative or entertaining, when a post comprises info regarding the product or its brand, then individual that has search for that particular information will tend to have positive perception regarding that brand and may purchase that product is because the search of information clarify individual purchasing behavior on brand associated post (Muntinga, Moorman, & Smit, 2011). Research also indicate that individual will have positive assertiveness on advertisement that are informative in the social media channel (Taylor, Lewin, & Strutton, 2011). Entertaining segment from content of post are important because it has the similar effect with informative content which direct user to purchase or

consume to that particular brand which associate with the content (Muntinga, Moorman, & Smit, 2011). Advertisement that are amusing, casual, exhilarating and showy which would recognized by user as an entertaining advertisement and will have positive perception toward the advertisement which this effect will also transfer to the brand and to have the tendency to goes back the website and have purchasing (Raney, Arpan, Pashupati, & Brill, 2003). Hence, the more informative and entertaining of the post is will have higher chance of consumer have positive insight toward the particular brand.

Athleisure for Malaysian are not a trending product yet but it has opportunity for sportswear industry to target the niche market with the lesser population. As Malaysian are becoming more health-concern and the obese population will drop in future, athleisure also an industry that compromise huge potential in market which has the indication that surge in sport and also leisure activities (Yee & Sidek, 2008). Since digital marketing strategy have the aptitude to reach for the niche market that are interested in a particular apparel industry and athleisure market have the potential to rise, this research are aimed to find out how consumer perceive on the digital marketing strategy that applied on athleisure industry.

2.2 Conclusion

Chapter two covers the review of literature which are digital marketing strategies including search engine marketing, display advertising and social media marketing that are which are going to apply on athleisure apparel. Giving that the literature review that support this research, it has clarify each individual strategy that going to apply.

CHAPTER 3: RESEARCH METHODOLOGY

3.0 Introduction

Research methodology is distinct as an organized method to resolve an issue which is a scientific study of how research is to carry out. This chapter three are depend on discussion of the research design, target respondents, primary data, interview design, interview procedure and data analysis. This research will be emphasize on qualitative structure. Nevertheless, the research tool that researcher need to gauge the information and the result which should be associated with the theme of the research.

3.1 Research Design

The research design is to come out a structure that deliver an idea to assemble and sort the data and information concept. The design for this research are qualitative research is because of the ambiguity of past research from various researcher regarding the digital marketing strategy due to it novel characteristic and its result that apply on athleisure which there are no past research on doing so. For this research will not have any hypothesis due to the lack of research regarding on the topic. Consequently, qualitative method are adopted and one of it are in-depth interview which is a method to get more private contact among each other (Wimmer & Dominick, 2003). The benefit of qualitative research is because of elasticity and also detailed analysis able to achieve (Babbie, 1986). By conducting qualitative method able to probe into further detail on respond by participant.

Exploratory research are chosen to produce more detailed info from the contributor. Exploratory research are research that aim to examine an issue which is not clearly defined. It also executed to have a greater understanding of the particular problem, but will not leads to a conclusive outcomes (Bhat, 2018). The intention for adopting this design is to explore new understanding and discover what Malaysian have

perceive on the digital marketing strategy that apply on athleisure. Although exploratory research are not able to come out conclusive inference compared to others (Nargundkar, 2008) but it will make a new path with developing major decision regard the method to conduct next research. Furthermore, it will clarify and conclude the outcome of the interview regarding digital marketing strategy that apply on athleisure.

The procedure of gathering information can be complex because of possible questions in clarified and elaborated by respondent throughout the interview process and it is according to the response (Barsoumian, 2008). The interview will conducted to explore and discover grounded on various type of digital marketing strategy such as search engine marketing, display advertising, and social media marketing that apply on athleisure. The highlights of the interview technique are inclines to be an unusual response from participant in order to comprehend the open format method of questions.

3.2 Target Respondent

The major participant of directing this examination depend on populace. It can be defined as the whole crowd of individuals, occasions or things that interest or entice the researcher to do the investigation and it considered as in terms of essentials, geographic borders and time (Sekaran & Bougie, 2013). As the design for this research, the data required unsystematic selection due to non-standard response. Thus, the target populace for this research are from adolescent to grownup which has the general knowledge of search engine and social media. The targeted respondent can be come from different background who is a local resident, student, lecturer or employee

Face to face interview are conducted in order probe into more detail response from participant and the targeted respondent that come from varies background are important is because to gather information which comes from different perspective on digital marketing strategy.

3.3 Primary Data

The significant factors in developing primary data are obtaining information directly from the first-hand involvement by the researcher in related to its specific objective for the specific purpose of the study (Sekaran & Bougie, 2013). It endorse the control over the planned procedure and design on directing the technique of collecting information and also result of an experiment. Furthermore, The data that has collected via interviews have more flexibility in the aspect of qualitative research. In this research, one on one interview meeting are adopted and the participant are carefully selected to collect the information.

3.4 Secondary Data

Secondary data are collected from other researcher that are related with the objective of this research. It can be collected as a supportive information which are valuable for this study, but it also must have met the quality requirement by the research in a forms of articles, books, journal, and website. One of the advantage that collecting secondary data are cost and time saving in term of gathering information.

3.5 Interview Design

The interview design can be categorized into main question and also sub-question which are constructed based on the type of digital marketing strategy. These question will further probe into few sub category which how participant perceive the strategy. During the interview, it was designed as a scenario which the particular interviewee was interested to look for athleisure wear then they have to search for it using internet. It was to simulate the actual environment of an actual individual that have the intention to search for athleisure wear and how they perceive those digital marketing that comes across them. The interview question are developed which including the aspect of search engine marketing, display advertising and

social media marketing regarding the athleisure wear apparel. The interview also included the section that collects the background information of the interviewee which include their age group, career position, and also they comes from where.

The first section of the interview are related to search engine marketing, then follow by its subcategory which include sponsored link and also search engine optimization. It was questioned to collect participant perception towards each individual strategy in the case of interacting with it. The second section of the interview are associated to display advertising, which can be categorized into interstitial advertisement which are showed before that the user's clicked destination page done loading, in-stream audio and video which is an advertisement that are part of the video that streamed by consumer, pop-up advertisement that comes out and covered the existing internet window browser, and side-panel advertisement which located beside of the content of the website. The third section of the interview are linked to social media marketing, which can be categorized into characteristic and also content of the post. All these three section are related to athleisure wear and the idea behind each strategy is to have an insight for marketer what digital marketing are for user and how it can improve their strategy and leave positive impression on consumer.

As the screenshot provided for easier understanding to the participant, it includes some of the example that are unrelated to athleisure in order for them to visualize what is the idea regarding the particular digital marketing strategy. Those include in the aspect of search engine marketing and also different post from social media that came from various brand in order for participant to have a clearer picture on those strategy.

Figure 3.1: Sponsored link that provide by Google search engine
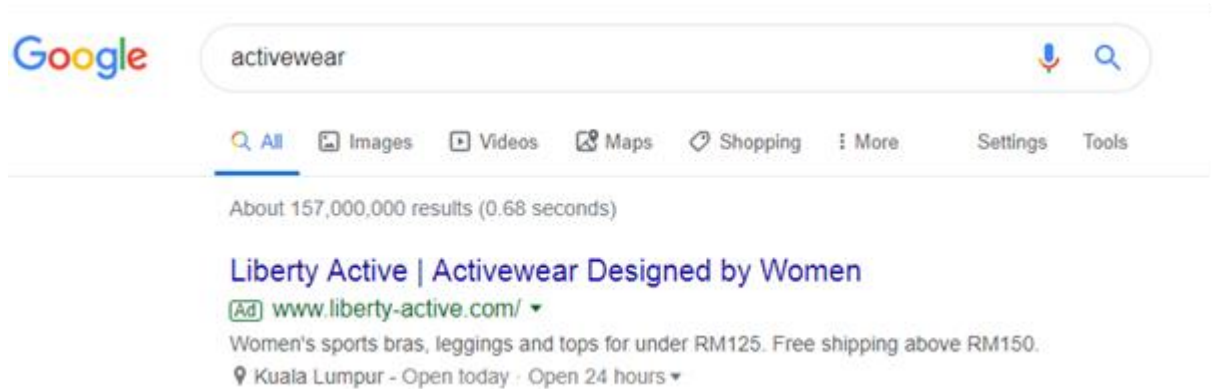
For this screenshot, it is about Google search engine displaying a sponsored link with the keyword of active wear.

Figure 3.2: Organic link that provide by Google search engine
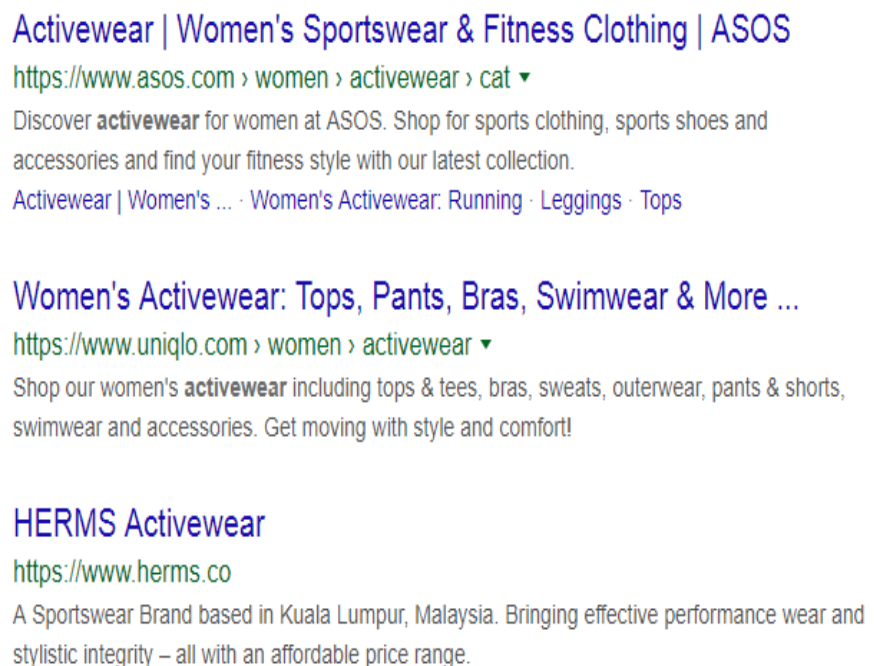
This screenshot is the Google search engine displaying organic links regarding active wear. Both of this screenshot are assisting participant to differentiate out which one is organic and sponsored link while in the forms of an example searching for active wear in Google this search engine.

Figure 3.3: Examples of brand post which full of vividness
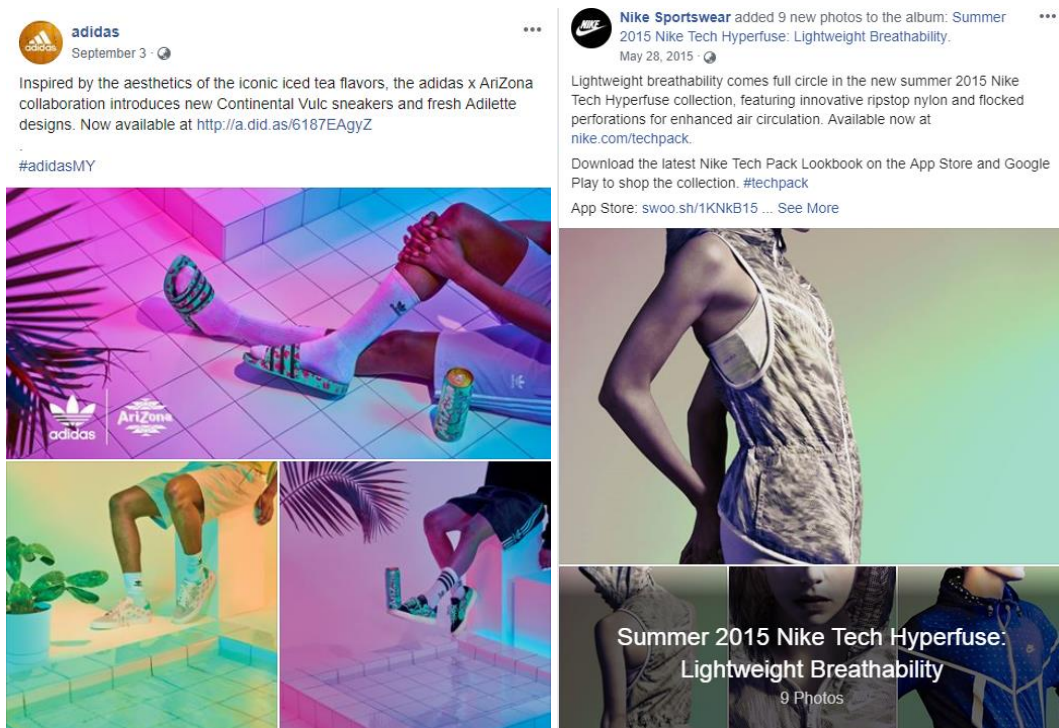
These two screenshot set as an example for participant to refer when the post are vivid and what do they perceive among it.

Figure 3.4: Examples of brand post which are informative
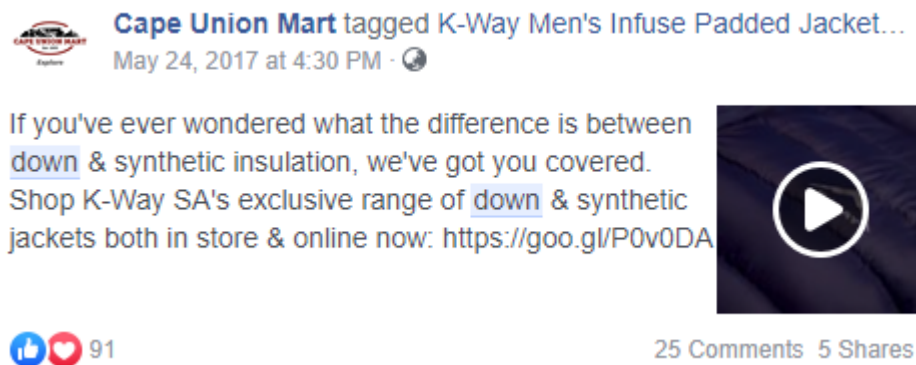
This screenshot serve as an example for a brand post that provide added value information for consumer to differentiate the type of its product and what function are those product serve.

Figure 3.5: Examples of brand post which are entertaining
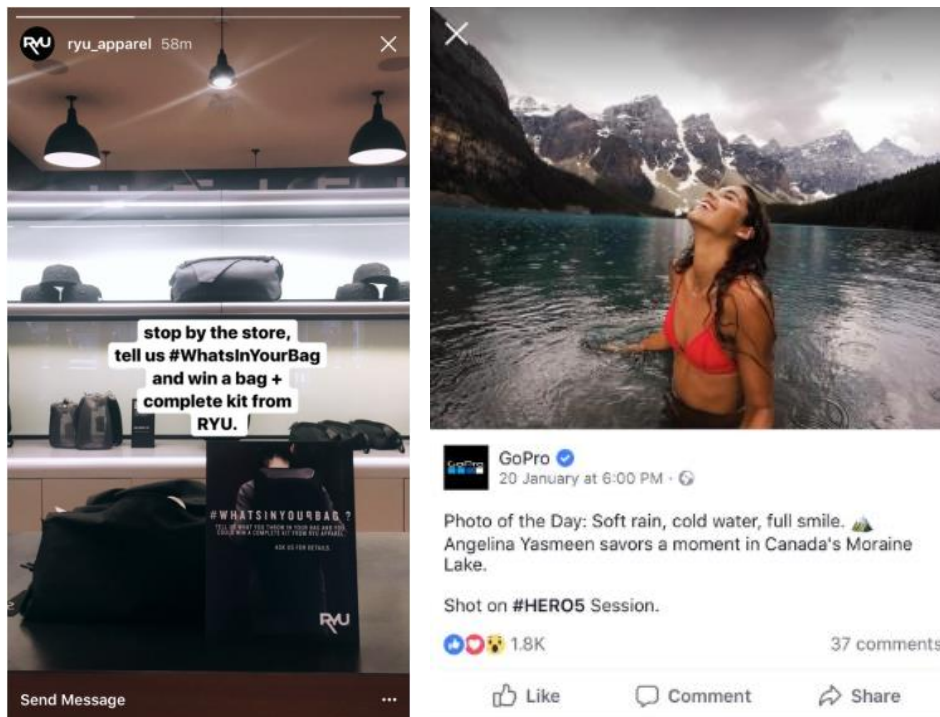
These screenshot serve as an example regarding the brand post that are entertaining, the content of these two type of post are user-generated content.

3.6 Interview Procedure

During the interview, some screenshot regarding the digital marketing strategy sample will be presented for participant in order for them to understand and clarify which strategy are referring and have a more clarity during discussion. Semi-structured interview are adopted for this interview session in order to have more in-depth information that comes from participant to answer the open-ended questions. The interview conference will hold for a period from 30 minutes to 1 hour depending on the elaboration of each every interviewee. The first 20 minute is for the explanation of each content of this research to the participant and also have the short slide presentation then the following 40 minute are allocated for participant to answer the questionnaire.

3.7 Confidentiality

The interview were going to conduct in an open area that are convenient for the participant to join, the environment would be preferred to have the casual vibe in order for the participant to have an open minded thinking and express their true response for the interview. Due to the requisition from the participant, their identity would not be visible in the research or to the public and the character that will discuss on chapter four would be unidentified.

3.8 Data Analysis

With the notification and consent of the participant, the interview would be phone recorded then follow by transcript into dialogue format. The responses from several respondent would be concluded and compared among each of them which regarding the objective of this research.

For the comparison process would be happen during the data collection procedure in order for researcher to probe into more detailed response from interviewee and also compared the differences among each responses from various participant.

3.9 Conclusion

In summary, this chapter has discussed regarding the research methodology which adopted. It includes its research design which exploratory research are structured through gaining the information by interviewing one on one with the researcher with the respondent. Data that sourced from primary and secondary would be more skewed toward primary due to the characteristic of qualitative study.

CHAPTER 4: DATA ANALYSIS

4.0 Introduction

This chapter are going to present the result analysis regarding the collected qualitative interview data. The content of the data that collected consist of background of each individual participant like their age, area of living, career, and also meeting up area. It also include the data that has been analyze which are answer that collected from the conducted interview with each participant. For this analysis are to gather how are the perception of participant towards digital marketing strategy when it is applied on athleisure wear. The data that has collected are from the phone-recorded interview and in general has total eight of the question which are constructed based on the main content from chapter two.

The analysis would be done by explaining the question regarding of the main aspect first, then follow up by participant response with reason back up, after listing out those data then would be grouping up those answer with how many participant felt about it that way and bundle up their reason behind of their perception.

Table 4.1: Background of Participant

Respondent	Age	Career	Living Area	Meeting up Area
A	29	Operation manager	Seri Kembangan	Residential area
B	25	Procurement Admin	Puchong	Commercial area
C	20	Student	Melacca	Residential area
D	30	Doctor	Cheras	Residential area
E	27	Auditor	Puchong	Commercial area

4.1 Search Engine Marketing

4.1.1 Result Order

This question are focusing to find out the importance of the result order that are perceived by the consumer, so that to identify the significant of result order towards internet user. Next, it is only one question regarding this content for participant. The question that been ask for respondents are "When you searched athleisure wear on search engine, do you think that the result order matter? Like having positive perception or more trustworthy on the brand that comes out on the first result" It is been asked directly in order to find out how internet user usually use search engine to find something that they are interested and how they sees that those brand are listed in the search engine result page(SERP).

Respondent A response "Yes, it do matters because I wouldn't scroll down and look for another result page unless it is irrelevant to athleisure wear that I'm looking for. If I'm not satisfied for the first result, then I would proceed with the second which listed in the result page and followed by others, I also perceive that the first one that listed in the result page are more related to the keywords that I have searched." For Respondent B replied "Yes, it is important to me because I would click in one by one in order to find out which one of the result that I'm more interested in." While Respondent C stated that "No, it is not important for me, after I have search for the athleisure I would find the brand that I have heard off then I would click the link into its website, for the others brand that I haven't heard off I would just ignore it". Respondent D says that "Yup, the order are important for me because I think that the first one should be more related to what I have search for." Respondent E responded with "Yes, it is important because I would click into those website one by one so that I wouldn't overlook the others brand, I also would like to compare to each other brand so that to find out which one of the result that suit me the most."

To review the response that participant had given, most of the respondents perceive that the result order that displayed on search engine are important, the reason that they give are they perceive the higher order are more related, trustworthy and also

to prevent overlook the result that are related. While one of the participant think that it the result order are not important because the familiarity of a particular brand are more important.

4.1.2 Differences between Sponsored and Organic Link

This question are follow up by probing into more detail of perception of participant towards the type of result that are listing in search engine. The question for participant are "How do you perceive that result that came from the search engine which are sponsored link compared to organic link?" By doing so will be able to know that how is the participant feel towards the different type of method to list in the search engine.

Respondent A response "I definitely wouldn't click into sponsored link and I think that pay-per-click method are an infamous method in order to be listed in the first result page because the particular brand are not so popular has resorted to this method rather than going through organic link." For Respondent B replied "It is the same for me, there is nothing different among two of it. The only different among the two of it is the only ads logo beside the link and it is too small for me to realize." While Respondent C stated that "I wouldn't care about is the link are sponsored link or organic link, as long as I saw the brand that I have heard of, then I click into it. It's the same for me". Respondent D said that "I didn't realize that there is differences among two of it. It's the same for me, I would click into those link regardless of their type." Respondent E responded "I don't like to click into the sponsored link, I would totally avoid any link that has the ad logo beside, even if I'm interested to the particular brand, I would search the brand name again at search engine and click into organic link because I think that sponsored link are certain kind of scam or even virus."

The overall response that comes from participant are three of them think that there is no differences between the two method to list in the search engine, while two of the respondent have negative perception towards sponsored link and the reason are

sponsored link as an infamous method to get listed and also it like a forms of scam towards internet user although it is not.

4.2 Display Advertising

4.2.1 Behavioral Targeting Ads

This question are designed to know how participant perceive the main feature of display advertising which is behavioral targeting. The question that has been prepared for participant are "How do you perceive that behavioral targeting ads? Like surfing at the search engine or website and saw advertisement regarding athleisure that has previously searched" By asking in this kind of manner able to know how respondent perceive towards behavioral targeting feature which is the main function of display advertising.

Respondent A response "I dislike to click on any advertisement even though it is very attractive, if even so I would search it on Google again and direct to its main website rather than clicking into ads, because I dislike this advertisement system even it is not costing me any money. I would also think that this feature made me feel like being spied by someone." For Respondent B replied "I dislike this feature because normally I would just search something for survey, and the ads that usually displayed are totally unrelated to my interest, which mean this feature has yet to matured and fit every internet user but if it display the things that I'm interested then would be a good sign and I may click into it." While Respondent C stated that "I think that this feature are a good value added feature for every internet user because it has the ability to remind somethings that every person that may have forgotten the things that they are interested." Respondent D said that "it is acceptable for me as the things that displayed are my interest even if somethings that is unrelated to me I would just ignore it." Respondent E responded "I don't like this feature, I don't like some ads that will interrupt my internet browsing activity as it would distract my attention even though if it somethings that is my interest. I

would prefer that to search the things myself rather than advertisement display for me."

In this aspect, three of the participant think that this feature are acceptable and one of it think that it is a value added feature for internet user. While two of them distaste this feature and the reason they had given are being felt like spied from someone else and also prefer to search something that they are interested manually.

4.2.2 Preferred forms of it

This question continue the previous part which further discover which forms of display advertising are entice for respondents. This question are "In which forms that the advertising will entice your interest and make you to click on it? Like video clips, side-panel ads, pop-up ads and others" This question has given few forms of display advertisement to ease up participant imagination and remind them their past experience among those marketing strategy.

Respondent A response "There is no any advertisement that I have preferred to watch in the past or even in the future, I would just ignore every advertisement but for the in-stream video it has it effect because it forcing me to watch it." For Respondent B replied "Some video ads in either YouTube or Facebook are attractive if it is related to my interest but Facebook video advertisement are more annoying because it is unescapable" While Respondent C stated that "The video advertisement in YouTube are interesting but not the 30 second video which doesn't have the option to skip the ads. Some of the banner ads beside of the website are satisfied provided it is somethings that suit my taste." Respondent D said that "video clip advertisement are ok for me provided it is 5 second duration, so if the marketers have to grab viewer attention have to construct their ads that able to do so within 5 second." Respondent E responded "In-stream video ads are obstructive for me but due to it forcing me to watch it, so it has a certain degree of effect which would make me consider the particular brand."

For this content, three of the participant think that it is acceptable for the in-stream video but not the thirty second duration type. While two of it dislike this advertisement but due to the characteristic of forcing user to watch it, then it has its marketing effect to a certain degree.

4.2.3 Forms that are Obstructive or Intrusive

This question continued to the previous question to find out what kind of advertisement that respondent find it is annoying which the question are "In which forms that the advertising that considered to be obstructive or intrusive for you?"

Respondent A response "As just now I have mentioned any kind of advertisement I would just ignore it, so needless to say for banner ads and even worse pop-up advertisement I hate it because it seems like a virus infected platform for user to click into it and direct to its website." For Respondent B replied "I usually would ignore the banner ads which located at the side or even top of the webpage, for the pop-up ads if it block my intended website whole screen then I would have a negative perception on it." While Respondent C stated that "Banner advertisement are ok for me, if it is interesting then I would click and be directed to its link, but if it not interesting, then I would just ignore it. For the pop up advertisement I find it is annoying, I would straight close the webpage even before it has done loading." Respondent D said that "I would just overlook those ads that are not my intention of using the internet browser and I even dislike the pop-up ads because it is obstructing my view to my anticipated website" Respondent E responded "Those particular advertisement that surround the website I would overlook them, I just proceed what I'm doing that I has clicked into the particular website. I don't like the advertisement that pop up another new tab after I have directed into a particular website because it is bothering me."

So, four out of five respondent would just ignore the banner advertisement that around the website content while one of it would glance through them if it is interesting. For the pop-up advertisement all of them dislike this forms of

advertisement and the reason behind of it are bothering their browsing activity and one of it think that it is a virus infected platform.

4.3 Social Media Marketing

4.3.1 Characteristic of the Post

For this section, it would be divided into another two subsection of the content which due to the structure of the main content. Two of the content are the vividness of the post and also interactivity of the post. Some of the screenshot has been showed to the respondent for a references and guide throughout the interview in order for the respondent has an image in their mind for them to imagine that able for them to answer those question.

4.3.1.1 Vividness

This question are focusing on a particular characteristic of a post which is its vividness, the question are "How do you see that the post from the brand that are full of vividness? Like the colour that applied on its content are more contrasting?" The example give which for vividness of a post are the colour that applied on a post are striking in order for respondent to able to visualize what it is meant.

Respondent A response "Yes, in order for a particular post to be attractive, it must have those striking colour that able to contrast out the product that they are emphasizing." For Respondent B replied "I would like to say it depend, because vividness are the meaning of colorfulness but not inclusively everything should be colorfulness in order to let a post to be pleasing, so I would say it depend on the colour matching mix and is it elegance for a post." While Respondent C stated that "No, if you say for a post to be colorfulness in order to be attractive I have to object about it because for me I personally more prefer the post that are black and white theme in order to have a higher quality image on a post." Respondent D said that

"Yes, it is important because the more the colour that applied on a post, the more easier to bring out which is the subject of a post and which is the object of a post. So, it has to be able to apply those colour brings out more contrast of the subject among with its background." Respondent E responded "Yes, it would able to draws my attention if the post are vividly applied those colour like you have showed me the screenshot."

So, for this question three out of five respondent think that vividness are important for a post to be attractive, attention drawing and also to brings out what the subject that the post are trying to convey. In the other hand, one of the participant think that it depend on the colour mixed that able works well with the product while the another participant think that it has to be more black and white theme which more simple compared to the vividness that has shown to them. For this aspect it is more abstract which is harder to grasps how is a post to be attractive to internet user while each individual has different kind of taste.

4.3.1.2 Interactivity

While for this question it also considered as the characteristic of a post which is interactivity. The question that asked respondents are "How do you see that the post from the brand that are full of interactivity? Like a link directed to another website that has more information, or having a quiz or asking opinion for their post or even conduct a live session to answer Q&A." The example given in the question are a post conducting quiz or Q&A session in order to interact with internet user.

Respondent A response "I wouldn't react to those post that you have mentioned, I only think that post that are product or brand related things that able to attract my attention." For Respondent B replied "From my past experience, I would find those post are able to make me click into it, last time I remembered that I have bought a product which is from the Instagram stories which it has directed me to its particular website even more the product are kind of apparel related" While Respondent C stated that "For me I think that it is not important for me because I would usually ignore those post." Respondent D said that "I see no value in those post then I would

just typically ignore." Respondent E responded "I hate to interact with those post because I hate to shows others people that I'm interested in those things through social media because it seems like people are judging me from my purchasing behavior."

In summary, this question has finds out that four of the participant would usually ignore the post that interact with internet users. While one of the respondent are able to persuade by this method and secure a past purchase.

4.3.2 Content of the Post

This section will divide into another two subsection, which is the informative of the post and also entertaining of the post. Some screenshot has been provided for participant to refer in order to have an idea of what is the content of the post is actually about. The screenshot that has provided and few of them are not related to athleisure wear is because there are too few athleisure brand are adopting digital marketing strategy, so would provide some other industry related strategy and let respondent imagine its applicability.

4.3.2.1 Informative

The question for this section are "How do you see that the post from the brand that are informative? Like how to decipher the washing label from a cloth or detail regarding their particular product that what material used and so on"

Respondent A response "I would find this kind of post makes me gain some knowledge from it and I would find it more attractive compared to the post that interact with us" For Respondent B replied 'It is important for a post to me informative to let consumer know more about the particular product, for example like I would more prefer to a post that able to delivers the materials of the apparel that are made of. " While Respondent C stated that "If the post that are product-

related information then I would find it more kind of a reason for me to watch it." Respondent D said that "Last time I have saw some post which I have forgotten which particular brand but it is regarding their brand history and so on, so I have find those post are meaningless for me to watch it but if its related to a product or things that I'm interested then I'm okay with it." Respondent E responded "Yup, this kind of stuff makes me learn more on general life knowledge or even a product that I'm interested I would finds it is value added information."

All of the participant perceive that it is important for a post to be informative in the aspect of product related information, some of them finds irritate to the info that are not product-related.

4.3.2.2 Entertaining

The question in this section are "How do you see that the post from the brand that are entertaining? Like sharing user-generated content from fans and followers."

Respondent A response "Last time I have saw a post which product related and it is in 3D photo and I find it is amusing so I would say post that are entertaining are able to attract my attention." For Respondent B replied "I don't know how to feel to the example that you had given because I dislike to being to the attraction in the social media like suddenly a brand are posting my picture. But I think that influencer unboxing those product related things and it is attractive for me." While Respondent C stated that "Yea, I would like it if a particular brand are posting my photo and a shout out for me in their particular post because it would make me feel like being appreciated by those brand, and I also like for some post that tag along with some motivational quote or caption which would make me feel pump up." Respondent D said that "It would be attractive if the post are entertaining for me like it coordinate with the nature like mountain climbing or travelling photo and I would finds it eye-catching." Respondent E responded "I don't like with the example that you have given but it is a must for a post to be entertain for me, for example like I saw some of the key opinion leader promoting of a particular product are entertaining."

So for this part all of the respondent think that is it a must for a post to be entertaining with the example that each individual taste and preference are comes along with it.

4.4 Recommended Digital Marketing Strategy

For this section is asked those respondent that which type of strategy that leave the most impression in their conscious and the question are "Which digital marketing strategy that leave you the most impression? Is it that strategy applicable on athleisure wear?"

Respondent A response "I would like to saw some athlete or celebrity that promoting the product in term of review based advertisement and it would make me feel like there are more reason for me to but the product." For Respondent B replied "It is hard for me to remind of when there is nothings that are able to let me imagine or being reminded." While Respondent C stated that "I finds some related field of key opinion leader promoting the product would persuade me to buy the product." Respondent D said that "Influencer promoting the difference of the product among the other brand would let me imaging of being bought the product and let me visualize after I have bought the product what would I feel and I find that is the key point of influencing me to consider the product" Respondent E responded "As just now I have mentioned in the previous question the digital marketing strategy that I can think of are the key opinion leader stuff and so on."

4.5 Conclusion

For this episode, the data that are collected from the interview with the respondent are being analyze via exploratory. The analysis are being practice regarding the perception of consumer have towards digital marketing strategy that has applied on international athleisure wear. Nevertheless, in the following chapter would

converse the overall conclusion and result for the research and recommendation and implication would be projected detail alongside with it.

CHAPTER 5: DISCUSSION, CONCLUSION AND IMPLICATIONS

5.0 Introduction

The last chapter are conversing regarded to analysis of the information that composed through the interview. By doing so, the scholar need to make a further explanation in order for the finding and justify being carried out. For the limitation that the scholar has met for this research thesis would be listed out but it merely acting as a platform for future studies. The recommendation would being explained in order for future studies to aware of it and have a better quality in comparison.

5.1 Discussion of Major Finding

During this qualitative studies, the interview that has designed and totally being attained through the interview with the targeted participant. The perception of consumer towards each every one of the strategy has been collected and be analyzed.

Table 5.1: Search Engine Marketing

Respondent	Importance of result order	Perception among different type of search engine marketing
A	Yes, Relevance according to order	Sponsored link – infamous method to list in first page.
B	Yes, click in 1 by 1 prevent overlook.	There is no different
C	No	There is no different
D	Yes, Relevance according to order	There is no different
E	Yes, trustworthy according to order	Sponsored link is like scam

In conclusion, search engine marketing is a mandatory in order for a particular athleisure brand to be search and found and for the type of search engine marketing, search engine optimization will comes out an organic link are better off compared to sponsored link is because there are few of the respondent indicate that they are being detest towards sponsored link.

Table 5.2: Display Advertising

Respondent	Behavioral Targeting	In-Stream Video	Banner Ad	Pop-up Ad
A	Dislike, spied by someone	Dislike but has it marketing effect	Ignored	Dislike, virus infected platform
B	Acceptable	Enticing if it is related	Ignored	Dislike, obstructing for browsing activity
C	Value added feature - reminding	Decent but not for 30 second video	Satisfied	Dislike, annoying
D	Acceptable	Acceptable if its 5 second duration	Ignored	Dislike
E	Dislike, prefer search manually	Obstructive but effective	Ignored	Dislike, bothering

Hence, all of the participant have mentioned they all dislike to watch advertisement in any forms but there is an exceptional case which if the stuff is their interest then would be different so behavioral targeting has improve the impression from

consumer towards display advertising and the feature are not so matured that how some of the advertisement are not align with the internet user interest and in-stream video are the most effective forms to attract audience although some of them dislike this form but it is acceptable for a video advertisement in a 5 second duration, while the other two forms of display advertising which is banner advertising and pop-up advertisement are usually being ignore or even worst have a negative perception on it.

Table 5.3: Characteristic of a post

Respondent	Vividness(Striking colour)	Interactivity(Quiz, poll)
A	Yes, important to be attractive	No, wouldn't react with it
B	It depend if it elegance	Yes, e.g. IG stories and link to its website
C	No, prefer black and white theme	No, usually ignored
D	Yes, more contrast of subject with background	No, usually ignored
E	Yes, it would draw my attraction	No, wouldn't interact with it.

Henceforth, vividness of a particular post are important but the problem is there are different taste among each individual respondent so it is more abstract and it would more depend on a product which the colour applied on a post are suitable for the background colour while in the other hand, interactivity are not so important but there is one participant being able to attract by a post being interactivity.

Table 5.4: Content of a post

Respondent	Informative(Product related info)	Entertaining(User-generated content)
A	Yes, more understand regard the product	Yes, 3D-Photo are amusing
B	Yes, e.g. material of the product	Yes, influencer unboxing
C	Yes, regarding the product	Motivational quote/caption

| D | Yes, but not brand history | Yes, better off by coordinate with nature/travel |
| E | Yes, if it value added info regardless of the product | Yes, influencer promoting the product |

In summary, for a post to be informative and entertaining of post are important and each of the individual respondent has given out each every different example that they finds it is entertaining.

Table 5.5: Recommended Digital Marketing Strategy

Respondent	Recommendation
A	Video of celebrity promoting the product in term of review.
B	-
C	Related field KOL promote the product.
D	Influencer promoting the difference of the product among other brand.
E	-

Throughout the each interview with every respondent, every one of them also mentioned either celebrity or influencer promoting or reviewing the product had left an impression on their conscious, so influencer or celebrity marketing are recommended and also viable in term of costing and so on.

5.2 Implications of the Study

This research findings are more focusing on the perception of consumer towards digital marketing strategy that applied on international athleisure wear. The knowledge of how the consumer perceive those strategy would be a valuable information for marketers to market a particular product in an efficient manner.

This research serve as a platform for marketers to have a more clarity image on Malaysian consumers' perception towards digital marketing strategy. By doing so

would act as a value added information for startup or existing company which related to athleisure apparel industry by reaching their target audience effectively and efficiently.

It would also give marketers an idea of perceiving those strategy in the perspective of a consumer and it would be an insight for them regarding digital marketing and have a clearer picture on the procedure to adopt digital marketing and to avoid some of the strategy which consumer find it is infuriating.

From this research, marketer able to market their product more effective and avoid those digital marketing strategy that internet user felt being annoyed. In addition, it would serve as a knowledge for marketers which able to know the advantage and also disadvantage or adopting each strategy.

5.3 Limitation of Study

When at the process of undertaking this research thesis, the scholar has exposed several limitation and obstacle which it is able to be done enhanced. So, the first of the drawback which faced by this thesis are there is limited journal article which related to the topic and it shows no linkage between the digital marketing strategy with the international athleisure wear. So, the main objective of this research is to find out that linkage and also establish a bridge to connect those two point in the research and in quantitative research are more focusing on those calculation which are not related to marketing at all but in the aspect of information technology and also programming aspect.

There are total five participant for the interview and provide as a targeted respondent and the harder part is that every one of the participant has their own idea and being divert from the originate of the objective of the interview so it is tough for the scholar to align and relate back to the interview question although it is a lot more flexible to accumulate data and it is not a stress-free job that in order to find the suitable candidate to be interviewed on.

The another limitation is that this research are unable to revise on a strategy that proposed from the participant, it cannot be more detailed explore on the particular strategy but in another ways it has finally founds out some novel strategy that even the scholar didn't think off in the first place.

Therefore, all of the limitation that have mentioned are just a reference for future research in order to be done in a more better manner, the result of this study are not being affected by all of the limitation above.

5.4 Recommendation for Future Research

For the future study, it can be done either qualitative research in order to finds out more others type of strategy that didn't mentioned or quantitative research to figure out a generalize findings. It also should covers quantitative research in order to able to comes out a generalize findings and conclusion which are able to support those main aspect in the research. So that it has a more quantified data that able to have a more persuade evidence for it to serve as a function in the public.

This thesis are grounded by those targeted respondent in order to meet the objective of this study with a general knowledge of information technology and also computer to have been selected. The perception of consumer towards the three main strategy has been founded and it would provide a valuable knowledge for marketers and also study that have a better understanding.

5.5 Conclusion

This research thesis are recognized by gathering the information from the interview. Hence, the involvement from the individual participant are having its own worth that are being compromise in making decision to improve the perception of consumer towards digital marketing strategy that apply on international athleisure wear. As the current state, the big firms that has the more competitive advantage is because they have more resources compared to others firm that able for them to adopt more different type of digital marketing strategy that able to covers more various type of consumer that has each of those special preferences.

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APPENDICES

Appendix A: Interview Question

Given a scenario that you are interested in athleisure wear and have the intention to search it through the search engine, then use this mindset and answer the following question.

<u>Search Engine Marketing</u>

1. When you searched athleisure wear on search engine, do you think that the result order matter? Like having positive perception or more trustworthy on the brand that comes out on the first result.

2. How do you perceive that result that came from the search engine which are sponsored link compared to organic link?
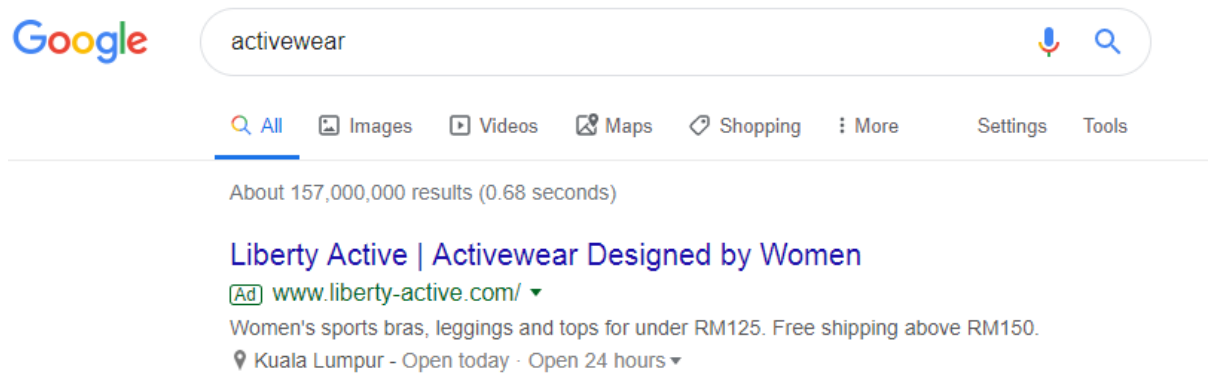
Sponsored Link

Activewear | Women's Sportswear & Fitness Clothing | ASOS
https://www.asos.com › women › activewear › cat ▾
Discover **activewear** for women at ASOS. Shop for sports clothing, sports shoes and
accessories and find your fitness style with our latest collection.
Activewear | Women's ... · Women's Activewear: Running · Leggings · Tops

Women's Activewear: Tops, Pants, Bras, Swimwear & More ...
https://www.uniqlo.com › women › activewear ▾
Shop our women's **activewear** including tops & tees, bras, sweats, outerwear, pants & shorts,
swimwear and accessories. Get moving with style and comfort!

HERMS Activewear
https://www.herms.co
A Sportswear Brand based in Kuala Lumpur, Malaysia. Bringing effective performance wear and
stylistic integrity – all with an affordable price range.

Organic Link

Display Advertising

3. How do you perceive that behavioral targeting ads? Like surfing at the search engine or website and saw advertisement regarding athleisure that has previously searched.

4. In which forms that the advertising will entice your interest and make you to click on it? Like video clips, side-panel ads, pop-up ads and others.

5. In which forms that the advertising that considered to be obstructive or intrusive for you?

Social Media Marketing

6. Characteristic of the post
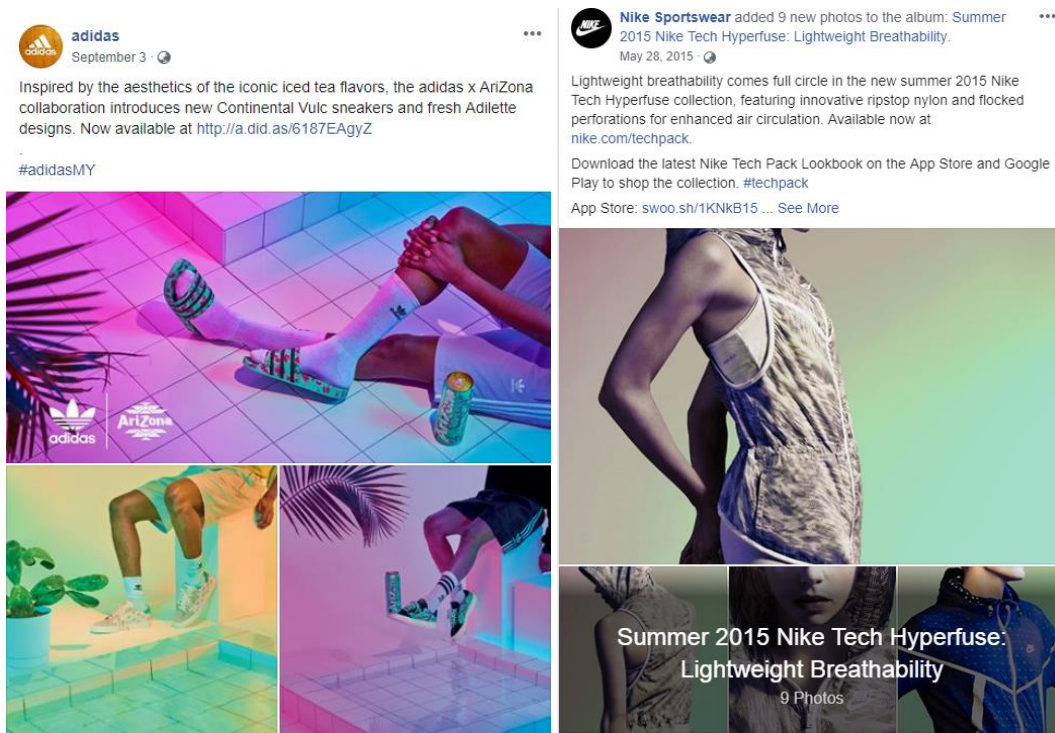
- How do you see that the post from the brand that are full of vividness? Like the colour that applied on its content are more contrasting?

- How do you see that the post from the brand that are full of interactivity? Like a link directed to another website that has more information, or having a quiz or asking opinion for their post or even conduct a live session to answer Q&A

7. Content of the post

- How do you see that the post from the brand that are informative? Like how to decipher the washing label from a cloth or detail regarding their particular product that what material used and so on.
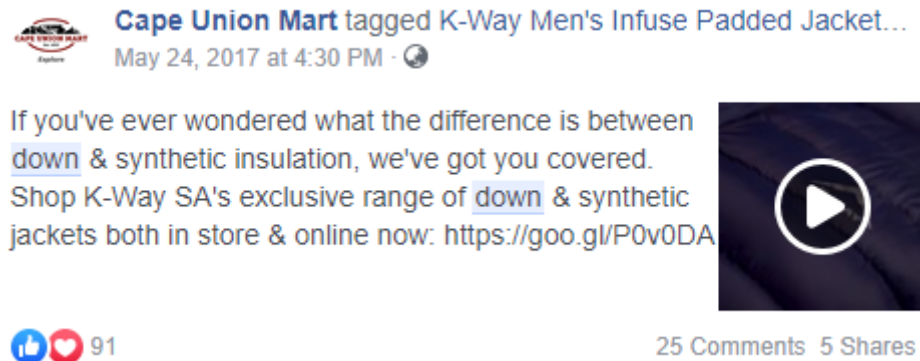
- How do you see that the post from the brand that are entertaining? Like sharing user-generated content from fans and followers.
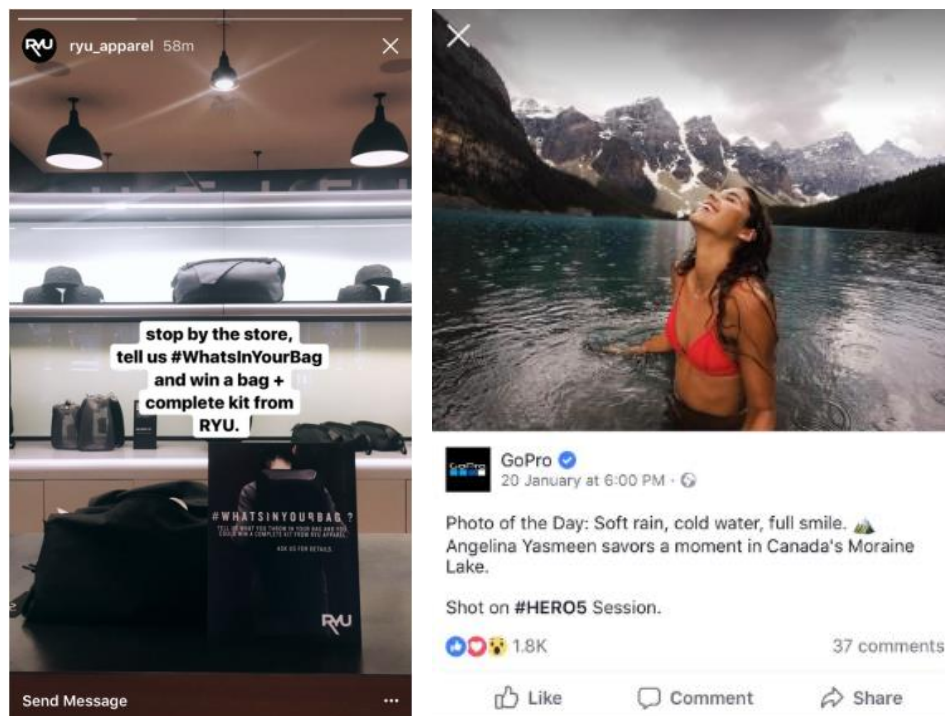
General

8. Which digital marketing strategy that leave you the most impression? Is it that strategy applicable on athleisure wear?

Appendix B: Transcript of Interview with Respondent A

Background of Respondent

Age: 29

Career: Operation Manager

Living Area: Seri Kembangan

Interview Location: Residential area

Question

When you searched athleisure wear on search engine, do you think that the result order matter? Like having positive perception or more trustworthy on the brand that comes out on the first result.

Answer

No, I wouldn't care about the order but I would look for the brands that I have heard before and click into it. If all those brand that I haven't heard off then I would click into the first then follow by the others.

Question

How do you perceive that result that came from the search engine which are sponsored link compared to organic link?

Answer

I definitely wouldn't click into sponsored link because I think that would cause others merchant would place more those sponsored link into my result page on this keywords, I would perceive that the particular brand that resort to adopt this sponsored link are not so famous brand compared to those organic link.

Question

How do you perceive that behavioral targeting ads? Like surfing at the search engine or website and saw advertisement regarding athleisure that has previously searched.

Answer

I dislike to click on any forms of ads even though it is very attractive, if so I would search its particular brand on google again which direct to their website.

Question

In which forms that the advertising will entice your interest and make you to click on it? Like video clips, side-panel ads, pop-up ads and others.

Answer

Video clip has the effect making people watch it because it basically force you to watch at least for 5 second. Pop-up ads are the worst forms of ads for me.

Question

In which forms that the advertising that considered to be obstructive or intrusive for you

Answer

If any ads that appear on the website which I'm not expected to saw it are considered as obstructive/intrusive because it may divert my attention unless I'm leisurely scrolling on my social media because I'm basically accepting any information that presented on my screen.

Question

Characteristic of the post

- How do you see that the post from the brand that are full of vividness? Like the colour that applied on its content are more contrasting?

- How do you see that the post from the brand that are full of interactivity? Like a link directed to another website that has more information, or having a quiz or asking opinion for their post or even conduct a live session to answer Q&A

Answer

For the vividness of the post, I think its important for a post to be contrasting in order to capture my attention, for example it can just background have a contrasting colour with its product.

For the interactivity I wouldn't care about it conducting quiz or having a live session.

Question

Content of the post

- How do you see that the post from the brand that are informative? Like how to decipher the washing label from a cloth or detail regarding their particular product that what material used and so on.

- How do you see that the post from the brand that are entertaining? Like sharing user-generated content from fans and followers.

Answer

For the informative post, I think that if the post that are informative regarding the product that I'm interested then I would be interested in its brand as well. But not information regarding its brand or any others information.

For the entertaining post, the only thing that I have impression are the 3D photo that I have a 360 degree view on a particular product and I think that is amusing for me to have a look on a product that I'm interested.

Question

Which digital marketing strategy that leave you the most impression? Is it that strategy applicable on athleisure wear?

Answer

I'm a person that are focuses more on value which the product that can bring for me. So if they can use in video clips forms that emphasize on their particular product value then I will be convinced to buy their product.

For example, they can promote their shoe by having a sportsmen wear their product and compared with others brand and record down his/her record and explain why their product are better.

Appendix C: Transcript of Interview with Respondent B

<u>**Background of Respondent**</u>

Age: 25

Career: Procurement Administration

Living Area: Puchong

Interview Location: Cafe

Question

When you searched athleisure wear on search engine, do you think that the result order matter? Like having positive perception or more trustworthy on the brand that comes out on the first result.

Answer

Yes, I would click in 1 by 1,

Question

How do you perceive that result that came from the search engine which are sponsored link compared to organic link?

Answer

I definitely wouldn't click into sponsored link because I think that would cause others merchant would place more those sponsored link into my result page on this keywords, I would perceive that the particular brand that resort to adopt this sponsored link are not so famous brand compared to those organic link.

Question

How do you perceive that behavioral targeting ads? Like surfing at the search engine or website and saw advertisement regarding athleisure that has previously searched.

Answer

I dislike to click on any forms of ads even though it is very attractive, if so I would search its particular brand on google again which direct to their website.

Question

In which forms that the advertising will entice your interest and make you to click on it? Like video clips, side-panel ads, pop-up ads and others.

Answer

Video clip has the effect making people watch it because it basically force you to watch at least for 5 second. Pop-up ads are the worst forms of ads for me.

Question

In which forms that the advertising that considered to be obstructive or intrusive for you

Answer

If any ads that appear on the website which I'm not expected to saw it are considered as obstructive/intrusive because it may divert my attention unless I'm leisurely scrolling on my social media because I'm basically accepting any information that presented on my screen.

Question

Characteristic of the post

- How do you see that the post from the brand that are full of vividness? Like the colour that applied on its content are more contrasting?
- How do you see that the post from the brand that are full of interactivity? Like a link directed to another website that has more information, or having a quiz or asking opinion for their post or even conduct a live session to answer Q&A

Answer

For the vividness of the post, I think its important for a post to be contrasting in order to capture my attention, for example it can just background have a contrasting colour with its product.

For the interactivity I wouldn't care about it conducting quiz or having a live session.

Question

Content of the post

- How do you see that the post from the brand that are informative? Like how to decipher the washing label from a cloth or detail regarding their particular product that what material used and so on.
- How do you see that the post from the brand that are entertaining? Like sharing user-generated content from fans and followers.

Answer

For the informative post, I think that if the post that are informative regarding the product that I'm interested then I would be interested in its brand as well. But not information regarding its brand or any others information.

For the entertaining post, the only thing that I have impression are the 3D photo that I have a 360 degree view on a particular product and I think that is amusing for me to have a look on a product that I'm interested.

Question

Which digital marketing strategy that leave you the most impression? Is it that strategy applicable on athleisure wear?

Answer

I'm a person that are focuses more on value which the product that can bring for me. So if they can use in video clips forms that emphasize on their particular product value then I will be convinced to buy their product.

For example, they can promote their shoe by having a sportsmen wear their product and compared with others brand and record down his/her record and explain why their product are better.

Appendix D: Transcript of Interview with Respondent C

Background of Respondent

Age: 20

Career: Student

Living Area: Melacca

Interview Location: Residential area

Question

When you searched athleisure wear on search engine, do you think that the result order matter? Like having positive perception or more trustworthy on the brand that comes out on the first result.

Answer

No, it is not important for me, after I have search for the athleisure I would find the brand that I have heard off then I would click the link into its website, for the others brand that I haven't heard off I would just ignore it.

Question

How do you perceive that result that came from the search engine which are sponsored link compared to organic link?

Answer

I wouldn't care about is the link are sponsored link or organic link, as long as I saw the brand that I have heard of, then I click into it. It's the same for me

Question

How do you perceive that behavioral targeting ads? Like surfing at the search engine or website and saw advertisement regarding athleisure that has previously searched.

Answer

I think that this feature are a good value added feature for every internet user because it has the ability to remind somethings that every person that may have forgotten the things that they are interested

Question

In which forms that the advertising will entice your interest and make you to click on it? Like video clips, side-panel ads, pop-up ads and others.

Answer

The video advertisement in YouTube are interesting but not the 30 second video which doesn't have the option to skip the ads. Some of the banner ads beside of the website are satisfied provided it is somethings that suit my taste

Question

In which forms that the advertising that considered to be obstructive or intrusive for you

Answer

Banner advertisement are ok for me, if it is interesting then I would click and be directed to its link, but if it not interesting, then I would just ignore it. For the pop up advertisement I find it is annoying, I would straight close the webpage even before it has done loading

Question

Characteristic of the post

- How do you see that the post from the brand that are full of vividness? Like the colour that applied on its content are more contrasting?

- How do you see that the post from the brand that are full of interactivity? Like a link directed to another website that has more information, or having a quiz or asking opinion for their post or even conduct a live session to answer Q&A

Answer

No, if you say for a post to be colorfulness in order to be attractive I have to object about it because for me I personally more prefer the post that are black and white theme in order to have a higher quality image on a post and for the interactivity I think that it is not important for me because I would usually ignore those post

Question

Content of the post

- How do you see that the post from the brand that are informative? Like how to decipher the washing label from a cloth or detail regarding their particular product that what material used and so on.

- How do you see that the post from the brand that are entertaining? Like sharing user-generated content from fans and followers.

Answer

If the post that are product-related information then I would find it more kind of a reason for me to watch it and for the entertaining of the post I would like it if a particular brand are posting my photo and a shout out for me in their particular post because it would make me feel like being appreciated by those brand, and I also like for some post that tag along with some motivational quote or caption which would make me feel pump up

Question

Which digital marketing strategy that leave you the most impression? Is it that strategy applicable on athleisure wear?

Answer

I finds some related field of key opinion leader promoting the product would persuade me to buy the product

Appendix E: Transcript of Interview with Respondent D

<u>**Background of Respondent**</u>

Age: 30

Career: Doctor

Living Area: Cheras

Interview Location: Commercial area

Question

When you searched athleisure wear on search engine, do you think that the result order matter? Like having positive perception or more trustworthy on the brand that comes out on the first result.

Answer

Yup, the order are important for me because I think that the first one should be more related to what I have search for

Question

How do you perceive that result that came from the search engine which are sponsored link compared to organic link?

Answer

I didn't realize that there is differences among two of it. It's the same for me, I would click into those link regardless of their type

Question

How do you perceive that behavioral targeting ads? Like surfing at the search engine or website and saw advertisement regarding athleisure that has previously searched.

Answer

it is acceptable for me as the things that displayed are my interest even if somethings that is unrelated to me I would just ignore it

Question

In which forms that the advertising will entice your interest and make you to click on it? Like video clips, side-panel ads, pop-up ads and others.

Answer

video clip advertisement are ok for me provided it is 5 second duration, so if the marketers have to grab viewer attention have to construct their ads that able to do so within 5 second

Question

In which forms that the advertising that considered to be obstructive or intrusive for you

Answer

I would just overlook those ads that are not my intention of using the internet browser and I even dislike the pop-up ads because it is obstructing my view to my anticipated website

Question

Characteristic of the post

- How do you see that the post from the brand that are full of vividness? Like the colour that applied on its content are more contrasting?

- How do you see that the post from the brand that are full of interactivity? Like a link directed to another website that has more information, or having a quiz or asking opinion for their post or even conduct a live session to answer Q&A

Answer

Yes, it is important because the more the colour that applied on a post, the more easier to bring out which is the subject of a post and which is the object of a post. So, it has to be able to apply those colour brings out more contrast of the subject among with its background

I see no value in those post then I would just typically ignore

Question

Content of the post

- How do you see that the post from the brand that are informative? Like how to decipher the washing label from a cloth or detail regarding their particular product that what material used and so on.

- How do you see that the post from the brand that are entertaining? Like sharing user-generated content from fans and followers.

Answer

Last time I have saw some post which I have forgotten which particular brand but it is regarding their brand history and so on, so I have find those post are meaningless for me to watch it but if its related to a product or things that I'm interested then I'm okay with it

It would be attractive if the post are entertaining for me like it coordinate with the nature like mountain climbing or travelling photo and I would finds it eye-catching.

Question

Which digital marketing strategy that leave you the most impression? Is it that strategy applicable on athleisure wear?

Answer

Influencer promoting the difference of the product among the other brand would let me imaging of being bought the product and let me visualize after I have bought the product what would I feel and I find that is the key point of influencing me to consider the product

Appendix F: Transcript of Interview with Respondent E

<u>**Background of Respondent**</u>

Age: 27

Career: Auditor

Living Area: Puchong

Interview Location: Commercial area

Question

When you searched athleisure wear on search engine, do you think that the result order matter? Like having positive perception or more trustworthy on the brand that comes out on the first result.

Answer

Yes, it is important because I would click into those website one by one so that I wouldn't overlook the others brand, I also would like to compare to each other brand so that to find out which one of the result that suit me the most

Question

How do you perceive that result that came from the search engine which are sponsored link compared to organic link?

Answer

I don't like to click into the sponsored link, I would totally avoid any link that has the ad logo beside, even if I'm interested to the particular brand, I would search the brand name again at search engine and click into organic link because I think that sponsored link are certain kind of scam or even virus

Question

How do you perceive that behavioral targeting ads? Like surfing at the search engine or website and saw advertisement regarding athleisure that has previously searched.

Answer

I don't like this feature, I don't like some ads that will interrupt my internet browsing activity as it would distract my attention even though if it somethings that is my interest. I would prefer that to search the things myself rather than advertisement display for me

Question

In which forms that the advertising will entice your interest and make you to click on it? Like video clips, side-panel ads, pop-up ads and others.

Answer

In-stream video ads are obstructive for me but due to it forcing me to watch it, so it has a certain degree of effect which would make me consider the particular brand

Question

In which forms that the advertising that considered to be obstructive or intrusive for you

Answer

Those particular advertisement that surround the website I would overlook them, I just proceed what I'm doing that I has clicked into the particular website. I don't like the advertisement that pop up another new tab after I have directed into a particular website because it is bothering me

Question

Characteristic of the post

- How do you see that the post from the brand that are full of vividness? Like the colour that applied on its content are more contrasting?

- How do you see that the post from the brand that are full of interactivity? Like a link directed to another website that has more information, or having a quiz or asking opinion for their post or even conduct a live session to answer Q&A

Answer

Yes, it would able to draws my attention if the post are vividly applied those colour like you have showed me the screenshot.

I hate to interact with those post because I hate to shows others people that I'm interested in those things through social media because it seems like people are judging me from my purchasing behavior.

Question

Content of the post

- How do you see that the post from the brand that are informative? Like how to decipher the washing label from a cloth or detail regarding their particular product that what material used and so on.

- How do you see that the post from the brand that are entertaining? Like sharing user-generated content from fans and followers.

Answer

Yup, this kind of stuff makes me learn more on general life knowledge or even a product that I'm interested I would finds it is value added information.

I don't like with the example that you have given but it is a must for a post to be entertain for me, for example like I saw some of the key opinion leader promoting of a particular product are entertaining.

Question

Which digital marketing strategy that leave you the most impression? Is it that strategy applicable on athleisure wear?

Answer

I have no idea what to say about suggesting any ads but as just now I have mentioned in the previous question the digital marketing strategy that I can think of are the key opinion leader stuff and so on