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Influence of Digital Marketing Techniques on Consumer Behavior for Mobile Services

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Abstract: The aim of this research was to explore how different digital marketing techniques, such as video marketing, internet advertising, email marketing, and SEO, impact consumer behavior regarding mobile services offered by Zain Telecom in Amman, Jordan. A simple random survey method was employed, with 445 questionnaires distributed to Zain Telecom customers in Amman. After excluding incomplete responses, 405 completed questionnaires were analyzed using multiple regression, descriptive analysis, and reliability testing. The findings indicate that all the independent variables significantly influence consumer behavior in purchasing mobile services, with email marketing exhibiting the strongest impact. Consequently, the study suggests an increased investment in email marketing techniques.

Keywords: Digital marketing, Business engineering, Mobile services

Introduction

Thanks to the advancements in the Internet and technology, individuals now have the ability to communicate and engage with people residing in different countries. These technological advancements have enabled companies to establish direct communication channels with their customers, a phenomenon commonly referred to as digital marketing. Digital marketing involves the presentation, promotion, or sale of products and services through various online platforms (Yasmin et al., 2015).

In contrast, traditional marketing encompasses older methods such as newspapers, television, brochures, etc., to inform consumers about products. Understanding customer needs and preferences has become more efficient and accessible due to technological advancements. Online polls and questionnaires facilitate surveys and market research, streamlining the process for businesses. Through digital marketing, companies can more effectively communicate with customers, fostering more fruitful and positive client relationships (Garg et al., 2020).

Digital marketing has demonstrated benefits for both customers and businesses. By implementing digital marketing strategies, businesses can enhance productivity and reduce costs simultaneously. It has been observed that companies adopting digital marketing practices have succeeded in reducing expenses while expanding their market reach and customer base.

Research Problems and Questions

Nowadays, there is stiff competition among telecommunications companies; therefore, Zain Telecom Company needs to develop effective digital marketing techniques to survive in this competition. These questions are addressed in this study with the aim of providing answers.

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- Does the Video marketing technique used by Zain Telecom Company influence a Consumer behavior to purchase mobile services?
- Does the Internet advertising technique used by Zain Telecom Company influence a Consumer behavior to purchase mobile services??
- Does the email marketing technique used by Zain Telecom Company influence a Consumer behavior to purchase mobile services?
- Does the search engine optimization (SEO) technique used by Zain Telecom Company influence a Consumer behavior to purchase mobile services

Literature Review

Digital Marketing Techniques

Digital marketing has become increasingly significant in contemporary Jordan. Marketers employ this novel type of digital marketing tools to increase sales of goods and services. Businesses and brands increasingly use a variety of digital platforms and technologies for their marketing initiatives as a result of the growth of digital marketing.

People use digital devices rather than going to real stores. As a result, the most widespread and effective marketing campaigns are online (Rai, 2018.) This is a result of the gradual incorporation of digital platforms into advertising campaigns and everyday life.

Video Marketing

Video is defined as "an audiovisual technique for recording image and sound on a magnetic medium and reproducing this recording on a screen" by Le Robert's dictionary. Videos are a language that use visuals (and typically sounds), according to Costa-Sanchez (2017), who opts for a more straightforward description. For his part, Schwenzow (2021) references the Berkeley Institute of Design's (2012) definition of "video" and adds additional specific technical information to the description of "Le Robert." Indeed, the term "video" is used here to refer to "sequences of images, typically at a frame rate of 20 to 30 fps." The same Institute goes on to say that humans can only see a sequence of images moving fluidly up to a threshold of 20 frames per second. with this confirmation by pointing out that video marketing piques people's emotions. Finally, Scott (2017) describes video marketing as a tool for companies to speak with customers directly.

Internet Advertising

The delivery of marketing messages to consumers over the internet is known as online advertising, sometimes known as online marketing, internet advertising, or web advertising. Globally, the number of internet users is rising quickly. This facility is being used by all kinds of people to pass the time or learn new information (Eshghi, Sarkar & Sarkar 2017). When a customer uses Google or another search engine, numerous organizations simultaneously offer identical products.

According to Sadia Afzal and Javed Rabbani Khan, "Impact of online and conventional advertising on consumer branded apparel purchasing behavior" (2015), there is no direct impact of online advertising. And generally, on consumer buying behavior of branded clothing, but there is a marked effect. The indirect effects of the two-advertising media on consumers' purchasing behavior due to the advertising characteristics and consumer attitudes are mediated and have a large mediating effect. He also mentioned that their purchasing decisions depend on previous experience with the product, brand loyalty and word of mouth. Therefore, it can be concluded that online advertising has a certain influence on the purchasing behavior of consumers. Some advertising agencies actively manage and control online media. If we review the latest research, we conclude that social media advertising has a significant influence on consumers and their purchasing decisions.

Email Marketing

In the early days of e-commerce, email was one of the first forms of communication that was extensively utilized, and despite the introduction of a number of new communication channels, it still plays a significant role for many multi-channel businesses. In fact, according to a number of industry surveys, email is not only among the most popular direct marketing methods, but it may also help businesses make more money (Zhang et al., 2017). Email answers are successful in general, however prior research has shown that they vary based on the consumer profile "Wu, Li and Liu, 2018".

The early forms of direct marketing, such conventional mailings and catalogues, which have been well studied, are where the present usage of email originated. For instance, Bult and Wansbeek (1995) came to the conclusion that clients with a history of making larger purchases have greater response rates. Email marketing has distinct qualities that can't be immediately translated from traditional direct marketing literature, according to Bronfer and Drèze's (2009) analysis. In addition, email differs from other digital mediums in a number of ways. Email, for instance, allows advertisers more control over message delivery dates and the environment in which messages are shown when it comes to online display advertising.

Email is a marketing channel that has inspired a lot of academic research. For instance, in 2014, the authors of the paper "The Impact of Electronic Message Personalization on Customers' Perception of Privacy Risks" (Song, Kim, Han) examined the impact of email message personalization on consumers' perception of privacy risks. In 2018, the authors of "Personalization and Business Metrics in Email Marketing" (Sahni, Wheeler, Chintagunta) looked at the impact of email personalization on business metrics, including sales and churn rates, in a series of studies. The authors found that personalization led to better performance. They also proposed several mechanisms that explain how personalization can help boost sales.

Search Engine Optimization (SEO)

The search engine is a component of software or a service which allows users to conduct searches for information on the Internet or in a particular database using keywords as well as phrases. To create an accessible database of information found on the World Wide Web, search engines utilize web crawlers, also known as spiders, for indexing web pages and other online material. A search engine that receives a user's search query provides a list of pertinent web pages or documents that match the query. Among the most used search engines are Bing, Google, Yahoo!, and Baidu. (Kritzing & Weideman, 2013).

Consumer Behavior

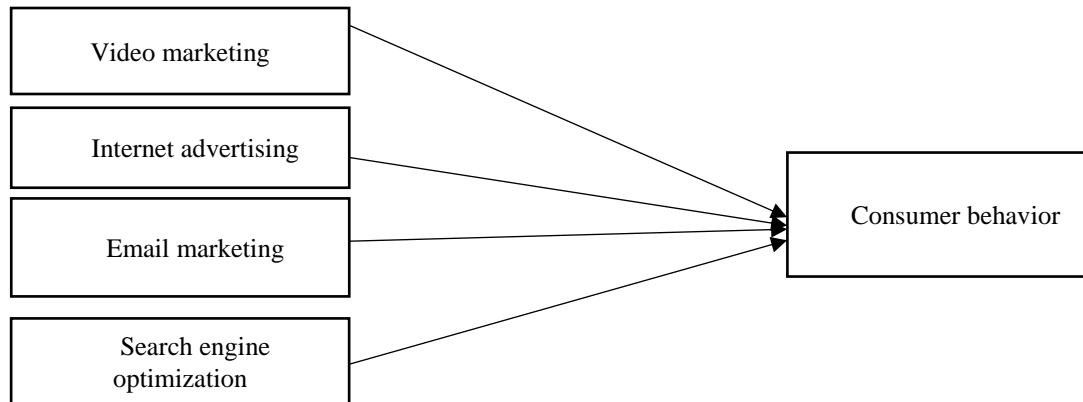
Hollebeek (2019) defines consumer behavior as "the ever-evolving relationship between affect and cognition, behavior, and the environment in which people engage in the exchange-related activities of their lives." How consumers respond to a marketing or advertising campaign depends on a number of factors. These factors become increasingly important in a digital environment, making the use of this medium more challenging. Some of the factors that influence consumer behavior include: Customer involvement Customer perception Schivinski (2016) Dabrowski (Schivinski & Dabrowski, 2016) Ethical considerations (Järvinen, 2015) Behavioral economics Dowling (2019).

Research Hypotheses

- The hypotheses were refined and developed based on a comprehensive review of literature and relevant theories:
- H1: Video marketing has a significant influence on consumer behavior regarding the mobile services provided by Zain Telecom Company in Amman city.
- H2: Internet advertising has a significant influence on consumer behavior regarding the mobile services provided by Zain Telecom Company in Amman city.

- H3: Email marketing has a significant influence on consumer behavior regarding the mobile services provided by Zain Telecom Company in Amman city.
- H4: Search engine optimization (SEO) has a significant influence on consumer behavior regarding the mobile services provided by Zain Telecom Company in Amman city.

Study Model



Study Methodology

This study contains a survey of people who purchase mobile services of Zain telecom Company at Amman city. The methodology of the study includes sections on survey design, reliability findings, sample size and method, population, and study design. The study will concentrate on the digital marketing techniques, particularly how video marketing, internet advertising, email marketing, and (SEO) influenced on consumer behavior of mobile services. These four hypotheses have been proposed to explain relationships between independent variables and the dependent variable of consumer behavior.

The study makes an effort to ensure that the survey is understandable. Customers of Zain Telecom Company were made aware of the goal of the study and asked for feedback on the questions; a few respondents pointed out that some words were unclear. Aside from these comments, the pre-test survey results indicate that the questions are factually correct, precise, and easy to understand. Unclear words were removed after the pre-test, according to (Hair et al 2006). Suitability samples are the most popular type of sample design in humanities research because it allows for the use of an accurate database and statistical system. This model design approach can also be used in service marketing. All customers of Zain Telecom's mobile services make up the study's population. Only 405 of the 445 questionnaires distributed to Zain telecom customers at Amman city were returned; the analysis was done using those 405 responses. The number 405 is regarded as suitable for data analysis (Sekaran, 2003).

Survey Designing

Surveys were crafted with three distinct sections to gather data. The initial section focused on gathering demographic details from respondents, encompassing gender, age, education, salary, and marital status. Utilizing a Likert scale, both independent and dependent variables were assessed, a common practice across diverse fields like marketing and humanities. The second section comprised 25 questions aimed at evaluating independent variables such as Video marketing, internet advertising, email marketing, and SEO. Meanwhile, the third section consisted of 8 questions tailored to measure the dependent variable, specifically customers' purchasing decisions. It's worth noting that, according to the findings of various researchers, utilizing a 5-point scale is considered as effective as any other method (Churchill, 2004).

Reliability Test

All calculated variables meet the reliability threshold of 0.70. Table 1 displays the Cronbach's Alpha for each variable, indicating a high level of reliability across all variables. Table 1 delineates five distinct categories.

Table 1. Reliability analysis

Variables	Item number	Cronbach alpha
Video marketing	6	0.84
Internet advertising	6	0.82
Email marketing	6	0.78
SEO	7	0.76
Consumer behavior	7	0.79

To evaluate the reliability of the gathered information, Cronbach's alpha was utilized, with a recommended range greater than 0.70. This technique serves as the final method for confirming the consistency of the overall scale under various conditions. The study employed Cronbach's alpha to assess item reliability. The computed Cronbach alpha, depicted in the table above, ranges from 0.750 to 0.840, indicating a very good result. Demonstrated in the discussion that follows by the "Mean value" of the respondents' responses.

Table 2. Means and standard deviations

Variables	Mean	Std. Deviation
Video marketing	5.13	0.673
Internet advertising	4.15	0.824
Email marketing	5.21	0.668
SEO	5.11	0.635
Consumer behavior	5.22	0.671

Descriptive analysis was utilized to analyze the data, focusing on participants' evaluative criteria. By examining participants' responses, both descriptively and through average value scores, their evaluation criteria were determined. Table 2 illustrates the calculated minimum and maximum scores, providing an interval evaluation. Mean and standard deviation values for each variable, based on 405 valid responses, were examined (see Table 2). The variable with the highest mean score, reflecting consumer behavior according to participant responses, was analyzed. The results highlight email marketing as the most significant factor influencing consumer behavior. The high mean scores suggest that the majority of respondents agreed on the impact of these factors. Overall, these findings indicate a significant relationship between consumer behavior and Zain Telecom customers' decision-making processes regarding mobile services.

Simple Regression

Simple regression analysis demonstrates the influence and contribution of each variable on the dependent variable, which is consumers' behavior. The coefficient of determination (R-squared) value is presented in Table (3).

Table 3. Simple regression

Variables	R2
Video marketing	0.169
Internet advertising	0.159
Email marketing	0.282
Search engine optimization	0.057

Video marketing explains 16.9% of the variance in consumer behavior. Internet advertising explains 15.9% of the variance. Email marketing has the highest impact, explaining 28.2% of the variance. SEO has a lower impact, explaining 5.7% of the variance.

Conclusion

This research investigates the influence of various online marketing techniques, such as Content Marketing, Email Marketing, Social Media Marketing, and SEO, on the purchasing decisions of internet services offered by Zain Telecom Company within the Jordanian market. The results indicate a positive effect of all independent variables on customers' purchasing decisions, with Email Marketing emerging as the most influential techniques among the four. The study suggests a reevaluation of marketing approaches targeting users, given that customers increasingly seek comprehensive information to compare products and alternatives before making a purchase. Nonetheless, it's crucial to acknowledge the study's limitation to Zain Telecom customers exclusively, emphasizing the need for future research encompassing larger sample sizes and exploring additional online marketing techniques to ensure more precise outcomes. Overall, this research significantly contributes to the understanding of online marketing dynamics and their impact on customers' purchasing behavior within the Jordanian market.

Scientific Ethics Declaration

The author declares that the scientific ethical and legal responsibility of this article published in EPSTEM journal belongs to the authors.

Acknowledgements or Notes

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