



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:** June 21, 2022; **Published:** June 30, 2022

***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*, 41: 1-12.

DOI: <https://dx.doi.org/10.17582/journal.jeas/41.1.12>

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?*

Development of cyber security scale (Howard 2018)	Strongly disagree	Somewhat disagree	Neutral	Somewhat agree	Strongly agree
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).*

	Strongly Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Strongly Agree
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).*

	Strongly disagree	Somewhat disagree	Neutral	Somewhat agree	Strongly agree
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
Supply chain profitability (Kianfar 2019)					
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.....

	Strongly disagree	Somewhat disagree	Neutral	Somewhat agree	Strongly agree
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