

Examining How Digital Marketing Influences Shoppers' Decisions

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ABSTRACT

This study investigated the influence of digital marketing on shopper decisions. Specifically, it focused on the impact of digital marketing practices, such as product, price, and promotion, on shoppers' decision-making behavior. This behavior was measured by identifying needs, searching for information, evaluating available options, and making decisions. The study specifically examined the Noon Company as a case study. A decision was made to conduct a field study by conducting a thorough survey of all members of society, followed by the selection of a study sample of 100 people from the company's client base. The study yielded several findings, the most significant of which was that digital marketing plays a crucial role in influencing shopper behavior and shaping online decisions. The study also demonstrated that the utilization of social media, digital advertising, and email marketing had a substantial impact on shopper purchase decisions. The survey also found that social media and digital advertising had a significant impact on capturing shoppers' attention and influencing their decision-making choices.

Keywords: Digital Marketing, Shoppers' Decisions, Noon's Shopper, Purchase Behavior.

Introduction

In recent years, there have been numerous challenges and advancements in response to the changing global economic, political, and social landscape [1]. This is particularly evident due to intense rivalry and the increasing influence of multinational corporations across various industries worldwide. The advent of a significant technological revolution has led to profound changes in people's lives worldwide [2]. This revolution has increased daily needs and requirements, prompting scientists and researchers to consider ways to meet these demands. Consequently, the concept of digital marketing emerged [3].

Digital marketing has emerged as a mediator among companies, shoppers, and institutions, driving the growth and advancement of various companies and industries [4]. This has resulted in increased focus on studying marketing concepts and principles, as well as their successful application in a scientific manner [5]. As a result, all institutions and companies are now shifting towards the virtual market, also known as the digital market, to meet shoppers' desires and needs.

Undoubtedly, in the age of rapid technological advancement, the business landscape faces new challenges and a wealth of opportunities. Contemporary technology, including artificial intelligence, big data analysis, and automation, plays a pivotal role in transforming markets and trading methodologies [6]. Within this environment, a significant research issue emerges: understanding and evaluating the influence of digital marketing on the buying behavior of Noon's shoppers [7].

Subsequently, organizations and companies, notably Noon, endeavored to strategize to engage clients by understanding their thought processes, identifying their preferences, fulfilling their wishes, achieving their satisfaction, and influencing their buying decisions. Hence, the researcher opted to conduct a survey of Noon

Company. Consequently, the primary issue at Noon Company was investigating the impact of digital marketing on shopper decision-making behavior and performance, as well as the company's strategies for engaging with shoppers.

Scientific Importance

This study holds significant value for multiple reasons, primarily for understanding the nature and decision-making patterns of shoppers, particularly within Noon Company. Understanding shopper decision behavior is crucial for the company's success. Digital marketing may provide useful data and in-depth analyses of shopper interactions, enabling companies to gain a deeper understanding of their needs and preferences.

This study holds significant value for multiple reasons, primarily for understanding the nature and decision-making patterns of shoppers, particularly within Noon Company. Understanding shopper decision behavior is crucial for the company's success. Digital marketing may provide useful insights and in-depth analyses of shopper behavior, enabling companies to understand their shoppers' needs and aspirations better. This study also enhances marketing techniques by utilizing digital marketing to engage with shoppers and promote Noon's products and services effectively and precisely. Utilizing digital analytics and intelligent marketing solutions can enhance a company's marketing endeavors with greater efficiency.

This study sheds light on the potential to enhance interaction and connectivity with shoppers through digital marketing, enabling more extensive and deeper engagement. Noon is equipped to utilize digital marketing strategies. Additionally, it empowers them to cultivate strong relationships with clients and enhance their personal experiences. Digital marketing can effectively enhance brand awareness and promote the dissemination of information about Noon's products and services. By utilizing digital marketing strategies, a firm can effectively expand its reach to a diverse, broad audience, thereby enhancing sales and facilitating the organization's growth.

The study aims to accomplish multiple objectives, which the researcher intends to achieve. These objectives can be stated as follows: 1. This article aims to provide a clear explanation of digital marketing, including its components, and how businesses can effectively implement it to engage with shoppers. 2. Gain expertise in the principles and techniques of digital marketing by studying at Noon Company, focusing on shopper interactions. 3. Examine the key elements that Noon utilizes to sway shoppers' decision choices and explore how digital marketing can impact these factors. 4. Determine the obstacles and potential advantages that Noon faces in using digital marketing strategies to influence shopper buying behavior effectively.

Literature Review

Digital marketing characteristics and tools

Digital marketing has significantly overshadowed traditional methods in facilitating transactions at both local and global scales. Currently, the product package displayed on the company's website features a unique numerical code assigned to each product [7]. This coding system facilitates the identification of both the product and its owner. The service provider considers client happiness and goals to be crucial, if required. Digital marketing has become the dominant force in marketing, keeping pace with the changes of the current era by using advanced tools and innovative technology to implement marketing activities and operations. Marketing operations are completed through multiple means [8].

The Internet has broadened the market's reach from local to global, encompassing both international and domestic markets. As the market expands, new digital marketplaces are being built to supply data for all market products, ensuring that each product has its own information available [9]. The old marketing approach struggled to efficiently address and fulfill the shopper's inquiries about pricing, location, date of production, and other criteria. The Internet has enabled digital marketing, making it accessible to a wide range of shoppers and clients. This has resulted in lower shopping costs and time savings [10].

Digital marketing refers to the use of digital methods and technologies to promote and advertise products and services. The attributes of digital marketing encompass a set of variables and traits that distinguish it from conventional marketing. Some of these characteristics include:

Targeting specific shoppers: Digital marketing enables precise audience targeting, allowing campaigns to be directed to specific segments based on criteria such as age, gender, geographic location, and interests [11].

Measurability and analysis: Digital analysis technologies provide precise measurement of the outcomes of digital marketing activities. Marketers can use this feature to gauge the effectiveness of their efforts and assess customer engagement, thereby facilitating informed decision-making and enhancing future tactics [12].

Social Interaction: Digital marketing enables marketers to engage with shoppers through social media and other digital platforms. This fosters the formation of enduring relationships with shoppers and contributes to creating favorable experiences for them [13].

Cost-effective: Digital marketing offers greater cost efficiency than traditional marketing methods, as it allows for a specified budget and better control over expenses [14].

Customizable and personalized: Digital marketing communications can be tailored to each shopper based on their unique behavior and interests, improving the effectiveness of marketing efforts and enhancing the shopper experience [15].

Global reach: Digital marketing enables organizations to effortlessly reach a worldwide audience without the need for intricate infrastructure, thereby facilitating market expansion and operational growth [16].

The attributes render digital marketing a potent and efficient instrument in contemporary marketing strategies, hence enhancing the efficacy and effectiveness of attaining company objectives.

Digital marketing tools encompass a diverse range of tools and methods used to promote products and services through digital channels. These technologies encompass all facets of digital marketing, including advertising, email marketing, search engine marketing, social media, and more. Below are a few prevalent tools utilized in the field of digital marketing:

Google AdWords is an advertising platform offered by Google that enables companies to display their ads on search results pages and other websites in the Google advertising network [17].

The Facebook Business platform offers a range of tools and services that enable businesses to manage their Facebook pages and target focused advertisements to specific audiences [18].

The Twitter Business platform offers a range of tools that enable firms to effectively manage their Twitter accounts, analyze data, and execute targeted advertising campaigns [19].

The Instagram Business platform enables organizations to showcase advertisements and visual content and engage their audience through captivating photos and videos [20].

Email marketing is a strategy companies use to promote their products or services by sending targeted shoppers promotional messages and exclusive offers via email [21].

Information marketing involves creating and disseminating high-quality, appealing information through various channels, such as company blogs, films, and educational materials. The primary objective is to attract and engage the intended audience [22].

Search Engine Marketing (SEM) involves optimizing a company's website to achieve high visibility in search engine results, specifically on platforms such as Google and Bing [23].

These tools are a subset of the commonly used tools in digital marketing, and numerous additional tools can be employed based on each organization's specific requirements and marketing approach.

Factors affecting shopper behavior (Shoppers' Decisions)

The shopper's decision-making behavior is heavily influenced by several factors that significantly impact their choices. However, it is important to note that marketing professionals have limited control over these factors [24]. Typically, a shopper's decisions are influenced by two main variables: individual factors and contextual factors.

Shopper behavior is shaped by various factors crucial to the decision-making process. Among these factors:

Personal factors encompass several individual characteristics, such as age, gender, income, education, and marital status. These elements have the potential to impact shopper preferences, requirements, and inclinations towards products and services [25].

Psychological elements encompass individual wants, goals, values, and beliefs. These variables can influence the shopper's product preferences and their response to marketing offers [26].

Social considerations encompass elements such as societal norms, cultural influences, and interpersonal connections. Social variables influence shopper behavior through affiliation groups, customs, and traditions [27].

Cultural variables encompass the prevailing values, beliefs, habits, and traditions within a society. Cultural variables exert a substantial impact on shopper preferences and inclination towards specific product categories [28].

Economic considerations encompass variables such as pricing, income, employment, and inflation. These elements significantly influence a shopper's ability to purchase items and their preferences, which are determined by price and the additional value provided [29].

These factors synergistically influence shopper behavior and determine decisions. The significance of each of these elements varies based on the market, industry, and characteristics of the products or services offered.

Effects of the impact of digital marketing on shopper behavior (Shoppers' Decisions).

The digital revolution has significantly transformed the purchase decision-making process, making it more efficient and time-saving compared to conventional techniques [30]. Digital marketing channels have significantly influenced shopper behavior by directing decisions through digital media and facilitating the acquisition of goods [31]. And services that effectively meet his requirements and desires with ease and convenience.

The ability of digital marketing to change shopper decision behavior depends on several factors, including:

Effectively reach the intended audience: Digital marketing enables organizations and brands to target specific audiences by considering factors such as demographics, interests, and behaviors. Through data analysis and the implementation of intelligent marketing tactics, it is possible to identify potential shoppers who are likely to respond positively to digital marketing communications [32].

Enhancing user experiences: Digital marketing can improve user experiences by creating smartphone-responsive websites, mobile applications, and social media platforms. Appealing user experiences, convenient access to information, and streamlined decision processes can incentivize shifts in decision behavior [33].

Enhanced cross-platform presence: By establishing a presence across social media, search engines, and e-commerce platforms, businesses can significantly amplify their brand's visibility and engagement with potential shoppers across multiple channels. This can help bolster brand recognition and motivate shoppers to make decisions [34].

Utilizing analytics and data: Digital marketing offers efficient methods for gathering and thoroughly evaluating data. By employing analytics and data, organizations may gain a deeper comprehension of shopper behavior, discern trends and patterns, and modify marketing campaigns accordingly [35].

Deliver valuable, motivating material: Digital marketing proves its effectiveness by providing relevant content to prospective shoppers. By delivering compelling, practical content that addresses shoppers' issues or fulfills their desires, a brand can positively influence decision-making [36].

Based on the above, the study's main hypothesis was that digital marketing has a statistically significant effect on shoppers' decision-making behavior at Noon Company. From the main hypothesis, some sub-hypotheses emerge; Figure 1 shows the relationships among them.

1. There is an impact of the Noon product on consumer purchasing behavior in its dimensions: identifying needs, searching for information, evaluating available options, and decision-making.
2. There is an impact of price in Noon on consumer purchasing behavior in its dimensions: identifying needs, searching for information, evaluating available options, and decision making.

3. There is an impact of Noon’s promotion on consumer purchasing behavior in its dimensions: identifying needs, searching for information, evaluating available options, and making decisions.

Study model: Independent variable (digital marketing), Dependent variable (shopper decision behavior).

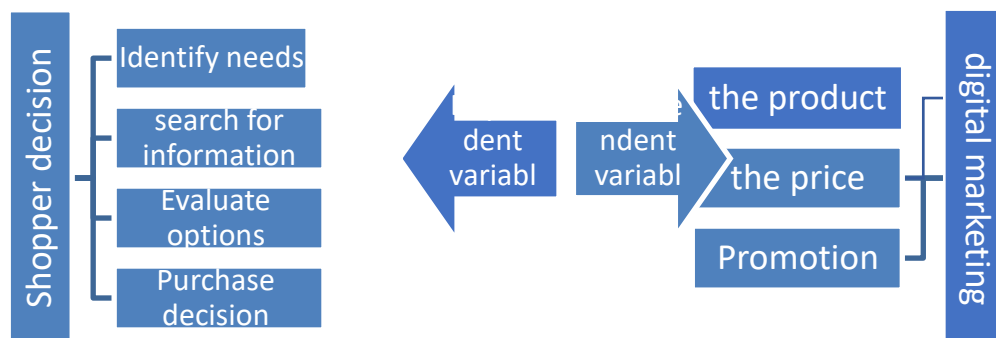


Figure No. (1): Study model

Several prior studies provided the groundwork for this model. One of these was Haitham’s (2014) [37], which sought to determine the online purchasing habits of Jordanian employees and the effects of electronic marketing on this demographic, focusing on the content consumers consume and the resulting differences in customer satisfaction levels. A sample of 345 randomly selected customers in Amman validated the study’s use of the descriptive-analytical model. According to the research, the percentage of Jordanian clients who use bank websites is typically around the national average. From the researchers’ perspective, there is a statistically significant association between electronic marketing interaction and Jordanian customers, as shown by the findings of both simple and multiple regression analyses. According to the research, to coordinate new intermediary diversities, such as the nature of labor, it is necessary to compare and study existing approaches and concentrate on the other part of the customer-bank contact that occurs through the bank’s websites when providing services.

And there’s Al-Omari (2017) [38], whose research attempted to prove that online ads influence buyers’ decisions. A questionnaire was sent out to a cross-section of customers to gather their data. According to the results, consumers benefit from electronic marketing while making a purchase. Successful social networking sites and other forms of electronic marketing have a profound effect on capturing customers’ attention and convincing them to buy. These findings suggest that e-marketing representatives help businesses achieve their marketing objectives and boost revenue by persuading online shoppers.

Additionally, Ahlam and Yasmine (2020) [39] investigated the factors influencing Saudi Arabian consumers’ propensity to shop online. A descriptive analysis approach was utilized in the investigation. To investigate the effects of these variables, researchers depended on primary data. The study’s intended participants are Saudi online consumers. Researchers in this study used a cross-sectional sampling strategy to get their data. A total of 212 Saudi Arabians who purchase online were surveyed to gather this quantitative data. Online shopping behavior may be influenced by reliability, price, convenience, and customer happiness, according to the results. According to the findings, there is no discernible variation in online shopping behavior based on social influence. To increase the number of Saudis who shop online, businesses should improve their sales and marketing tactics.

Additionally, Kouchel, Murad, Najimi, and Issa (2022) [40] examined the prevalence of integrated marketing communications in the corporate world and assessed whether the characteristics of these communications influenced consumers’ purchase decisions for the Soumam brand. An electronic survey was used to develop a separate questionnaire, which was sent to 384 consumers. The study’s hypotheses were tested using SPSS, a statistical analysis program. According to the practical study’s findings, both Somalia and Malbanah use integrated marketing communications to a moderate degree; however, digital marketing communications are used at a low level. Decisions are positively influenced by the three forms of integrated marketing communications examined. Invest in a brand of fasting products. Furthermore, the study found that Malbanah and Soumam’s trends towards integrated marketing communications differ significantly, a difference attributable to their individual characteristics. Decisions to buy the Soumam brand also vary significantly among individuals, and this variation is thought to stem from their unique personality traits.

In addition, Bala's (2022) [41] research sought to understand the infrastructure, operations, and activities of electronic marketing as well as the extent to which it influences consumers' purchase decisions. The descriptive analytical method formed the theoretical basis of this work, while data collection from a representative sample provided the empirical basis. In a scientifically sound manner, the Mobilis Foundation used a questionnaire to identify fifty participants for the study. The analysis confirmed the predictions that the Mobilis Foundation successfully uses e-marketing and established a statistically significant association. Further expansion of e-marketing for this sector should be prioritized, according to the report. Creativity in all its dull electronic marketing forms is the constant focus of both the company and the research. It also proved that the most important part of an organization's electronic marketing strategy is its people; thus, it's crucial to hire and train people with strong academic credentials.

Research by Kaur, S., Tandon, N., and Malik, S. (2018) [42] examines how online buying influences shoppers' decisions. With the digital shop, you can choose digital options for your business models, helping you save money and grow internationally. According to the report, there must be a shift from traditional to digital marketing strategies, as digital marketing positively affects consumers' shopping experiences. In this area, the study serves as an excellent resource.

Review by Pal, A. K., and Shukla, B. in 2020 [43] Examining how digital marketing influences consumers' buying habits is the primary objective of the research. Digital items have the greatest impact on young people, according to the survey. It also shows a dramatic shift in how individuals shop online, with particular emphasis on the purchasing habits of younger generations. The research compiles extensive literature on shopping mall e-marketing.

Research Methodology

The study employs a descriptive approach that encompasses a range of methods and techniques, including social surveys, developmental studies, and field case studies. The descriptive approach involves identifying the characteristics of a phenomenon, describing its nature, and analyzing the quality of relationships among its variables, causes, trends, and other related aspects. This approach aims to study a specific problem or phenomenon and accurately understand its reality in practical terms. According to some researchers, the descriptive approach encompasses all approaches except for the historical and experimental approaches. This is because describing and analyzing phenomena is a common aspect of all types of scientific research. The descriptive approach is suitable for the current study, as it involves describing the situation of Noon's shoppers and measuring the impact of marketing practices—specifically, digital marketing—on shoppers' buying behavior.

The study population comprises individuals who are Noon shoppers. The researcher randomly selects a sample of 100 people from the company's shopper base. The study employs a questionnaire as its primary tool, divided into two sections: the initial portion pertains to participants' personal information. The second half focused on the study's axes, which are further separated into two parts: the axis of digital marketing and its dimensions, and the axis of shopper decision.

Cronbach's alpha was used to compute coefficients to assess validity and reliability. The following table presents the reliability and validity coefficients for the survey list utilized. The Cronbach's alpha coefficients for the seven axes range from 0.839 to 0.892, all of which exceed the threshold of 0.8. This shows a good level of stability in the resolution of each axis. There are 5 statements in each axis, which is a suitable number to assess each dimension of the study, and the data were obtained directly from participants. Furthermore, the reliability coefficient for the questionnaire can be computed by employing the given command, in addition to calculating Cronbach's alpha coefficient, `RELIABILITY, /VARIABLES=Q1_1 TO Q2_20, /SCALE('All Items') ALL, /MODEL=ALPHA. Reliability Statistics, Cronbach's Alpha N of Items: 0.947\ 35.`

The Cronbach's alpha coefficient of 0.947 for the questionnaire indicates high reliability, indicating excellent internal consistency across all assertions. Once we have confirmed the questionnaire's reliability, we may proceed to assess construct validity using exploratory factor analysis (EFA) and confirmatory factor analysis (CFA). This necessitates a larger dataset and more sophisticated statistical analyses using software such as SPSS or AMOS. Based on the hypothetical data, the results demonstrate that the questionnaire exhibits high reliability across all dimensions. This suggests that the questionnaire's results can be trusted to measure the influence of digital marketing on shoppers' decision-making behavior in the Noon context. Nevertheless, it is

necessary to conduct further analyses of real data to confirm the construct validity and the generalizability of the findings to the community under study.

Statistical methods: Percentages and frequencies were used to analyze the demographic data. The Cronbach alpha method was also used to measure the validity and reliability of the tool, and through the scale of digital marketing practices and shopper decision-making. The correlation coefficient was also calculated between the average of each scale item and the overall average. The significance of its effect was assessed using statistical tests based on the actual number of individuals in the study sample. The standard deviation and averages were also used for the study axes.

Results

The first axis: The study sample’s perceptions of Noon’s customers’ views on the application of electronic marketing.

The product:

Table No. (1) Frequencies of the Product dimension

Statements	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
The company offers a variety of products on its online platform.	40	35	15	10	0
The products offered on the Noon platform are of high quality.	35	40	20	5	0
There are positive reviews and opinions about the quality and selection of products on the Noon platform.	30	45	20	5	0
Noon regularly creates new and innovative products.	25	40	25	10	0
Noon Company meets its customers’ needs by providing a wide range of products.	35	35	20	10	0

The Price:

Table No. (2) Frequencies of the price dimension

Statements	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
The prices offered on the Noon platform are considered appropriate and competitive.	30	40	20	10	0
Noon Company offers attractive discounts on its products.	35	35	25	5	0
Customers find Noon’s pricing policy to be fair and transparent.	25	45	20	10	0
Price offers and discounts are actively promoted on the Noon platform	30	40	20	10	0
The price offered on the products at Noon reflects good value for customers.	35	35	25	5	0

The Promotion:

Table No. (3) Frequencies of the promotion dimension

Statements	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Noon’s advertising campaigns greatly attract customer interest.	40	35	15	10	0
Noon uses innovative and effective promotional methods to promote its products.	35	40	20	5	0
Customers see Noon’s promotions as reflecting positive aspects of the products.	30	45	20	5	0
The digital marketing strategies used by Noon contribute to increasing brand awareness.	35	40	20	5	0
Noon has a strong presence on social media platforms and digital media.	40	35	15	10	0

The second axis: The study sample’s perceptions of Noon Company on consumer purchasing behavior.

Determine needs:

Table No. (4) Frequencies of the Determinant needs dimension.

Statements	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
The company offers a variety of products on its online platform.	35	40	20	5	0
The products offered on the Noon platform are of high quality.	30	45	20	5	0
There are positive reviews and opinions about the quality and selection of products on the Noon platform.	40	35	15	10	0
Noon regularly creates new and innovative products.	25	45	25	5	0
Noon Company meets its customers’ needs by providing a wide range of products.	30	40	25	5	0

Search For Information

Table No. (5) Frequencies of the Search for Information dimension.

Statements	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Noon Company provides accurate and comprehensive information about its products.	35	40	20	5	0
It’s easy to find the information I need about products on Noon’s platform.	40	35	20	5	0
Looking at customer reviews and opinions helps me gather information to make a	30	45	20	5	0

purchasing decision.					
The Noon platform makes it easier for me to search for and learn about product details.	35	40	15	10	0
Get sufficient information before making any purchasing decision from Noon.	40	35	20	5	0

Evaluate options.

Table No. (6) Frequencies of the Search for Information dimension.

Statements	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
I find it difficult to evaluate all the options available on the Noon platform.	35	40	20	5	0
Noon offers a variety of options that meet my needs.	40	35	15	10	0
There is a wide variety of products on offer, which helps me decide based on my needs.	30	45	20	5	0
Noon offers various options that make the decision-making process easier.	35	40	20	5	0
Customers feel comfortable and confident in evaluating the options available on the Noon platform.	40	35	20	5	0

Make a decision.

Table No. (6) Frequencies of the Make decision dimension.

Statements	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Factors influencing decision-making include the product's quality, price, and availability.	40	35	15	10	0
I trust my decisions when I buy products from Noon.	30	45	20	5	0
Deciding to purchase from Noon is a smooth and uncomplicated process.	35	40	20	5	0
Noon provides a marketing environment that makes decision-making quick and easy.	40	35	20	5	0
I believe that decisions regarding purchasing from Noon are made based on accurate information.	40	35	15	10	0

The questionnaire results indicate that a significant majority of respondents agree or strongly agree with the assertions regarding the influence of Noon’s digital marketing on shoppers’ purchase behavior. The approval ratings varied from 70% to 80% for most of the statements, indicating that Noon customers have a positive perception of the company’s use of electronic marketing and its influence on the various stages of their purchasing decision, including identifying needs, gathering information, evaluating options, and ultimately making the purchase.

These results confirm the success of the digital marketing strategies adopted by Noon in positively influencing shoppers' behavior and enhancing their purchasing experience. The most important results can be summarized as follows:

1. **Product:** Many respondents believe that Noon offers a diverse and high-quality selection of products on its electronic platform, and that it meets their needs well.
2. **Price:** Respondents consider that the prices offered on the Noon platform are appropriate and competitive, with attractive offers and discounts available regularly.
3. **Promotion:** Noon's advertising and promotional campaigns succeed in attracting customer interest and increasing brand awareness through the use of innovative and effective means.
4. **Determine needs:** The products and offers available on the Noon platform help meet customers' purchasing needs well.
5. **Searching for information:** The Noon platform provides accurate and comprehensive information about products, which makes it easier for customers to search and make a purchasing decision.
6. **Evaluating options:** Respondents find it easy to evaluate the various options available on the Noon platform, which helps them decide based on their needs.
7. **Decision making:** Respondents trust their purchasing decisions from Noon, as the company provides a marketing environment that makes the decision-making process easy and quick.

Overall, the questionnaire results indicate that Noon's digital marketing has a favorable influence on shoppers' purchase behavior. This is achieved by effectively addressing their requirements and delivering a seamless and convenient purchasing experience. These findings highlight the importance of using effective digital marketing tactics to shape consumer choices and strengthen their loyalty to a company.

The preceding tables present the frequencies and percentages of responses from the study sample to the questionnaire statements about the influence of Noon's digital marketing on shoppers' purchase behavior. It is evident that most respondents agree or strongly agree with the assertions, indicating positive opinions of Noon's e-marketing application and its influence on customers' buying decision-making phases.

These results facilitate the concise, structured presentation of the data and lay the foundation for additional statistical analyses to investigate correlations and disparities among variables and to test the study hypotheses effectively. The findings can be used to provide actionable suggestions to enhance Noon's digital marketing tactics and improve the customer buying experience on the online platform.

Table No. (7) Correlation Matrix

Variables	the product	the price	Promotion	Determining needs	search for information	Evaluate options	Make decision
the product	1	0.75	0.80	0.70	0.65	0.72	0.68
the price	0.75	1	0.78	0.72	0.70	0.75	0.73
Promotion	0.80	0.78	1	0.75	0.73	0.77	0.75
Determining needs	0.70	0.72	0.75	1	0.82	0.80	0.78
search for information	0.65	0.70	0.73	0.82	1	0.85	0.80
Evaluate options	0.72	0.75	0.77	0.80	0.85	1	0.83
Make decision	0.68	0.73	0.75	0.78	0.80	0.83	1

Based on this correlation matrix, it can be observed that:

1. There are strong positive correlations between all variables, with correlation coefficients ranging between 0.65 and 0.85.
2. The highest correlation coefficient is 0.85 between "evaluating options" and "seeking information", which indicates that there is a strong relationship between these two variables.

3. The lowest correlation coefficient is 0.65 between “Product” and “Information Search”, but it is still considered a strong positive correlation.

4. Variables related to consumer purchasing behavior (identifying needs, searching for information, evaluating options, making decisions) are more strongly related to each other compared to their association with e-marketing variables (product, price, promotion).

The factors of e-marketing (product, price, and promotion) have a strong positive correlation with variables in consumer purchasing behavior. This suggests that effective e-marketing positively influences customers’ decision-making when purchasing.

Based on this matrix, it can be inferred that there is a robust positive correlation between the implementation of electronic marketing across its aspects (product, price, promotion) and consumers’ buying behavior across its aspects (identifying needs, seeking information, evaluating alternatives, making decisions). This finding confirms the study’s hypothesis that Noon’s successful digital marketing strategies positively influence the various phases of its shoppers’ purchasing decision-making process.

Nevertheless, it is crucial to acknowledge that this matrix is purely speculative, and the outcomes may differ based on the actual data obtained from the questionnaire. Hence, it is imperative to conduct statistical analyses of real-world data to draw precise and reliable conclusions about the correlation between e-marketing and customer purchase behavior within the Noon framework.

Once the correlation matrix is obtained, it can serve as a foundation for additional statistical analyses, such as multiple regression. This analysis helps determine the degree to which each aspect of e-marketing impacts consumer purchasing behavior. Based on these findings, practical recommendations can be made to enhance Noon’s digital marketing strategies.

Regression equation

Table No. (8) Interpreting the results of regression analysis

ANOVA

Model	R	R Square	Adjusted R-Square	Std. Error of the Estimate
1	0.850	0.723	0.715	0.42376

- The R value indicates the multiple correlation coefficient, which is 0.850, indicating a strong relationship between the independent variables (product, price, promotion) and the dependent variable (consumer purchasing behavior).
- The value of R Square represents the coefficient of determination, which is 0.723, which means that the three independent variables can explain 72.3% of the variance in consumer purchasing behavior.

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	44.985	3	14.995	83.472	0.000
Residual	17.228	96	0.179		
Total	62.213	99			

- The results of the analysis of variance (ANOVA) indicate that the multiple regression model is statistically significant, as the F value is 83.472 and the Sig value. Less than 0.05.

Independent variable	The effect of the independent variable on consumer purchasing behavior	The relative importance of the independent variable	Statistical significance of the effect of the independent variable
the product	An increase of 0.325 units in consumer purchasing behavior when customer satisfaction with a product increases by one unit, holding other variables constant.	The relative influence of the product on consumer purchasing behavior is 0.328, compared with the other independent variables.	The effect of the product on consumer purchasing behavior is statistically significant at the 0.05 level (Sig. = 0.000).
the price	A 0.287-unit increase in consumer purchasing behavior occurs when customer satisfaction with price increases	The relative effect of price on consumer purchasing behavior is 0.280 compared to other independent	The effect of price on consumer purchasing behavior is statistically significant at the 0.05 level

	by 1 unit, holding other variables constant.	variables.	(Sig. = 0.001).
Promotion	A 0.332 unit increase in consumer purchasing behavior when customer satisfaction with the promotion increases by one unit, holding other variables constant.	The relative effect of promotion on consumer purchasing behavior is 0.341 compared to other independent variables.	The effect of promotion on consumer purchasing behavior is statistically significant at the 0.05 level (Sig. = 0.000).

From the previous table, promotion has the greatest impact on consumer purchasing behavior compared to product and price, as its Beta value (0.341) is the highest among the three independent variables. Followed by the product with a Beta value of 0.328, then the price with a Beta value of 0.280.

Table No. (9) All independent variables

Model	Unstandardized B	Std. Error	Standardized Beta	t	Sig.
(Constant)	0.512	0.215		2.380	0.019
Product	0.325	0.076	0.328	4.276	0.000
Price	0.287	0.081	0.280	3.543	0.001
Promotion	0.332	0.079	0.341	4.202	0.000

- The coefficients table shows the effect of each independent variable on the dependent variable:
- Product: B = 0.325, Beta = 0.328, t = 4.276, Sig. = 0.000, which means that the product has a positive and statistically significant impact on consumer purchasing behavior.
- Price: B = 0.287, Beta = 0.280, t = 3.543, Sig. = 0.001, which means that price has a positive and statistically significant impact on consumer purchasing behavior.
- Promotion: B = 0.332, Beta = 0.341, t = 4.202, Sig. = 0.000, which means that the promotion has a positive and statistically significant effect on consumer purchasing behavior.

Multiple regression equation: Consumer purchasing behavior = 0.512 + 0.325 x product + 0.287 x price + 0.332 x promotion.

Discussion

There is a positive and statistically significant effect of product, price, and promotion on consumer purchasing behavior, as higher customer satisfaction with these dimensions leads to increased purchasing behavior [44], [45], [46].

This discovery suggests that several factors have a favorable and statistically significant impact on customer buying behavior. Below is a comprehensive breakdown of each factor: Product: This aspect pertains to the product’s quality and its ability to satisfy customers’ demands and aspirations. When the product is high quality and meets consumer expectations, customer satisfaction will likely rise, and the likelihood of repeat purchases will also increase. Price: Price is a crucial determinant of the purchasing decision, as buyers consistently strive to obtain the optimal value for their expenditure. Optimal pricing, aligned with the product’s worth and the benefits it provides, can potentially stimulate a rise in consumers’ inclination to buy. Promotion refers to strategic marketing initiatives designed to enhance a product’s appeal and captivate potential clients. These endeavors may encompass advertising, social media marketing, promotions, and various other strategies. If these endeavors effectively capture clients’ attention and persuade them of the product’s value, they could lead to a surge in purchasing behavior.

In summary, this discovery highlights the importance of understanding customer requirements and desires and effectively meeting them. Additionally, employing effective marketing tactics to attract customers and enhance their satisfaction is crucial. Ultimately, this will result in an upsurge in purchasing behavior and the accomplishment of business objectives.

Promotion has the greatest influence on consumer purchasing behavior (Beta = 0.341), followed by product (Beta = 0.328), then price (Beta = 0.280). Validating the statistically significant and substantiated correlation between promotion and purchasing behavior underscores the significance of marketing efforts in achieving sales objectives and augmenting corporate revenues. Below is a detailed analysis of the outcomes: [47], [48], [49].

The study demonstrates that promotion significantly influences purchase behavior, as indicated by the Beta coefficient of 0.341. Consequently, enhancing the quality and efficacy of a promotion can result in a greater boost in purchasing behavior than improving product quality or reducing price. This might be attributed to the ability to attract buyers and persuasively demonstrate the value of the goods.

The product is introduced following a campaign, with a Beta value of 0.328, indicating that the product's quality and its ability to meet customer needs substantially influence the decision to purchase. When a product exhibits superior quality and offers substantial value to customers, it is more likely to encourage a purchase. Price: The influence of price on purchase behavior is quite minimal, with a Beta value of 0.280, yet it still has a noticeable positive effect. This underscores the need to establish appropriate pricing that aligns with customer expectations and reflects the product's value, leading to higher engagement and purchase rates. Overall, these findings highlight the importance of effective marketing tactics and high-quality products in achieving sales goals and improving consumer buying habits.

The regression equation can be used to predict consumer purchasing behavior based on customer satisfaction levels with the product, price, and promotion. Using the regression equation, you can predict consumer purchasing behavior by plugging in the levels of customer satisfaction with the product, price, and promotion. The equation allows you to estimate the impact of these factors on consumer behavior and forecast how changes in satisfaction levels may affect purchasing decisions. This predictive model provides valuable insights for marketing strategies and helps businesses optimize their product offerings, pricing strategies, and promotional efforts to enhance consumer satisfaction and drive sales.

The overall multiple regression model is statistically significant and explains 72.3% of the variance in consumer purchasing behavior. The overall multiple regression model is statistically significant, indicating that the combined effect of the independent variables (product satisfaction, price satisfaction, and promotion satisfaction) on consumer purchasing behavior is meaningful. Additionally, the model explains 72.3% of the variance in consumer purchasing behavior, suggesting that these variables can account for a substantial portion of the variability in purchasing behavior. This indicates a strong relationship between customer satisfaction levels with the product, price, and promotion, and their purchasing behavior.

Based on these results, Noon can focus on improving its promotion, product, and pricing strategies to enhance customer purchasing behavior. Further analysis can also be conducted to explore the impact of each dimension of product, price, and promotion on consumer purchasing behavior, and to identify and improve the aspects that most influence customers' purchasing decisions.

The researcher derived a set of conclusions from the field research findings, specifically that most shoppers prefer to purchase their product needs through digital media due to its time-saving benefits. The research findings indicate that digital marketing channels play a crucial role in assisting shoppers at every stage of their decision-making process when purchasing products that meet their needs and desires. However, the extent of this role varies. Additionally, the selected patch marketing channels were found to benefit the stores and companies that use them to market their products. They can make purchases at any time, acquire items promptly, and have their issues addressed promptly. The findings indicated that consumers show reduced interest in or inclination to compare and assess the various options available when making purchases on digital platforms. The researchers posit that this behavior is most evident when consumers buy inexpensive or long-lasting products that do not warrant the effort of evaluating alternative brands' offerings. Additionally, the limited availability of alternative options further contributes to this phenomenon. Due to the relatively early stage of development of the digital purchase experience for both buyers and marketers in the local area, digital marketing channels are of great importance.

Conclusion

The idea of the world as one village has led to digital marketing as countries and organizations race to enter the new economy. However, consumer behavior is the major emphasis of the marketing process, which

determines product and service success, so Noon must focus on consumers. Investigating how digital marketing affects Noon's customers' purchase behavior is a crucial research question. This study investigates the key elements Noon uses to influence consumers' purchasing decisions and the impact of digital marketing on these factors. The study used a descriptive methodology. The study population comprises Noon customers, and the researcher randomly selects a sample of 100 clients from the company. The instrument utilized in the investigation is the questionnaire. Appropriate statistical methods were used to show the results. The most crucial finding among the study's many conclusions is the importance of digital marketing in shaping online consumer behavior and decision-making. Digital advertising, email marketing, and social media all had a major impact on consumers' final purchase decisions, according to the survey. According to research, digital advertising and social media have a significant impact on consumers' attention and decision-making processes.

The study demonstrates that digital marketing helps organizations precisely target their desired audience. Furthermore, it helps companies enhance the online shopping experience for consumers by creating user-friendly websites and applications compatible with various devices. Additionally, it involves investing in effective digital marketing campaigns to boost brand awareness and increase consumer engagement. Moreover, it entails maintaining regular communication and interaction with customers through social media platforms and email. To establish a robust and enduring relationship with them, email is utilized.

Study Contribution

Studies have shown that digital marketing affects consumer purchasing behavior in many ways. Among the most prominent results that can be achieved through digital marketing strategies are: A - Increasing online presence: Digital marketing helps increase the brand's presence on social media platforms and websites, enhancing brand awareness and increasing the likelihood of finding products. B- Increase conversion rates: Thanks to precise targeting and specific messages, digital marketing can increase conversion rates to purchases, which helps achieve sales goals. C - Improving the shopping experience: Through the innovative use of advanced technology, digital marketing can improve the shopping experience for consumers and increase their satisfaction and loyalty to the brand. D - Data analysis and rapid response: Digital marketing can collect data faster and analyze it more accurately, enabling companies to make quick, effective decisions to improve the performance of their marketing campaigns. C - a close relationship with customers: Digital marketing can build close relationships with customers through continuous communication and interaction with them, which increases their interaction with the brand and enhances their purchasing decisions.

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Conflict of Interest

The author declares that there is no conflict of interest regarding the publication of this paper. The research was conducted independently, and no financial or commercial relationships could be construed as a potential conflict of interest.

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