



## Research Article

# The Effect of Web Design Elements in Digital Marketing on Supply Chain Management Profit under Cooperative Advertisement

Muhammad Jalees

Department of Management Sciences, Bahria University, E-8, Islamabad, Pakistan.

**Received:** September 20, 2021; **Accepted:** July 01, 2022; **Published:** ----- xx, xxxx

\***Correspondence:** Muhammad Jalees, Department of Management Sciences, Bahria University, E-8, Islamabad, Pakistan; **Email:** muhammadjalees123@gmail.com

**Citation:** Jalees, M., 2022. The effect of web design elements in digital marketing on supply chain management profit under cooperative advertisement. *Journal of Engineering and Applied Sciences*, 39(x): xxx-xxx.

**DOI:** <http://dx.doi.org/10.17582/journal.jeas/.....>

**Keywords:** Supply chain management, Cooperative advertisement, Cyber security, Search engine optimization, Web graphics



**Copyright:** 2022 by the authors. Licensee ResearchersLinks Ltd, England, UK.

This article is an open access article distributed under the terms and conditions of the Creative Commons Attribution (CC BY) license (<https://creativecommons.org/licenses/by/4.0/>).

## Questionnaire

The questionnaire is used as an instrument for data collection to determine the relationship between the website design elements and total profit of Supply Chain Management that helps Online-advertising companies in getting more revenue. My target respondents are Supply Chain Managers and Executives working in various departments of telecommunications sectors; which are directly or indirectly related to e-commerce and web-design elements related department. Please fill this questionnaire regarding your job. Please be assured that responses kept strictly confidential and used solely for academic purposes.

## Supplementary Table 1: Demographics.

Please complete the following Information, which will help us to analyze the data in a meaningful manner:

**Gender:** Male: \_\_\_\_\_ Female: \_\_\_\_\_

**Education:** Intermediate:\_\_\_\_, Bachelor: \_\_\_\_\_  
Master's or PhD: \_\_\_\_\_

**Occupation:** Full Time: \_\_\_\_\_ Part Time: \_\_\_\_\_

**Age:** \_\_\_\_\_

**Company Name:** \_\_\_\_\_

**No of Employees:** \_\_\_\_\_

**Supplementary Table 2:** *How would you assess the following statements over a scale as mentioned?*

<b>Development of cyber security scale (Howard 2018)</b>	<b>Strongly disagree</b>	<b>Somewhat disagree</b>	<b>Neutral</b>	<b>Somewhat agree</b>	<b>Strongly agree</b>
Ability to follow the organization Cyber Security policies.	1	2	3	4	5
In Our work place in order to get the work done, one must overlook to the protection of private data.	1	2	3	4	5
it is probable that an employee browsing the internet could lead to a cyberattack at my organization.	1	2	3	4	5
it is needed to use strong passwords for applications at work.	1	2	3	4	5
it is likely that I could be a victim of a cyber-prevalence at work.	1	2	3	4	5

**Supplementary Table 3:** *Search Engine Optimization impact on online advertisement (Khraim 2015).*

	<b>Strongly Disagree</b>	<b>Somewhat Disagree</b>	<b>Neutral</b>	<b>Somewhat Agree</b>	<b>Strongly Agree</b>
your company consider SEO as a priority to connect our brands by online advertisement	1	2	3	4	5
Your company SEO Advertising techniques increase the company competitive gain in the online market.	1	2	3	4	5
The higher ranking on SEO, the bigger possibility that more consumers will visits to our company site					
SEO enhanced the company's brand recognition	1	2	3	4	5
Your corporation consider SEO as a significance bond to interconnect our brands by online advertisement	1	2	3	4	5
Your company SEO improved the levels of confidence and proficiency to the company website	1	2	3	4	5

**Supplementary Table 4:** *The effect of Website appearances and Graphics on customer buying (Kuan, Bock, and Vathanophas 2008).*

	<b>Strongly disagree</b>	<b>Somewhat disagree</b>	<b>Neutral</b>	<b>Somewhat agree</b>	<b>Strongly agree</b>
Your institute website is easy to usage and well designed.	1	2	3	4	5
Your interaction with the website is clear and understandable	1	2	3	4	5
Your Company uses graphics or animation effectively to communicate the information required.	1	2	3	4	5
Your company provides enough of information about its service provision of products.	1	2	3	4	5
<b>Supply chain profitability (Kianfar 2019)</b>					
Your supply chain is able to hold nonstandard orders	1	2	3	4	5
Your supply chain can see special customer order requirements.	1	2	3	4	5
Your supply chain can makes products characterized by features options, dimensions, and colors.	1	2	3	4	5
Your supply chain can adjust capacity to accelerate or decelerate production in reaction to alterations in customer demand.	1	2	3	4	5
Your supply chain can rapidly introduce large numbers of product expansions/variations.	1	2	3	4	5
Your supply chain is able to hold speedy introduction of new products.	1	2	3	4	5
Your supply chain has a quick customer response rate.	1	2	3	4	5

*Table continued on next page.....*

	<b>Strongly disagree</b>	<b>Somewhat disagree</b>	<b>Neutral</b>	<b>Somewhat agree</b>	<b>Strongly agree</b>
Your supply chain can featured by a great quantity of crossover of the activities of our trading partners.	1	2	3	4	5
Cooperative advertisement (Liu et al. 2013)	1	2	3	4	5
All of our corporate roles (e.g., marketing/sales, manufacturing, re-research and development (R and D), etc.) can integrated into helping the needs of our consumers.	1	2	3	4	5
We regularly interchange future demand forecasting specifics with key stakeholders.	1	2	3	4	5
We regularly exchange order status data with key players of SCM.	1	2	3	4	5
We jointly design the development of sales forecasts with key partners.	1	2	3	4	5
Our business aims are focused mainly by customer fulfillment.	1	2	3	4	5