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Digital Realm and Online Shopping Intention in Palestine: The Mediation-Moderating Effect of Trust in Online Shopping and Knowledge Persuasion

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ARTICLE INFO	ABSTRACT
	The rapid growth of the digital economy has changed consumer buying behavior, especially online shopping. Advances in digital infrastructure, payment methods, and logistics have driven global e-commerce expansion exponentially. However, low government confidence creates a high-risk environment that discourages internet shopping. This is especially critical for Palestine because instability and weak consumer protection policies affected online security perceptions. Thus, this study examines how digital realms affect online shoppers' buying intentions in Westbank Palestinian. The research was conducted by using primary data and survey questionnaires were distributed to 350 online shoppers in the Milliners in the West Bank Palestine. The data collected were analysed using structural equation modelling to test the hypotheses. The study provides findings indicating that green digital marketing practices and e-word of mouth directly influence online purchase intention. The findings of indirect effect also revealed that trust in online shopping mediate the relationship between digital realms and online purchase intention. However, the moderating role of persuasion knowledge does not influence the nexus between digital realms and online purchase intention. Thus, the Palestinian digital space presents vast potential for the growth of e-commerce. Consequently, it is important to bridge trust issues, infrastructural limitations, and regulatory hurdles for improving purchase intention in online shopping. The study suggests the increased use of e-commerce websites in buying is a sign of a new trend in consumer behavior, especially among the new generation. Finally, cybersecurity laws and other regulations must encourage better security against cyber-attacks and must enforce e-commerce consumer protection regulations. **Keywords:** digital realms, trust in online shopping, online purchase intention, e-word of mouth, digital marketing practise, Westbank Palestine.

INTRODUCTION

The rapid expansion of the digital economy has significantly transformed consumer behavior, particularly online shopping. Global e-commerce has witnessed exponential growth, with advancements in digital infrastructure, payment systems, and logistics playing crucial roles (Statista, 2023). However, the adoption of online shopping varies across regions due to differences in digital literacy, trust in institutions, and sociocultural factors (Kumar et al., 2022). In developing economies, such as Westbank Palestine, these factors become particularly influential in shaping consumers' online shopping intentions. Government trust is a major determinant of establishing a safe digital marketplace. The more confident consumers are that governmental institutions are reliable and able to control e-commerce, the more confident they are in engaging in online transactions (Ali et al., 2023). On the other hand, a lack of confidence in the government fosters the impression of high risks and inhibits people from buying goods online (Ahmed et al., 2021). This situation is even more important for Palestine because instability and weak policies regarding consumer protection have shaped perceptions of online security in the past (Hamza & Issa, 2023). According to studies, online shopping adoption increases when governments establish transparent digital policies, reinforce cybersecurity, and regulate fair-trade practices (Wang &Emurla, 2022).

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Persuasion of knowledge is another key factor in online shopping intentions. This refers to the process of acquiring, interpreting, and internalizing information about e-commerce platforms by consumers. Digital literacy and access to accurate information play fundamental roles in shaping consumer trust and engagement in online shopping (Chen & Li, 2022). In Palestine, where e-commerce continues to develop, many consumers are unfamiliar with online transaction processes, leading to scepticism and reluctance (Hamza & Issa, 2023). Previous research highlights that perceived technological ease-of-use coupled with knowledge persuasion reduces perceived risk and fosters greater consumer engagement in online shopping (Ali et al., 2023). When consumers are well-informed about the security of online payment methods, return policies, and seller credibility, their willingness to shop online increases (Ahmed et al., 2021).

Despite the potential of digital tools to drive sales, consumers remain cautious and skeptical in settling for online purchases of items of all kinds. Trust in online shopping has become a pivotal mediator in converting digital marketing efforts and favorable WOM into actual purchase decisions. When consumers trust an online retailer, they are more likely to engage with its digital content and rely on peer reviews, thereby reducing perceived risks related to product quality and data security (Ilmi, Wiryawan, &Ambarwati, 2024). Recent research has highlighted that building consumer trust can significantly enhance the effectiveness of digital marketing campaigns (Gupta et al., 2022). Trust acts as a critical moderator in the online shopping context-a link between digital marketing communications and consumers' purchase intentions. When consumers trust an online retailer, they are more likely to be influenced by marketing communications and eWOM of their products or services.

The interplay between trust in the government and knowledge persuasion is particularly relevant in the context of Palestine. With an evolving digital landscape, the region faces challenges related to financial inclusion, the digital payment infrastructure, and cybersecurity (Ahmed et al., 2021). Many consumers are hesitant to engage in online shopping because of concerns about fraudulent transactions, lack of trust in online payment systems, and uncertainty regarding product authenticity (Hamza & Issa, 2023). Research has documented that government-related initiatives to improve digital security regulations and raise customer awareness can reduce the trust gap. Businesses will be able to foster more confidence among consumers in the digital economy and encourage active participation if there is more knowledge-based marketing on digital security educational campaigns and open transaction policies, as stated by Chen and Li (2022). This shift is driven by the simultaneous influence of digitalization, social media, and e-commerce, all of which have a lasting impact on consumers' purchasing behaviors (Aish, & Noor, 2025).

This study examines the mediating and moderating effects of trust in government and knowledge persuasion on online shopping intentions in the Westbank of Palestine. Integrating perspectives from both consumer behavior theories and digital trust frameworks, this study provides a comprehensive analysis of how these factors interact to influence e-commerce adoption. Understanding these dynamics is important for policymakers, businesses, and digital marketers seeking to expand e-commerce. This research seeks to the broader discourse on digital transformation in emerging markets by providing actionable insights into trust-building mechanisms and knowledge-driven consumer engagement strategies. Improvement in the trust deficit and knowledge persuasion will be critical for Palestine Region integration into the digital world, as such will accelerate e-commerce growth. This study attempts to illuminate these critical factors as a foundation for strategies that will effectively enhance the diffusion of e-commerce adoption in the region.

LITERATURE REVIEW

2.1 Online Shopping Intention: Theoretical Foundations

Online shopping intention can be defined as consumers' willingness to buy products or services through digital platforms. Two popular theories that explain online shopping adoption are the Technology Acceptance Model (TAM) by Davis (1989) and the Unified Theory of Acceptance and Use of Technology (UTAUT) by Venkatesh et al. (2003). TAM posits that perceived usefulness and ease of use significantly influence consumers' decisions to adopt online shopping (Chen & Li, 2022). UTAUT expand this framework by integrate factors, such as social influence, facilitating conditions, and trust in technology (Ali et al., 2023). UTAUT extends this by including social influence, facilitating conditions, and trust as critical determinants of digital commerce adoption (Ali et al., 2023).

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In emerging economies, especially in the Middle East, online shopping intentions are influenced by additional factors such as digital infrastructure, security concerns, and regulatory frameworks (Kumar et al., 2022). Palestine presents a unique case in which economic instability, cultural attitudes, and limited government regulations shape consumer trust in online transactions (Ahmed et al., 2021). Unlike Western economies with well-established digital markets, online shopping in Palestine is still evolving, necessitating an examination of region-specific determinants of consumer behavior. In developing economies, additional factors, such as government trust, cybersecurity concerns, and digital literacy, significantly impact online shopping adoption (Kumar et al., 2022).

2.2 Digital Realm and Online Shopping Intention

The online settings that encapsulate online purchase intention in Palestine are largely influenced by a series of factors that interact with one another in an intricate manner. Among a raft of others, these variables entail digital marketing behavior, the levels of digital literacy, the overall quality of websites, the influence of e-word of mouth communication, and the ever-significant component of trust (Shwekeh & Ayyash, 2023). All these variables are of crucial relevance in shaping consumer behavior and the likelihood of engaging fully in the online shopping process. Extensive research on this topic points to the critical imperative of determining these specific determinants to facilitate and enhance e-commerce adoption in Palestine. This is more pertinent in an environment where the concept of online shopping is still in its nascent and developmental phase.

Meanwhile, Palestinian online shopping research is limited despite global growth. Most studies have examined overall trends instead of local behavior (Elsaeed et al., 2024; Shwekeh & Ayyash, 2023). Most Palestinians prefer cash payments because of limited digital payment accessibility. The influence of Fintech innovations and e-wallets on online shopping intention is also understudied. Palestinian consumers also face trust issues related to online fraud, delivery failure, and data privacy. According to previous studies, while social media plays a significant role in informal e-commerce in Palestine, little is known about its impact on buying behavior. Additionally, traditional shopping habits and resistance to digital change affect online shopping intentions. Poor digital infrastructure, weak Internet connectivity, and underdeveloped e-commerce logistics are some factors impeding online shopping adoption. Addressing these factors can provide insights for businesses and policymakers on developing digital commerce in Palestine. There is a need for research on how logistics providers and companies can overcome these impediments to increase customer satisfaction. The hypotheses are formulated as follows:

H1   Digital realm has significant effect on online shopping intention of online shoppers in the Milliners in the West Bank Palestine.

H1a   Digital marketing practice has significant effect on online shopping intention of online shoppers in the Milliners in the West Bank Palestine.

H1b   E-word of mouth has significant effect on online shopping intention of online shoppers in the Milliners in the West Bank Palestine.

2.2 Trust in Online Shopping as a Mediating Effect

Government trust is also an important factor in the development of trust in the digital marketplaces. Indeed, consumers are likely to participate in online transactions when they perceive government institutions as trustworthy and capable of enforcing cybersecurity regulations (Wang &Emurla, 2022). In Palestine, weak regulatory frameworks, political instability, and the history of online fraud have led to widespread scepticism toward e-commerce (Ahmed et al., 2021). Studies suggest that implementing transparent digital policies, enforcing consumer protection laws, and strengthening cybersecurity can increase consumer confidence in online transactions (Hamza & Issa, 2023). The empirical evidence from developing economies supports this finding. For example, Wang and Emurla (2022) established that the adoption of online shopping increased by 35% in regions where governments have enacted strong e-commerce policies and cybersecurity measures. On the other hand, markets with weak regulations rely mostly on cash-on-delivery transactions, which makes it difficult for e-commerce platforms to scale up (Hamza & Issa, 2023). The following hypothesis is the focal point of the arguments presented by previous authors.

H2   Trust in online shopping significant mediates the effect digital realm on online shopping intention of online shoppers in the Milliners in the West Bank Palestine.

H2a   Trust in online shopping significant mediates the effect digital marketing practices on online shopping intention of online shoppers in the Milliners in the West Bank Palestine.

H2b   Trust in online shopping significant mediates the effect e-word of mouth on online shopping intention of online shoppers in the Milliners in the West Bank Palestine.

2.3 Knowledge Persuasion as a Moderating Effect

Knowledge persuasion refers to consumers' ability to acquire, interpret, and internalize information related to online shopping. The Elaboration Likelihood Model (ELM) by Petty and Cacioppo (1986) describes how individuals process persuasive information and emphasize cognitive ability and motivation in decision-making. While highly digitally literate consumers are able to evaluate risks, compare prices, and verify authenticity, thus increasing purchase intention, according to Ali et al. (2023), the low level of digital literacy among some consumers creates barriers to the adoption of online shopping, especially in regions lacking consumer education initiatives, as reported by Chen and Li (2022).In the Palestine Region, many consumers remain unfamiliar with online payment security, refund policies, and data privacy measures, contributing to their skepticism toward e-commerce (Ahmed et al., 2021). Studies indicate that educational campaigns, transparent e-commerce policies, and exposure to online shopping tutorials can enhance consumer trust and reduce hesitation (Kumar et al., 2022). The following hypothesis is the focal point of the arguments presented by previous authors.

H3   Knowledge persuasion significantly moderates the effect digital realm on online shopping intention of online shoppers in the Milliners in the West Bank Palestine.

H3a   Knowledge persuasion significantly moderates the effect digital marketing practice on online shopping intention of online shoppers in the Milliners in the West Bank Palestine.

H3b   Knowledge persuasion significantly moderates the effect e-word of mouth on online shopping intention of online shoppers in the Milliners in the West Bank Palestine.

2.4 Research Gap

While various studies on trust in government and knowledge persuasion exist, few have addressed online shopping behavior in the Westbank of Palestine. Most previous studies focus on general trends in the Middle East without considering the local economic and socio-political contexts that influence consumer perceptions. Furthermore, the majority of the literature has focused on trust and knowledge persuasion as antecedents that exist independently, while this study tests their mediating and moderating roles in online shopping intentions. This will be important to policymakers, businesses, and e-commerce platforms in expanding digital markets in Palestine.

2.5 Theoretical Framework

The theoretical underpinning of online purchase intention is complex, reflecting the interrelationship between digitalization, trust in online shopping, and knowledge persuasion, as demonstrated in the diagram below. Drawing from empirical findings and identified theoretical gaps, this study proposes a conceptual framework that highlights the influence of trust in online shopping and persuasion knowledge as moderating and mediating factors in online purchase intention. Additionally, it incorporates the digital realm, encompassing digital marketing and e-WOM, as depicted in Figure 1.
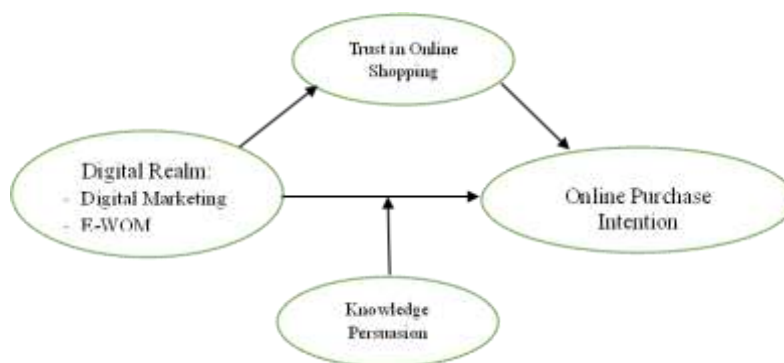
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Figure 1: Theoretical Framework.

METHODS

3.1 Study Area

This study was conducted in Milliners in the West Bank Palestine has been selected as the study area for this research due to its strategic importance as the capital city of Palestine and a growing hub for commercial activities. As the administrative centre of the country, West Bank Palestine is central to government initiatives aimed at boosting online shopping, and it plays a pivotal role in the online businesses. Online business-dealers in Palestine are crucial intermediaries between input buyers and sellers of the products and services. Furthermore, the recent shift of government institutions to Palestine has increased economic activity in the region, making it a vital area for studying digital realms and purchase intention.

3.2 Research Design

This study used a quantitative approach and retrieved data using primary methods. Prior to that, the study adopted a cross-sectional research design, which is well-suited for examining the dimensions of digital realms and their impact on the online purchase intention at a specific point in time using the mediating-moderated effect of trust in online shopping and knowledge persuasion. The deductive reasoning of the analysis was applied based on a cross-sectional study using the positivist study attitude. This design is suitable since it enables the simultaneous collection of data from a substantial sample of online shoppers, hence facilitating an investigation of the relationship. The cross-sectional design is economical, time-efficient, and offers a picture of the present status of digital environments among online consumers. This study primarily aims to examine the proposed links among trust in digital environments, information persuasion, and online purchase intention.

3.3 Research Population

The population for this study comprises all online shoppers of product and services in the Milliner Westbank in Palestine. According to data from the Palestine Bureau of Statistics, there are approximately 8,800 registered online shoppers as of 2024. The study will focus on gathering data from this population to ensure the findings reflect the realities faced by online shoppers in the Westbank city. The sample size for this study was selected from a total of 350 online shoppers in the Milliner of WestBank of Palestine.

3.4 Sample Size

To calculate the sample size, Krejice and Morgan (1970) formula was applied. Thus, this study estimates the sample size using Krejice and Morgan (1970) formula as indicated below:

$$s = \frac{X2NP(1-P)}{d2\ (N-1) + X2\ P(1-P)}$$

Where s = sample size; P denote population proportion (P=0.5); X2 represents confidence level (3.841); N represents Population size; and d denotes degree of freedom which is 5% (0.05). Therefore, the sample size was calculated as follows:

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$$s = \frac{(3.841)(8,800)(0.50)(1-0.50)}{(0.05)^2 (8,800-1) + (3.841)(0.50)(1-0.50)} = 350$$

The sample size was sufficient for this investigation for various reasons. First, it saves time, money, and logistics while capturing critical data. A 350-person representative sample ensures variety and minimizes sampling bias. This sample size is statistically valid and powerful enough for 95% confidence analysis. The sample's large population proportion ensures accuracy and precision, delivering dependable and generalizable results. These categories have a sizable number of years of experience in purchasing products online and trust in the online market.

3.5 Research Variables and Instruments

The current study also focused on the instrument of online purchase intention, measured with four items adapted from Topalo, (2012). Furthermore, digital marketing practice was measured with six items adapted from Dastane, (2020). e-word of mouth was measured with five items adapted from Bambauer-Sachse & Mangold, (2011); and knowledge management was measured with four items adapted from Mikołajczak-Degrauwe, & Brengman, (2014). Finally, this study also considered the mediating effect of trust in an online shopping variable with five items adapted from Maqableh et al., (2015). All items were measured on 5-point Likert scale ranging from strongly disagree (1) to strongly agree (5) on the average result to the ordinal values for all five variables as indicated.

3.6 Sampling method

This study employed a probability sampling method to obtain a sample that accurately represents the population under study. A random selection was made from the list of each category of online shoppers in the Milliners in the West Bank Palestine. Every online shopper had an equal opportunity to be chosen.

3.7 Method of Data Collection

Data was gathered from primary and secondary sources. Data were extracted from the target respondents by using questionnaire surveys. According to Kothari (2004), the primary data was gathered by means of a questionnaire that was developed by the researcher with the intention of eliciting responses from the different participants. This questionnaire is comprised of a series of questions that have been formulated in a clear manner and are distributed to respondents by the researcher. The respondents are expected to read the questionnaire, comprehend it, and provide answers within the designated space. Individuals can be reached through this strategy, which is both cost-effective and efficient. In addition to this, it makes it easier to collect data from individuals who might be difficult to interview in person, while simultaneously lowering the risk of bias that is associated with direct interviews.

3.8 Method of Data Analysis

The study used partial least squares structural equation Modeling (PLS-SEM) for hypothesis testing. The analytical models were categorized into measurement and structural models. Thereby, the measurement model tests the validity (convergent and discriminant validity) and reliability (items and composite reliability) of the construct through measurement model. Finally, the structural model was adopted to test the hypotheses for direct, indirect, and moderation effects.

3.9 Multiple Regression Model (Model Specification)

The link between the independent and dependent variables was investigated using multiple regression analysis. A deeper comprehension of the connections between these independent and dependent variables is made possible by this strategy, which permits the control of several factors that concurrently affect the dependent variable (Gujarat & Porter, 2010). One method that is frequently used in social science research is the multiple regression model. Multiple regression was used for the data analysis, as shown in Equation 2.:

$$Y = \alpha_0 + \beta_1 DM + \beta_2 EWOM + \beta_3 TOS + \beta_4 KP + \beta_5 (DR*KP) + \beta_6 (EWOM*KP) + \mu_7 \quad ......(2)$$

Where: Y = The dependent variable (Purchase Intention). The independent variables –Digital Realms (respectively digital marketing {DM} and E-WOM); Knowledge Persuasion {KP}; Trust in Online Shopping {TOS}. β_0 = the constant; μ_i = the stochastic disturbance terms β_1 to 5 = are coefficients i = observations

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3.10 Validity and Reliability Tests

Pilot tests assessed the instruments' validity and reliability, with Cronbach alpha and KMO above 0.7 and 0.5, respectively. Multicollinearity tests on independent variables made model parameter estimation difficult. This implies that independent variables need not have exact linear connections (Gujarat & Porter, 2010). VIF scores were obtained for each independent variable. Multicollinearity was indicated by VIF values over 10. The Kolmogorov-Smirnov (K-S) and Shapiro-Wilk (S-W) tests determined variable normality. To test for a normal distribution, company performance risk-taking, innovativeness, proactiveness, competitive aggressiveness, and autonomy were tested. The approach compared each variable's sample data to the theoretical normal distribution. Empirical cumulative distribution function (ECDF) of data was compared to predicted CDF of a normal distribution in the Kolmogorov-Smirnov test. The greatest deviation (D-statistic) and p-values were calculated for each variable. The Shapiro-Wilk test compared observed and expected normal values to calculate W-statistics for each variable.

RESULTS

4. Data Analysis and Interpretation

This study analyzed the relationship between the digital realm (digital marketing practices and e-WOM) and online shopping intention of online shoppers in the Milliners in the West Bank Palestine, with the mediating effect of trust in online shopping and the moderating effect of knowledge persuasion. Hence, 273 questionnaires were collected from the target respondents of 350 questionnaires distributed to the Milliners in the West Bank Palestine, and a sample size of 273 was deemed adequate (Awang, 2018). The gathered data were examined with PLS-SEM to assess the hypotheses. The justification for employing Smart PLS 4 lies in its intuitive interface and compatibility, which stem from its modern evaluation technique. The Smart PLS 4 version has been used by numerous firms and industries due to its modern evaluation technique (Dadhich & Hiran, 2022). Model valuation, according to the established guideline, comprises two phases: the outside (measurement) model and the inner (structural) model (Sarstedt et al., 2021). PLS-SEM has been effective for assessing and analyzing structural modeling (Khan et al., 2024). Furthermore, an effective model assessment is a multifaceted process (Hurskaya et al., 2024). The justification for utilizing PLS-SEM is to address the challenges associated with sample size and data normality. Additionally, algorithmic and bootstrapping techniques were employed to evaluate factor loadings for the purpose of testing construct validity and internal consistency dependability. Sass, D. A. (2010). The study evaluated the measurement assessment model and subsequently analyzed the structural model from which estimations were obtained.

4.1 Measurement Model

Table 1 and Figure 2 illustrate that loading, composite reliability, and average variance were employed to evaluate the measurement model and confirm convergent validity
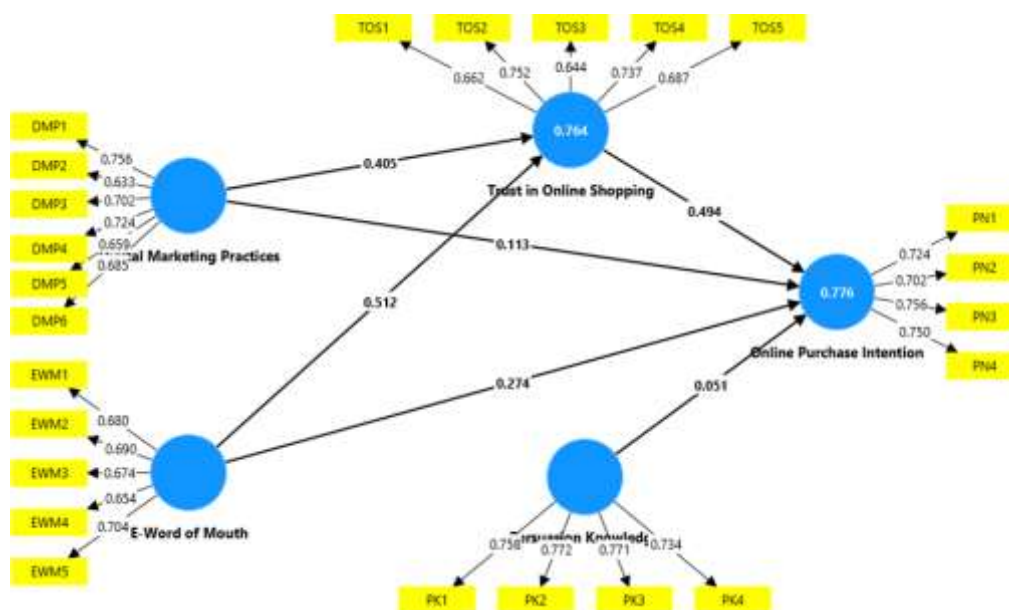
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Figure 2: Measurement Model (Algorithm)

To evaluate the reliability of the study's instruments, composite reliability (CR) was used as an indicator of internal consistency. Construct validity was assessed through both convergent and discriminant validity. Convergent validity is established when AVE meets or exceeds 0.50, CR is greater than 0.70, and each measurement item has a standardized loading between 0.50 and 0.70 on its respective construct, following the guidelines of Fornell and Larcker (1981). The results demonstrated strong convergent validity across all constructs, with standardized factor loadings ranging from 0.633 to 0.772, CR values between 0.812 and 0.848, and AVE values between 0.538 and 0.587, all aligning with the criteria set by Fornell and Larcker (1981). As a result, three out of the 32 items were removed from the measurement model due to inadequate loading values. The detailed outcomes of the measurement model are presented in Table 1.

Table 1: Summary of Measurement Model

Constructs	Items	Loadings	α	CR	AVE
Digital Marketing Practices	DMP1	0.756	0.786	0.848	0.582
	DMP2	0.633			
	DMP3	0.702			
	DMP4	0.724			
	DMP5	0.659			
	DMP6	0.685			
E-Word of Mouth	EWM1	0.680	0.711	0.812	0.563
	EWM2	0.690			
	EWM3	0.674			
	EWM4	0.654			
	EWM5	0.704			
Persuasion Knowledge	PK1	0.758	0.715	0.823	0.538
	PK2	0.772			
	PK3	0.771			
	PK4	0.734			
Online Purchase Intention	PN1	0.724	0.758	0.845	0.576
	PN2	0.702			
	PN3	0.756			
	PN4	0.750			
Trust in Online Shopping	TOS1	0.662	0.738	0.825	0.487
	TOS2	0.752			
	TOS3	0.644			
	TOS4	0.737			
	TOS5	0.687			

Discriminant validity was evaluated following the methodologies outlined by Hair et al. (2023), which require that the square root of the AVE for each construct exceeds the correlations among constructs. Additionally, the standardized loadings of individual items ranged from 0.557 to 0.812. All items demonstrated strong convergent and discriminant validity. The results of the Heterotrait-Monotrait Ratio (HTMT) analysis further confirmed discriminant validity, as the obtained values remained below the established threshold of 0.85, as specified by Fornell and Larcker (1981).

4.2 Structural Model Assessment

After verifying that the measurement model met the required assumptions, a structural model analysis was conducted to assess online shopping intentions and evaluate the proposed hypotheses. The significance of the relationships in the model was determined by computing t-values and standard errors for the path coefficients, which indicate whether the theoretical assumptions are confirmed or rejected. To enhance result reliability, the study employed the bootstrapping technique using SmartPLS 4. Structural equation modeling (SEM) was utilized to examine the hypothesized relationships. The findings reveal the R^2 value, representing the proportion of variance in the dependent variable explained by the independent variables. The model demonstrated an R^2 value of 0.776, indicating that DMP and additional unexamined factors collectively account for approximately 77.6% of the variance in online purchase intention. Additionally, persuasion knowledge exhibited an R^2 value of 0.764, showing that DMP and e-WOM explained 82.4% of the variance in trust toward online shopping within the Miller region of the West Bank, Palestine. The bootstrapping method was applied to compute confidence intervals, t-values, and p-values, ensuring the statistical significance of the beta coefficients. The structural model results are displayed in Figure 3 and Table 2.
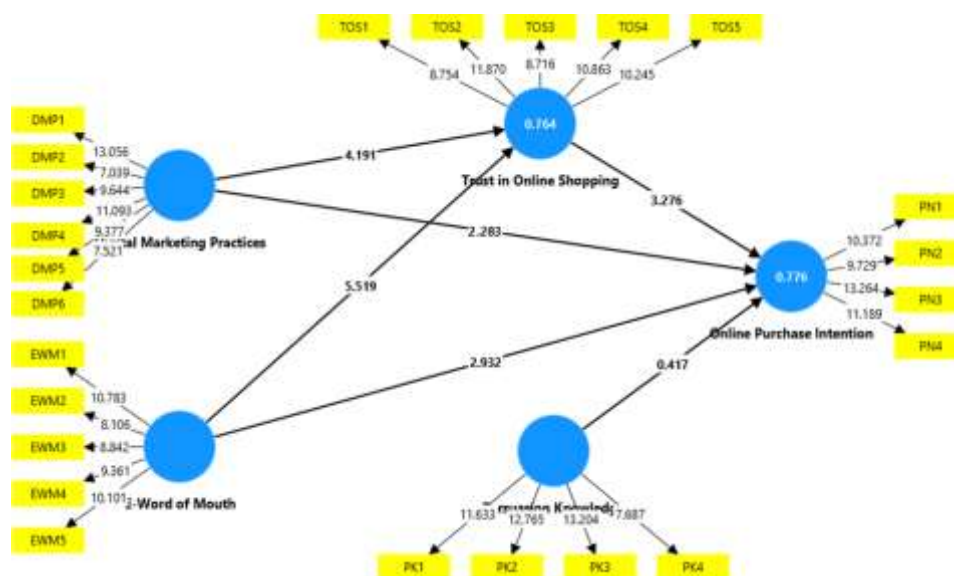

Figure 3: Structural Model (Bootstrapping @5000)

Table 2: Structural Model and Testing of Hypotheses

Hypotheses	Coef.	se	T-value	P-value	Decisions
DMP -> Online Purchase Intention	0.113	0.088	2.283	0.019	Supported
EWOM -> Online Purchase Intention	0.274	0.093	2.932	0.003	Supported
PK-> Online Purchase Intention	0.051	0.123	0.417	0.677	Not Supported
TOS -> Online Purchase Intention	0.494	0.151	3.276	0.001	Supported
DMP -> Trust in Online Shopping	0.405	0.097	4.191	0.000	Supported
EWOM-> Trust in Online Shopping	0.512	0.093	5.519	0.000	Supported

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Note: WOM – E-Word of Mouth; DMP – Digital Marketing Practices; TOS- Trust in Online Shopping; PK-Persuasion Knowledge; and POS – Perceived organizational support.

in Table 2 indicate a significant and positive relationship between DMP and PN among online shoppers in the Milliners region of the West Bank, Palestine (β=0.113, t=2.283, p=0.019\ β = 0.113, t = 2.283, p = 0.019β=0.113, t=2.283, p=0.019), thereby supporting H1. Additionally, a significant positive association was observed between e-word of mouth and online purchase intention (β=0.273,t=2.293,p=0.003\ β = 0.273, t = 2.293, p = 0.003β=0.273,t=2.293,p=0.003), confirming support for H2.Furthermore, the findings demonstrate a significant and positive relationship between digital marketing practices and trust in online shopping (β=0.405,t=4.191,p<0.01\ β =0.405,t=4.191,p< 0.01β=0.405,t=4.191,p<0.01), providing support for H3. Similarly, a strong and significant relationship was identified between e-word of mouth and trust in online shopping (β=0.512, t=5.519, p<0.01\ β = 0.512, t = 5.519, p < 0.01β=0.512, t=5.519, p<0.01), substantiating H4. These results are consistent with existing literature, which highlights the critical role of the digital environment in shaping online purchase intentions among shoppers in the Milliners region of the West Bank, Palestine (Dawidowicz, 2019; Knowles, 2022; Adlington, 2019).

With regard to the direct hypothesis paths on the moderating effect of knowledge persuasion, the study found that knowledge persuasion was statistically and significantly associated with online purchasing intention of online shoppers in the Milliners in the West Bank Palestine (β =.123, t = 0.417, p > 0.10). This is not supported by H5 claim that trust in online shopping has a positive relationship with online purchasing intention of online shoppers in the Milliners in the West Bank Palestine. Finally, the study revealed that the mediating effect of trust in online shopping has a positive and statistically significant association with online purchase intention of online shoppers in the Milliners in the West Bank Palestine (β =.494, t = 3.276, p < 0.01). This support ¬port H6 claims that trust in online shopping has a positive relationship with online purchasing intention of online shoppers in the Milliners in the West Bank Palestine.

4.3 Mediating Effect of Trust in Online Shopping

Structural equation modelling was conducted with 5000 samples, employing a 95% bootstrap confidence interval and a 95% bias-corrected confidence interval. The results of bootstrapping to evaluate the indirect relationship are presented in Table 2; was conducted twice. The initial bootstrapping was conducted in the absence of the mediation variable, while the subsequent one included the variable. If the direct path is insignificant, it is presumed that trust does not mediate the effects in online purchase. The analysis of the mediation effect was predicated on the framework established by Barron and Kelly (1986). The findings in Table 2 demonstrate that the direct relationships between digital marketing practices (β= 0.113, p=0.019) and e-word of mouth (β=.274, p =0.003) are significant with online purchasing intention of online shoppers in the Milliners in the West Bank Palestinewithout the mediation of trust in the online shopping variable. Initial bootstrapping was performed with the mediation variable. Figure 4 and Table 4 display the results of bootstrapping trust in online shoppingas a mediator in the link between DMP, WOM, and online purchasing intention of online shoppers in the Milliners in the West Bank Palestine.
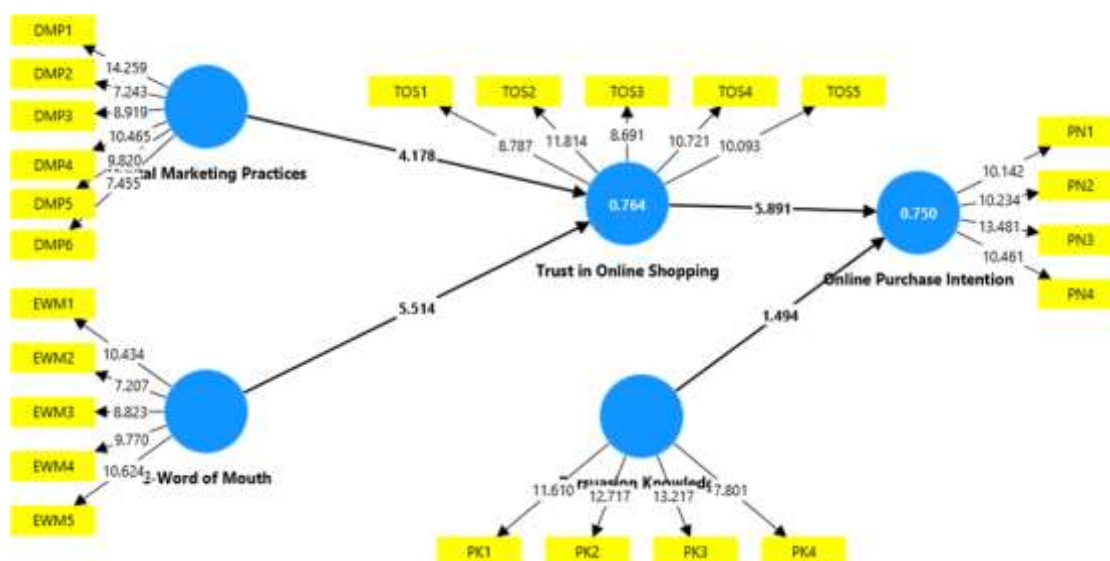
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Figure 4: Mediating Effect of Trust in Online Shopping

Table 3: Mediating Effect of Trust in Online Shopping

Hypothesis	Coef.	se	t-value	P values	Decision
DMP -> TOS -> Online Purchase Intention	0.285	0.079	3.608	0.000	Mediated
EWOM -> TOS -> Online Purchase Intention	0.362	0.090	4.037	0.000	Mediated

Note:DMP – Digital Marketing Practices; EWOM – E-word of Mouth; TOS- Trust in Online Shopping

Figure 4 provides evidence to draw conclusions regarding the mediation hypothesis. Thus, as shown in Table 3, using the bootstrapping approach, Hypothesis (H7) states that trust in online shopping significantly mediates the relationship between DMP and PN (t value= 3.608, p< 0.01). Hypothesis (H8) stated that trust in online shopping significantly mediates the relationship between electronic word of mouthand online purchase intention (t value= 4.037, p< 0.01). The overall result indicates that the introduction of trust in online shopping as a mediator has a positive effect on the relationship between electronic word-of-mouth and digital marketing practices toward the online purchase intention of individual citizens of Milliner in Westbank of Palestine.

4.3 Moderating Effect of Knowledge Persuasion

The next group of hypotheses (H9 andH10) proposed that the association ofDMP and EWOM with online purchase intention would be moderated by persuasion knowledge. Toward this end, we initially created product terms, namely, knowledge management and perceived organizational support (DMP*PK and EWOM*PK). As a result, new terms were incorporated into the proposed model for persuasion knowledge (PK) in relation to PN among individual consumers in the Milliners region of the West Bank, Palestine, as outlined in Table 4.

Table 4: Moderating Effect of Persuasion Knowledge

Hypotheses	Coef.	se	t-value	P values	Decision
PK x EWOM -> Online Purchase Intention	-0.024	0.068	0.351	0.726	Not Moderated
PK x DMP -> Online Purchase Intention	-0.054	0.066	0.821	0.412	Not Moderated

Note:*PK – Persuasion Knowledge; DMP-Digital Marketing Practices; EWOM – E-word of Mouth*

Path analysis also highlighted the moderating effect between the variables (the interaction of DMP*PK and EWOM*PK). The outcomes also revealed that persuasion knowledge does not moderate the nexus of DMP, EWOM, and PN of individual citizens of Milliner in WestBank of Palestine. The results from Table 4 above revealed that the productterms of 'DMP*PK (t = 0.351, p > 0.10) and 'EWOM*PK (t = 0.821, p > 0.10), were not significant respectively. Based on these results, H9and H10are supported. This result indicates that the introduction of persuasion knowledge

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does not show good predictive factors for the relationship between the digital realm and online purchase intention of individual citizens of Milliner in Westbank, Palestine, which contradicts the findings of several previous studies (Ham et al., 2015; Eisend, & Tarrahi, 2022; Khan et al., 2023). Therefore, the introduction of persuasive knowledge does not moderate the relationship between the digital realmand online purchase intention of individual citizens in the Westbank of Palestine.

DISCUSSION

In this study, a model was formulated and tested to examine the effect of digital realms (digital marketing practices and e-word of mouth) on online purchase intention of online shoppers in Westbank, Palestine. The impact of digital realms on online purchase intention has also been examined under the mediating effect of trust in online shopping andthe moderating effect of persuasion knowledge toward the online purchase intention of online shoppers in the Westbank of Palestine. Thus, 273 questionnaires were collected from online shoppers as the target respondents. The data collected were analyzed by structural equation modeling (SEM) using SmartPLS software. The findings of the study revealed thatall direct hypotheses were significantly related to online purchase intention of online shoppers of Milliner in WestBank of Palestine.

The overall findings garnered from this research have demonstrated an interesting revelation: digital marketing strategies have a profound impact on consumer intentions to shop online. This impact is brought about by the leveraging of various innovative approaches aimed specifically at engaging consumers, thus improving their overall purchasing decisions in a constructive manner. Additionally, the successful merging of digital marketing with other crucial elements, including content marketing, social media, and a broad spectrum of other digital media, has been proven to successfully influence consumer purchase intention. This influence has been demonstrated across a wide variety of industries and consumer groups, indicating the effectiveness of these marketing initiatives. The interaction between these two factors is easily facilitated through various factors of trust inherent in online shopping platforms. Not only does this trust contribute significantly, but it also goes on to further enhance the impact that digital marketing has on consumers' buying intentions.

5.1 Research Contributions

Theoretically, in-depth research on digital marketing practice, coupled with online purchase intention, has added significantly to not only academic literature, but also to the evolution and enhancement of successful business strategy. This comprehensive research assumes a focal point in complementing the growing body of knowledge on how digitally enabled personalized marketing strategies and sophisticated recommendation systems function to enhance and drive positive purchase intention among consumers. Furthermore, this research integrates traditional theoretical models, such as the Technology Acceptance Model (TAM) and the Theory of Planned Behavior (TPB), with other digital marketing variables, thus contributing significantly to a deeper and more insightful understanding of the dynamics of online consumer behavior. Scholarship has persisted in noting the significant role that trust in online shopping plays in affecting and modeling the intricate dynamics that exist between various digital spaces and consumers' intent to shop online.

Empirically, the present study offers strong evidence regarding the large-scale effects of different digital spaces (i.e., search engine optimization (SEO), social media marketing campaigns, influencer marketing campaigns, email marketing campaigns, and paid advertising campaigns) on the behavior of consumers in engaging in online shopping. The findings of this study point out how factors such as secure payment systems, the credibility of websites, and the presence of customer reviews all play a role in impacting the degree to which consumers trust the space for online shopping, which in turn goes a long way to model their purchase decisions. This study specifically stresses and highlights the significance of cultural and regional customization in digital marketing efforts. This enables the content delivered to connect with the particular interests and requirements of target audience segments in the respective localities. In addition, the insights obtained through this extensive research aid companies in deciding how to most effectively use their marketing budget across the range of available online platforms with a view to generating maximum conversions and deriving enhanced overall performance.

Finally, this study reflects and signifies that large-scale research focusing on areas of digital marketing practices and e-word of mouth impact along with determinants of online purchase intention makes an invaluable contribution

toward advancing academic theory, practical business functions, and well-informed policy design. It offers great support to businesses as they strive to develop and execute marketing strategies led by data analysis, greatly building consumer confidence in the process. It also makes a critical contribution toward the global development and growth of digital commerce. As such, different parties, such as governments, investors, and policymakers, can use the knowledge derived from this research to develop programs intended to raise the uptake of digital marketing practices as well as e-commerce penetration not only in Palestine but also in other parts of the world.

5.2 Conclusions and Recommendations

The current study examined the effects of digital realms on online purchase intention of online shoppers in WestBank, Palestine. Online shoppers in Milliner in Westbank Palestine provided quantitative data for the study using a questionnaire designed to collect 273 pieces of data. The results indicate that digital realms in terms of digital marketing practices and e-word of mouth influenceonline purchase intention. The results showed that the introduction of trust in online shopping mediates the relationship between digital realms and online purchase intention of online shoppers in WestBank, Palestine. The results further indicate that the introduction of persuasion knowledge does not moderate the relationship between digital realms and online purchase intention of online shoppers in WestBank, Palestine. Despite its contributions, this study has several limitations. First, this study used a cross-sectional method in which data were collected once; thus, future studies may consider a longitudinal method of data collection in which data can be collected on an interval basis. In addition, the study only collected data from online shoppers of Milliner in WestBank of Palestine; hence, future studies may consider other regions and beyond for the generalization of the study. Furthermore, this study only considered quantitative methods, and future studies may consider mixed methods, where both quantitative and qualitative methodsare used for indebt analysis.

On the recommendation notes, the Palestinian digital space presents vast potential for the growth of e-commerce. However, it is important to bridge trust issues, infrastructural limitations, and regulatory hurdles to improve purchase intentions in online shopping. With collective cooperation among businesses, the government, and financial institutions, Palestine can establish an effective digital economy that promotes increased consumer confidence and participation in online shopping. This study suggests that the increased use of e-commerce websites in buying is a sign of a new trend in consumer behavior, especially among the new generation. The same also sheds light on security awareness that no buyers are ready to buy online due to fear of fraud, cybercrimes, and uncertain payment gateways. These laws must encourage better security against cyber-attacks and enforce e-commerce consumer protection regulations.

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