

**Midocean University**

**Faculty of Management**

**Department/ specialization Project management**



# **The Effect of Digital Marketing on Customer Attraction**

**"Case study"**

**Usman Magi Yasing**

**2021205297**

**Graduation Project 2**

**Faculty of Management Midocean University**

**Supervisor**

**Dr. Mona Moustafa Elashry**

**Faculty member Faculty of management Midocean University**

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# Chapter One: Introduction

## Introduction

**Digital marketing:** Since the beginning of the XXI century, the term "digital marketing" has evolved over time from a specific term describing the marketing of products and services using digital channels to a comprehensive term describing the process of using digital technologies to acquire customers, build and retain customer preferences, promote and improve brand awareness, reduce costs and increase sales .(Dwivedi et al., 2020; Prihadini et al., 2020) a

**Attracting customers:** is crucial in achieving the company's goals, as it greatly contributes to increasing sales and profits. By attracting new customers and retaining current ones, the company's reputation is enhanced and relationships with customers are improved.

During the emergence of the COVID-19 pandemic, business owners were significantly impacted, leading to notable changes in how they operate. One of the prominent shifts was towards digital transformation, as many turned to online platforms and applications to deliver their products and services in response to health restrictions and social distancing measures.

Consequently, Digital marketing supports reaching with marketers to obtain information about products, services and offers easily and easily, which contributes significantly to strengthening the relationship between them as a result of dialogue, learning and revealing interests and needs (2013 ,Shukla& Agarwal(

"digital marketing plays a crucial role in customers' decision-making processes, particularly in the retail sector such as Noon, where convenience and accessibility are key factors. what distinguishes it from traditional marketing is its reliance on measurable digital technologies that allow companies to communicate and communicate with the target to facilitate the formation of a relationship (2011 ,Wymbs (

This scientific study aims to explore the direct relationship between digital marketing and customer attraction."

## **Research Problem**

The retail sector faces numerous challenges digital marketing, which cansignificantly impact customer attraction.

### **Theoretical gaps**

They indicate the discrepancies between the supposed best practices in digital marketing and the actual practical results that lead to attracting customers. The following are the most prominent of these gaps:

1. \* The gap between data and its interpretation\*: companies possess a huge amount of data about customers, but often lack the necessary tools or experience to effectively analyze this data and turn it into practical insights.
2. \* The gap between reach and engagement\*: digital marketing can reach a wide audience, but attracting their attention and engaging requires advanced content and strategies, which is not always achieved by traditional methods.
3. \* The gap between theory and practice\*: marketing theories often offer an ideal model of how customers interact, but practical application can be complicated by the nuances of actual consumer behavior and market conditions.
4. \* The gap between technology and personalization\*: despite the availability of advanced marketing tools, companies may find it difficult to customize experiences to suit individual customer preferences and behaviors.
5. \* The gap between ads and conversions\*: digital advertising campaigns can be successful in attracting clicks or interactions, but converting that attention to actual customers can be a challenge.
6. \* Multi-channel gap\*: using multiple marketing channels can lead to inconsistent customer experiences if not coordinated well.
7. \* The gap between spending and return\*: the return on investment in digital marketing may not always match expectations, especially if there are no clear strategies for measuring the return and optimizing spending.

## Empirical gaps

### ### 1. \* A gap between impressions and conversions\*

- \*Expectations\*: digital marketing campaigns can generate a large number of Impressions (Impressions and brand references).
- \*Reality\*: these impressions do not necessarily translate into actual conversions (such as purchases or subscriptions), which causes disappointment in the actual performance of campaigns.

### ### 2. \* A gap between Channel Integration and performance\*

- \*Forecasts\*: the use of multi-channel strategies can increase customer interaction and speed up purchases
- \*Reality\*: poor channel integration can lead to sporadic and inconsistent experiences, weakening the impact of the campaign on customer behavior.

### ### 3. \* A gap between data and analysis\*

- \*Forecasts\*: the availability of big data can lead to deep and fast insights that enable more accurate marketing decisions.
- \*Reality\*: challenges in data analysis and interpretation may lead to unclear or inaccurate insights, hindering the ability to make effective marketing decisions.

### ### 4. \* A gap between automation and customization\*

- \*Expectations\*: automation technologies can provide an improved personalized experience for each customer based on their data and behavior.
- \*Reality\*: inappropriate or exaggerated application of automation can lead to impersonal automated interactions, which causes customers to lose a sense of appreciation and interest.

### ### 5. \* A gap between content and engagement\*

- \*Expectations\*: attractive content will catch the attention of customers and motivate them to interact with the brand.
- \*Reality\*: the content may not succeed in arousing the interest of customers if it is not consistent with the needs or if the competition is strong to attract attention.

### ### 6. \* A gap between expectations and results\*

- \*Forecast\*: digital advertising campaigns will lead to a significant increase in customers and sales.
- \*Reality\*: actual results may be significantly lower than expectations due to misunderstanding of customer behavior, changes in the market, or unexpected performance of campaigns.

#### ### 7. \* A gap between social media interaction and loyalty\*

- \*Expectations\*: high interaction on social media will translate into customer loyalty and increased sales.
- \*Reality\*: interaction does not guarantee loyalty or repeat visits, as customers may remain uncommitted to the brand despite positive interaction.

#### ### 8. \* A gap between technology and cost\*

- \*Forecast\*: investments in marketing technology will improve performance and reduce costs.
- \*Reality\*: the costs associated with the adoption of new technology may be high and may not always bring the expected return.

#### ### \* Conclusion\*

These empirical gaps highlight the need to better integrate digital marketing strategies with customer needs and expectations, as well as the importance of using analytics and data effectively to improve the performance of marketing campaigns and avoid frustration caused by unrealistic expectations.

### **Main research question**

How can the digital marketing affect on customer attraction?

### **Research significant**

This study sheds light on the obstacles faced by the retail sector in the digital marketing and their potential impact on customer attraction. By understanding these obstacles and working to overcome them, companies in this sector can improve the quality of their services and increase their attractiveness to customers in the fiercely competitive market.

### **Theoretical gaps**

Digital marketing in attracting customers is crucial for the success of any business . Through scientific research, companies can identify customer needs and develop digital marketing strategies that attract and attract the customer

### **Empirical gaps**

Help the retail sector to understand how digital marketing strategies affect attracting and retaining customers, analyze data about them and identify the target segment through advertising, in addition, scientific research can also help companies identify new trends and innovations that can make advertising more attractive to customers.

## **The main research question**

How can the digital marketing impact customer attraction?

### **the sub questions:**

- 1- What is the impact of Attractions on the digital marketing in attracting customers?
- 2- What is the impact of Communication on the digital marketing in attracting customers?
- 3- What is the impact of Participation on the digital marketing in attracting customers?
- 4- What is the impact of Learning on the digital marketing in attracting customers?
- 5- What is the impact of Retention on the digital marketing in attracting customers?

### **General objective**

To explore the relationship between the digital marketing and customer attraction.

### **Sub objectives:**

- - Determine the impact of Attractions on the digital marketing in attracting customers
- - Determine the impact of Communication on the digital marketing in attracting customers
- - Determine the impact of Participation on the digital marketing in attracting customers
- - Determine the impact of Learning on the digital marketing in attracting customers
- - Determine the impact of Retention on the digital marketing in attracting customers

## Main hypothesis H1

There is a statistically significant relationship between the digital marketing and customer attraction.

## Sub hypotheses:

Sup hypothesis Ha: There is a statistically significant relationship between the Attractions on customer attraction.

Sup hypothesis Hb: There is a statistically significant relationship between the Communication on customer attraction.

Sup hypothesis Hc: There is a statistically significant relationship between the Participation on customer attraction.

Sup hypothesis Hd: There is a statistically significant relationship between the Learning on and customer attraction.

Sup hypothesis He: There is a statistically significant relationship between the Retention on customer attraction

## Research Model

The following figure shows the relationship between the research variables and the research hypotheses as follows:

### Independent variables

### Dependent variables

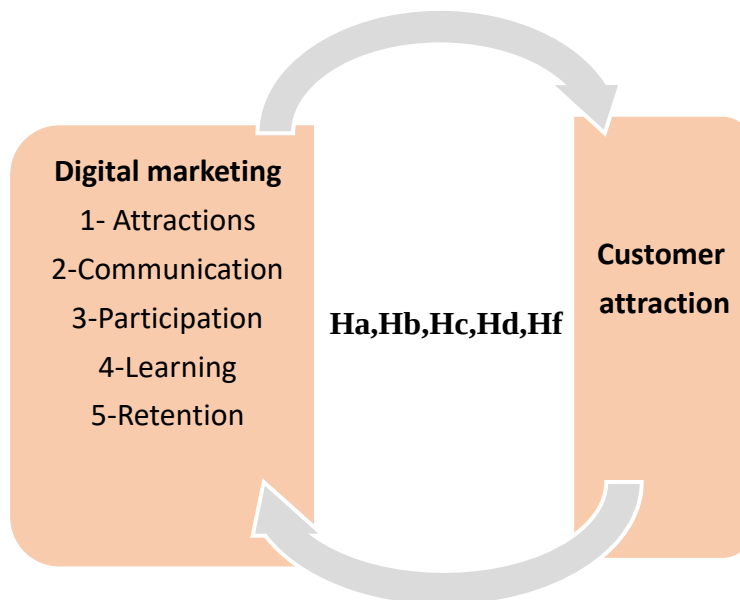


Figure1 Designed by student:Usman Magi Yasing

## Scope of the study

### About noon

noon is an easy and secure platform for people to discover and shop the products they love. With fast delivery, easy payment and return options and a 24-hour customer service, find everything you need at competitive prices. All our products are backed by our authenticity promise and noon warranty

<https://help.noon.com/hc/ar/articles/115002237274--%D9%85%D9%86-%D9%86%D8%AD%D9%86>

## Project structure



## Chapter tow: Literature review

## **Introduction**

the digital marketing plays a crucial role in customers' decision-making processes, particularly in the retail sector such as Noon. This scientific study aims to explore the direct relationship between digital marketing and customer attraction.

### **The importance of conducting previous studies lies in several key aspects:**

1. **Building on previous knowledge:** Previous studies provide the foundation upon which new research can be built. They offer insights, theories, and results that researchers can use to formulate hypotheses, design experiments, and interpret results.
2. **Avoiding duplication:** By reviewing previous literature, researchers can identify gaps in knowledge and avoid duplicating studies that have already been conducted. This ensures efficient use of resources and meaningful contributions to the field.
3. **Guiding methodologies:** Previous studies often provide methodologies that have been successfully or unsuccessfully tested in addressing research questions. Researchers can benefit from these experiences to refine their own methodologies and improve the accuracy and reliability of their results.
4. **Clarifying results:** Understanding the context in which previous studies were conducted helps researchers interpret their results within a broader framework. It allows for comparison, contrast, and identification of patterns or trends across different studies.

### **An overview of research variables includes examining concepts such as "digital marketing" and "customer attraction."**

- **Digital marketing:** It is a set of marketing activities and processes that are used to promote products or services online using digital technology. It aims to reach the target audience and achieve marketing goals through digital channels such as websites, email, social media, search engines, and online advertising
- **Customer Attraction:** This process involves attracting the attention of potential customers and making them interested in your product or service. This can be achieved through marketing strategies such as advertising, social media, promotional offers, providing excellent customer service, and reducing delivery service costs. One of the secrets to success is providing comfort and convenience to customers.

## This first topic "Digital marketing"

**Definition: digital:** refers to technology that operates using discrete values, often represented as binary code (0s and 1s). In contrast to analog, digital systems encode data into these binary formats, allowing for efficient processing, storage, and transmission. Digital technology is foundational in computers, smartphones, and various electronic devices, enabling functionalities like data storage, communication, and multimedia handling.

**Marketing:** is the practice of promoting and selling products or services, including market research and advertising. It involves identifying consumer needs, developing products or services to meet those needs, and implementing strategies to attract and retain customers. Marketing encompasses various activities such as branding, pricing, distribution, and creating promotional campaigns to enhance customer engagement and drive sales..

**Digital marketing:** is a set of marketing activities and processes that are used to promote products or services online using digital technology. It aims to reach the target audience and achieve marketing goals through digital channels such as websites, email, social media, search engines, and online advertising.

### **The main elements of digital marketing:**

1. \* Email marketing\*: send marketing messages directly to customers via email to strengthen relationships and increase sales.
2. \* Search engine marketing (SEM)\*: enhance the visibility of the site in search engine results through paid advertising.
3. \* Search engine optimization (SEO)\*: optimize the website to make it more discoverable in organic search results.
4. \* Social media marketing\*: using social platforms to promote products or services and interact with the public.
5. \* Content marketing\*: create and distribute valuable content to attract and retain the audience.
6. \* Influencer marketing\*: cooperation with influential personalities to promote products to the public.
7. \* Digital advertising marketing\*: the use of paid online advertising to promote products or services.
8. \* Mobile marketing\*: use apps, text messaging, or mobile websites to reach the audience.

### **The importance of digital marketing:**

- \*Performance measurement\*: the results of campaigns can be accurately tracked and analyzed, which helps to improve performance.
- \*Instant access\*: the ability to reach a large audience in a short time.
- \*Cost effective\*: it is often less expensive than traditional marketing.
- \*Personalization\*: the ability to customize messages and ads according to the interests and needs of the target audience.

## Components specific to digital marketing

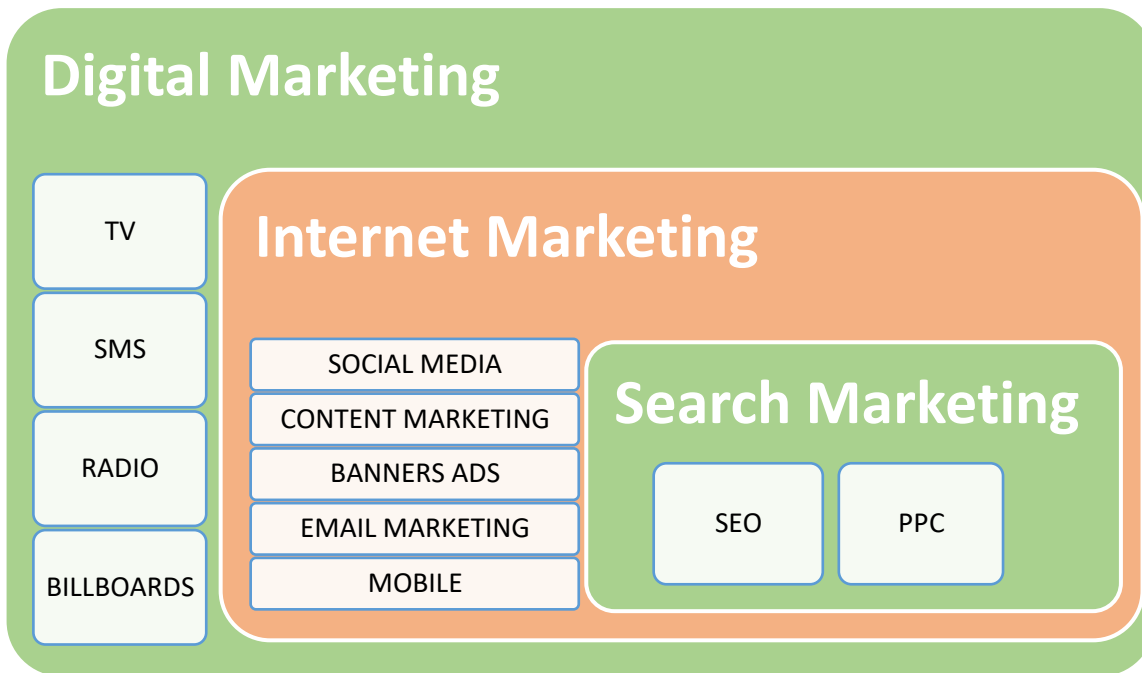


Figure2 Designed by student:Usman Magi Yasing

## Main areas of online marketing in the structure of digital marketing

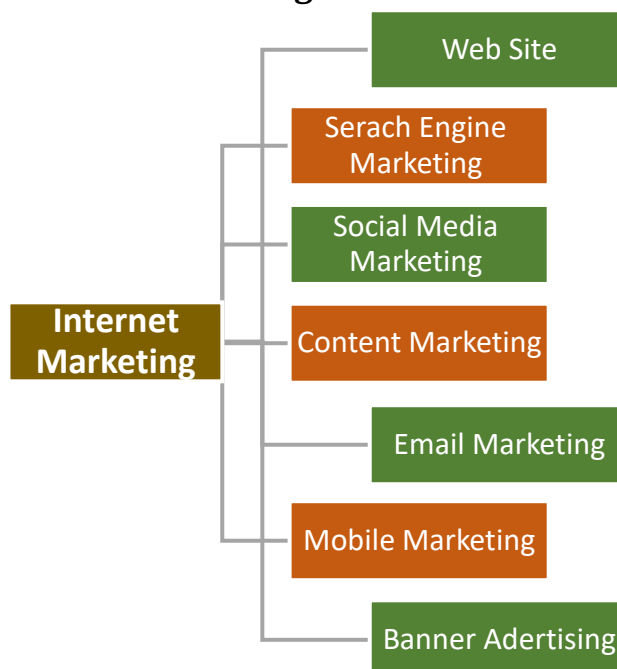


Figure3 Designed by student:Usman Magi Yasing

Marketing is the oldest science with the human beings of identifying, creating, exchanging need and relationships between seller and buyer at a profit, thereby promoting and enabling the process of trading product or service. Definition of marketing as explained by Dr Philip Kotler, states it as “Satisfying needs and wants through an exchange process”, the marketing is the broader way to reach customer which involves selling as the prime cause been influenced through different steps like need understanding, brand recognition and thereby completing element of sales and purchase. This includes different key process such as Need Identification—product development—customer reach and retention with loyalty building—need fulfilment.

Following these each process gives sustainable market for marketer

The promotion of service or product to be deliverable is necessary to reach its people and there are various ways of promotion to increase awareness, generate sales and brand loyalty, develop interest and curiosity among buyers.

With the industrial reformation, the need of fast and impactful marketing is in demand and the technological advancement has changed the way of reaching to customer. Many advertisers/industries are using search engines to promote their businesses. The journey of paper writing to blog has been much faster and trends of marketing has shown paradigm shift in last 5 years than in last 50. Ease of access to internet is now trending from 2G to 4G/5G and this has become base for new era on which different products are placed and explored on Internet. The

online marketing is now an ever-growing industry

Digitalisation has played a crucial role in the fast advancement of global economy. In developed markets, Digital market is one of the most prominent and established platform. Organised digitalisation has a 75–80% share in total marketing as compared with developing economies, where BTL marketing activities has a dominant share

There is a local say “Be there where your customer Are” and digitalisation is enabling brand to remain where current customers stay i.e., in social media—Facebook, Twitter, YouTube, Instagram. Digitalisation is maintaining its impressive growth in all markets, whether big or small. Big markets are countries that are always going to be e-commerce behemoths because of their size, and the smaller are promising markets where potential matters along with size (though not always).

Recent verdict in high court of Kerala, consider Right to Internet as fundamental freedom and is a part of Right to education for mankind. In 2019, there are 1.92 billion online buyers in world, accounting for a quarter of world population with 4.39 billion users on Internet and 3.48 billion users active on social media with increase of 9% YOY. In 2014, online buyers were at 1.32 B expected to touch 2.14 billion by 2021, and over the next 5 years growth is expected to grow 21%. India, with world’s second highest population, is a developing country where 627 million users are active on Internet with active buying at 273 million and with a growth rate of 20% increase for online buyers

### **Dimensions:**

- Attractions
- Communication
- Participation
- Learning
- Retention

| Attractions                                                                                                                                                                              | communication                                                                                                                                         | participation                                                                                                                              | learning                                                                                                                                                                                                             | retention                                                                                                 |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------|
| In general, "attractions" refers to places or things that draw interest and attention, often because they offer entertainment, historical significance, cultural value, or natural beaut | is the process of exchanging information, ideas, or feelings between individuals or groups. It involves sending, receiving, and interpreting messages | refers to the act of taking part or being involved in an activity, event, or process. It involves contributing effort, ideas, or resources | is the process of acquiring knowledge, skills, attitudes, or understanding through study, experience, or teaching. It involves a change in behavior or cognition based on exposure to new information or experiences | refers to the ability to keep or maintain something over time. In different contexts, retention can mean: |

## Theory

Digital marketing theory encompasses principles and frameworks that guide the strategies and practices used to promote products, services, or brands online. Here are key aspects:

### ### 1. \*Digital Marketing Channels\*

- \*Search Engine Optimization (SEO):\* Techniques to increase organic visibility in search engines.
- \*Content Marketing:\* Creation and distribution of valuable content to attract and engage a target audience.
- \*Social Media Marketing:\* Leveraging social platforms to promote content, engage with users, and build a brand.
- \*Email Marketing:\* Sending targeted messages to nurture leads and maintain customer relationships.
- \*Pay-Per-Click (PPC) Advertising:\* Paid ads that appear on search engines or other platforms based on keywords or audience demographics.
- \*Affiliate Marketing:\* Partnering with third parties to promote products and share revenue.

### ### 2. \*Consumer Behavior and Segmentation\*

- \*Customer Personas:\* Detailed profiles representing key segments of the target audience.
- \*Customer Journey Mapping:\* Visualization of the steps customers take from awareness to purchase and beyond.
- \*Behavioral Targeting:\* Using data about past behavior to personalize marketing messages.

### ### 3. \*Analytics and Measurement\*

- **\*Key Performance Indicators (KPIs):\*** Metrics used to evaluate the success of digital marketing efforts (e.g., conversion rates, click-through rates).
- **\*A/B Testing:\*** Experimenting with different versions of content or ads to determine which performs better.
- **\*Attribution Models:\*** Methods for assigning credit to different touchpoints in the customer journey.

#### ### 4. **\*Content Strategy\***

- **\*Content Creation:\*** Developing text, images, videos, and other media to meet the needs and interests of the audience.
- **\*Content Distribution:\*** Sharing content across various channels to reach the audience.
- **\*Content Optimization:\*** Using SEO, user engagement metrics, and feedback to improve content performance.

#### ### 5. **\*Automation and Personalization\***

- **\*Marketing Automation:\*** Tools and software that automate repetitive tasks such as email campaigns, social media posts, and ad placements.
- **\*Personalization:\*** Tailoring marketing messages based on user data to increase relevance and engagement.

#### ### 6. **\*Ethics and Privacy\***

- **\*Data Privacy:\*** Ensuring compliance with regulations (e.g., GDPR, CCPA) and protecting user data.

## The second topic: attracting customers

### Definition:

#### The concept of the client:

The client is defined as the person or organizational unit that plays a specific role in completing transaction The ultimate goal (الإسكندرية: دار التعليم الجامعي، 104:2013) or transactions with the market or any other entity of public or private organizations can be in satisfying the needs and desires of their customers in order to ensure survival, growth and achievement of their final goals, and that the customer represents every individual the organization deals with, customers are those who want to buy the organization's products or (44-43 : 2013، الإسكندرية: دار التعليم الجامعي،) deal with it in providing its services

#### The electronic client:

Electronic Buyers practice online purchases and they expect better services from sellers on the internet than is prevalent in traditional regular sales processes, so they expect lower prices, faster and better delivery systems, all data and information related to the product have died, and it is expected that payment methods for products will pass through secure channels with the elimination of electronic hacks that cause thefts from buyers ' accounts

(New Yourk Champan &Hall, 2006, p323.)

#### : Customer relations

Relationship with customers is the advanced knowledge of customers, which means relationship marketing i.e. building and maintaining relationships with customers, where relationship marketing is defined as the knowledge and formation of relationships with customers and other stakeholders, maintaining, improving a Customer Relationship Management .ending them if necessary (Management Decision, Vol 34, No. 3, p 5- is a methodology to understand and also influence the customer's behavior through communication with him (مجلة) in order to improve the process of customer acquisition, customer retention, customer loyalty and profit (المعلوماتية، العدد ١، شهر أذار، ٢٠٠٦م، ص.١٥).

The task of attracting and retaining customers is a difficult task faced by the organization and its marketing apparatus as a result of the intense competition between organizations to provide the best for the customer and the presence of multiple options and alternatives in the market and the customer has become more aware of the price and less tolerant of any mistake committed by any organization or public relations (مجلة العلوم الإدارية للبحوث العلمية ، العدد الأول ، جامعة أم درمان الإسلامية 2006)

#### Attracting customers:

The efforts exerted by the Websites are aimed at Electronic consumers, where goods and services are offered that satisfy the needs, desires and tastes of these consumers, resulting in achieving the goals of

organizations represented in the influx of large numbers of customers to their websites and to attract new customers to the website, the following methods must be followed

Classify the website in a place that is easily accessible quickly and identify the properties of search words that lead to the site easily and quickly

- 1 pay attention to advertising tapes among other sites because they lead customers to the website
- 2 sending an e-mail to specialized mailing lists, which are lists that customers join voluntarily

#### **Customer retention :**

These organizations have recently become aware of the importance of customer satisfaction and maintaining it because it represents the real value of the continuation of organizations and their success, and one of the main steps of the strategy aimed at retaining customers is the following

- 1 definition of the concept of loyalty
- 2 definition of goals
- 3 definition of customer needs
- 4 curriculum development
- .5 ability to meet customer needs
- 6 conducting evaluations and selection processes

# What is lead generation and why is it important for businesses

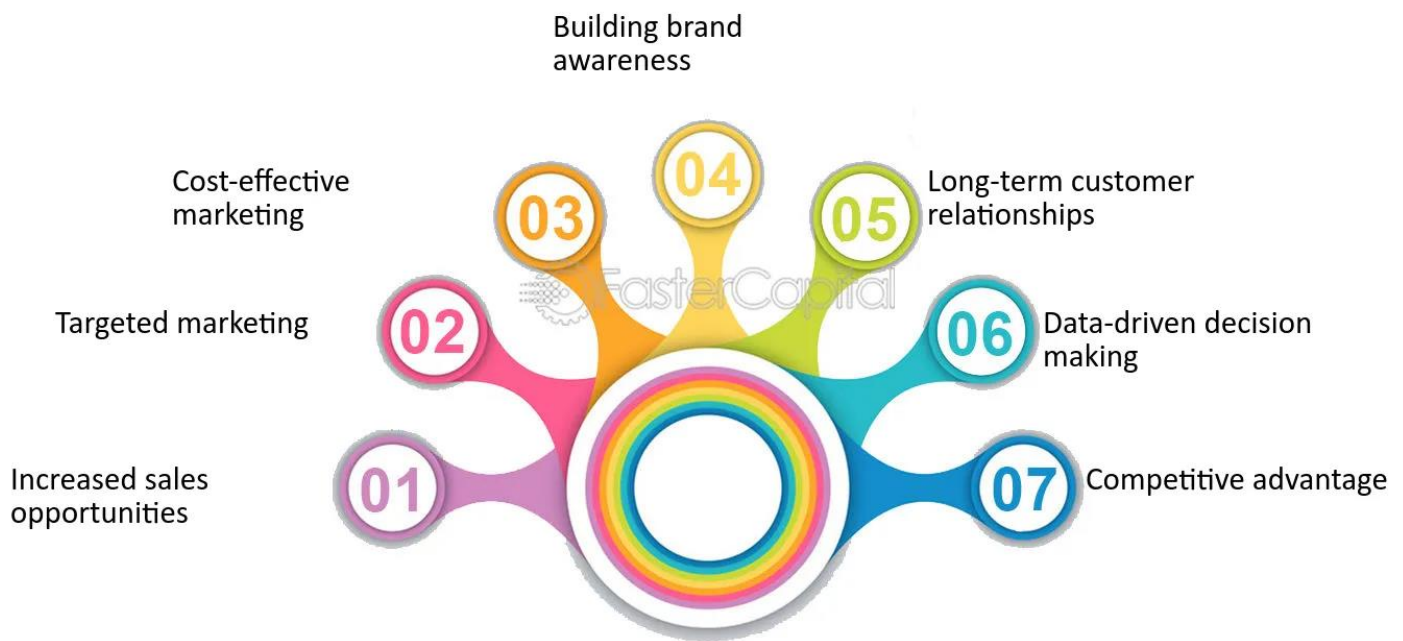


Figure 4

What is lead generation and why is it important for businesses - Ultimate FAQ:Lead Generation, What,How, Why, When

## Evolution :

The wide development witnessed by the world in the field of business as well as the growing network of communication has led to a change in the desires and needs of customers and to a significant change in the level of marketing activities of the organization, and the customer has become a starting point for the implementation of the strategy of the organization that wants to survive and continuity, which was achieved by it has these With the increasing awareness of companies of the importance of putting the customer at the center of their attention in today's highly competitive world, their awareness of the importance of meeting customer requirements is increasing, as the success of enterprises depends on the efficiency of managing their relationships with customers, enabling those enterprises to attract more customers and consolidate their relationships with them, ensuring the preservation of existing customers and increasing their satisfaction

The evolution of customer attraction over the years has undergone significant changes as a result of technological development and changes in consumer behaviors. Previously, companies mainly relied on traditional advertising such as television commercials and advertisements in newspapers and magazines to attract customers. But with the development of the internet and social media, companies are using new customer acquisition strategies such as digital marketing and social media marketing

How can lead generation strategies help businesses increase their customer base

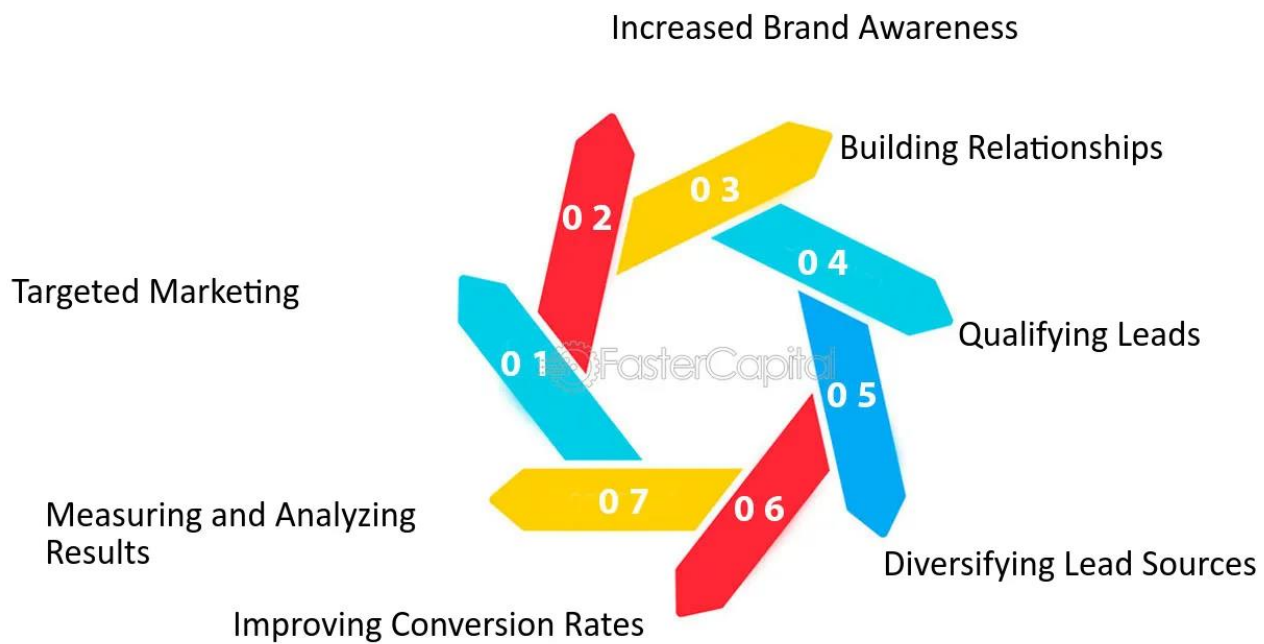


Figure 5

How can lead generation strategies help businesses increase their customer base - Ultimate FAQ:Lead Generation, What, How, Why, When

What are the best practices for lead generation in the digital age?Practices that Lead

In the digital age, lead generation has become a crucial aspect of any business's marketing strategy. With the rise of online platforms and social media, businesses now have numerous opportunities to reach potential customers and convert them into leads. However, with increased competition and constantly evolving technology, it is important to stay up-to-date with the best practices for lead generation.

## What are the best practices for lead generation in the digital age



Figure 6

What are the best practices for lead generation in the digital age - Ultimate FAQ:Lead Generation, What,How, Why, When

## What are the key metrics to track when measuring the success of a lead generation campaign

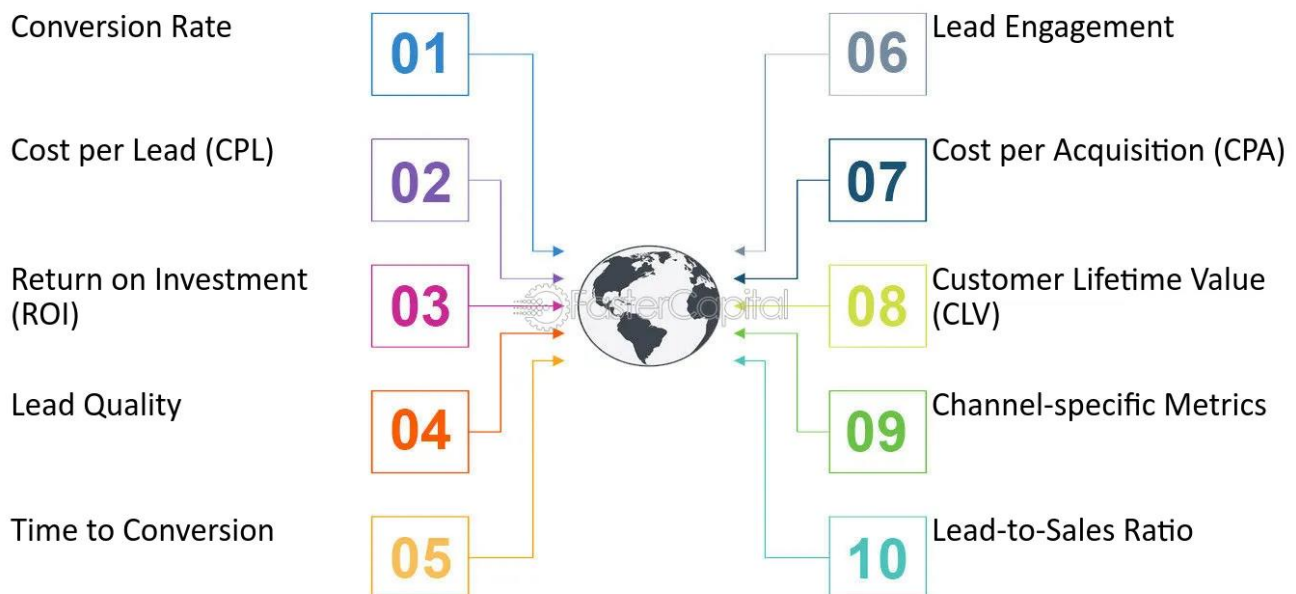


Figure 7

What are the key metrics to track when measuring the success of a lead generation campaign - Ultimate FAQ:Lead Generation, What, How, Why, When

How can businesses leverage influencer marketing for lead generation purposes?

Leverage Influencer Marketing Influencer marketing for lead Marketing on Lead Generation Influencer Marketing on Lead Generation

Influencer marketing has become an incredibly effective strategy for businesses looking to generate leads and increase brand awareness. By collaborating with influential individuals who have a large online following, businesses can tap into their audience and leverage their influence to reach new potential customers. Here are several ways businesses can leverage influencer marketing for lead

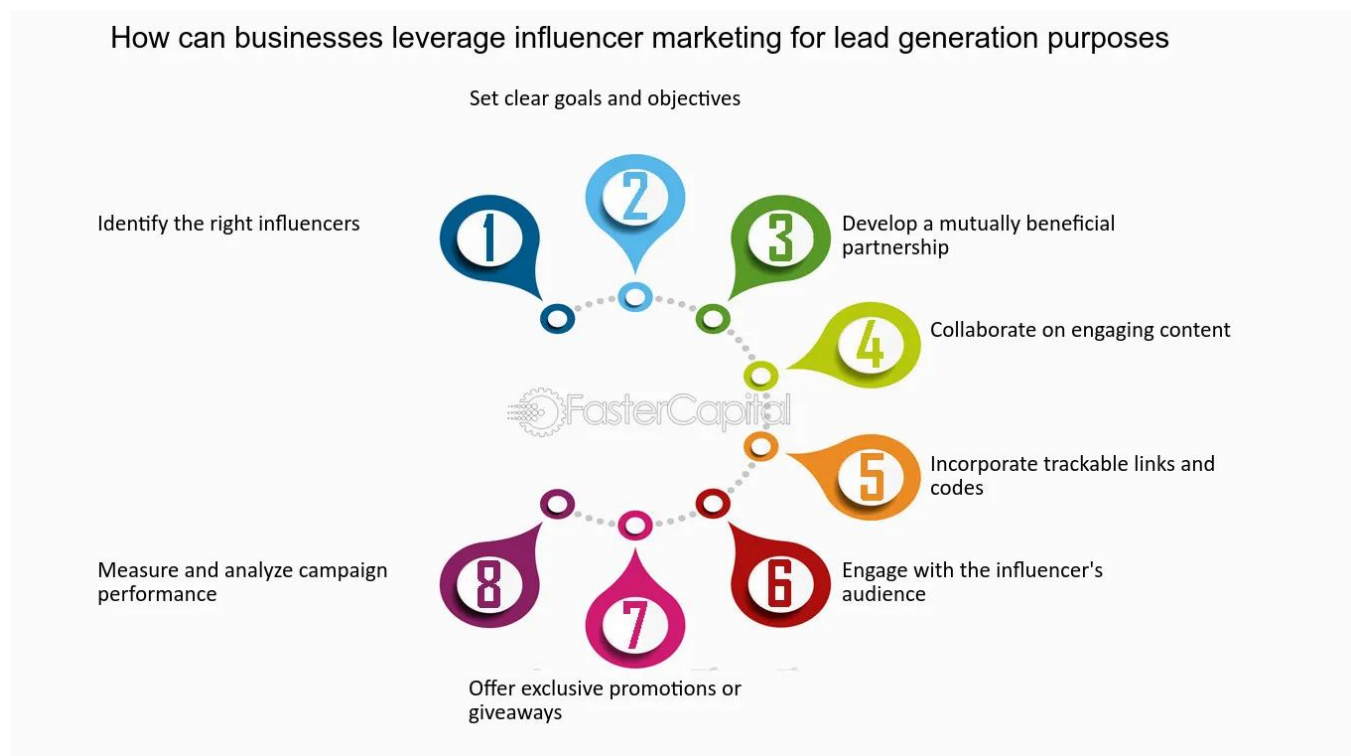


Figure 8

How can businesses leverage influencer marketing for lead generation purposes - Ultimate FAQ:Lead Generation, What How, Why, WhenWhen

## How can businesses leverage customer reviews and testimonials for lead generation purposes

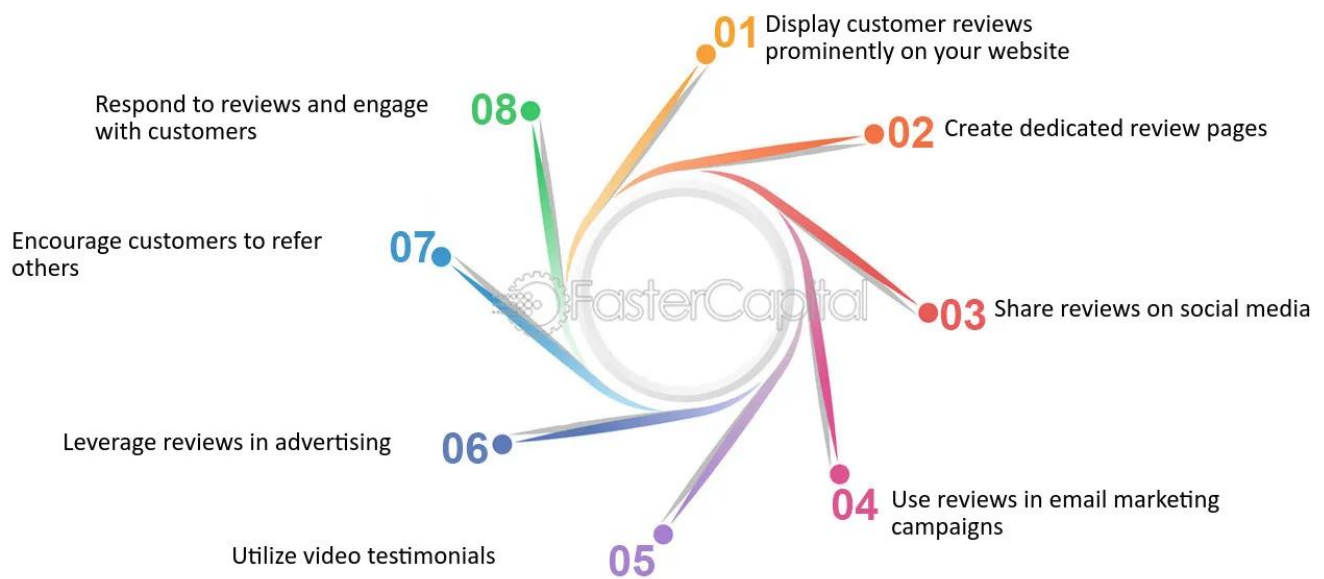


Figure 9

How can lead generation strategies help businesses increase their customer base - Ultimate FAQ:LeadGeneration, What, How, Why, When

### Theory :

From a consumer point of view, they help individuals make rational choices based on their preferences and budget constraints. For example, when faced with multiple options for purchasing a product or service, consumers can assess the relative value and benefit derived from each option. By comparing prices and considering their preferences, consumers can make informed decisions about which goods or services to purchase.

### The relationship between the digital marketing and attracting customers

Digital marketing significantly influences customer attraction through patterns, conflicts, and gaps in the process. Here's an exploration of these dynamics:

### ### \*Patterns in Digital Marketing for Customer Attraction\*

#### 1. \*Personalization and Targeting\*

- \*Behavioral Patterns:\* Tracking customer behaviors to tailor marketing efforts (e.g., personalized email based on browsing history).
- \*Data-Driven Decisions:\* Using analytics to understand customer preferences and segment audiences for targeted campaigns.

#### 2. \*Content Marketing\*

- \*Consistent Engagement:\* Creating valuable content that resonates with customers, building trust, and encouraging engagement.
- \*SEO Patterns:\* Optimizing content for search engines to attract organic traffic.

#### 3. \*Social Media Engagement\*

- \*Viral Content:\* Creating shareable content that can lead to organic growth and increase brand visibility.
- \*Community Building:\* Engaging with customers through social media to foster a sense of community and loyalty.

#### 4. \*Omnichannel Strategies\*

- \*Integrated Campaigns:\* Using a combination of digital channels to create a cohesive customer experience driving attraction and retention.
- \*Cross-Channel Analytics:\* Leveraging data from multiple channels to optimize marketing strategies.

### ### \*Conflicts in Digital Marketing and Customer Attraction\*

#### 1. \*Privacy Concerns vs. Personalization\*

- \*Conflict:\* Customers desire personalized experiences but are increasingly concerned about data privacy and how their data is used.
- \*Resolution:\* Transparency in data usage, obtaining consent, and offering value in exchange for data can help balance this conflict.

#### 2. \*Content Overload vs. Quality Engagement\*

- \*Conflict:\* The sheer volume of content can overwhelm customers, making it hard for quality content to stand out.
- \*Resolution:\* Focusing on high-quality, relevant content that adds value and aligns with customer interests can mitigate this issue.

#### 3. \*Automation vs. Human Touch\*

- \*Conflict:\* Automated marketing can sometimes feel impersonal, leading to a loss of the human touch in customer interactions.
- \*Resolution:\* Combining automation with personalized, human elements ensures efficiency without sacrificing engagement quality.

#### 4. \*Short-Term Gains vs. Long-Term Relationships\*

- \*Conflict:\* Tactics like aggressive sales promotions can attract customers quickly but might harm long-term brand perception.
- \*Resolution:\* Balancing short-term tactics with efforts to build long-term relationships through trust and value is crucial.

### ### \*Gaps in Digital Marketing and Customer Attraction\*

#### 1. \*Customer Understanding Gap\*

- \*Issue:\* Marketers might not fully understand their audience's needs and preferences, leading to ineffecti campaigns.
- \*Solution:\* Investing in market research, customer feedback, and data analysis to bridge this understandi gap.

#### 2. \*Technology Adoption Gap\*

- \*Issue:\* Some businesses may struggle to adopt or effectively use new digital marketing technologies a tools.
- \*Solution:\* Continuous learning, training, and strategic investment in technology can help close this gap

#### 3. \*Integration Gap\*

- \*Issue:\* Lack of integration between different digital marketing channels can lead to fragmented custom experiences.
- \*Solution:\* Implementing omnichannel strategies and ensuring seamless integration of tools and platform

#### 4. \*Measurement and Attribution Gap\*

- \*Issue:\* Difficulty in accurately measuring the impact of digital marketing efforts and attributing succe to specific channels.
- \*Solution:\* Developing robust measurement frameworks and using advanced attribution models c improve accuracy.

### ## \*Conclusion\*

Digital marketing is a crucial tool in modern corporate strategies to attract customers and strengthen their presence in the growing digital markets. Through this research, the diverse effects of digital marketing we highlighted, which include improving customer targeting through data and analytics, increasing interactio via specialized content, and enhancing customer loyalty using channel integration.

Digital marketing has proven its ability to overcome many traditional marketing challenges thanks to its advanced technologies and effective methods of attracting customers. Despite this, it faces some struggle: such as balancing privacy and personalization, managing the volume of content and its interaction with th audience. These challenges represent opportunities for continuous development and innovation, which cal for more research and experience to improve digital marketing strategies sustainably.

The rapid development of digital technologies requires companies to continue to learn and adapt to new trends to ensure the continuity of effective customer attraction. The strength of digital marketing lies in it ability to provide customized experiences, facilitate reaching the target audience in cost-effective ways, which enhances its impact in attracting and retaining customers. From here, it becomes clear that digital marketing is not just a passing trend, but an essential component of business success in the digital age

## **Chapter 3 : Research Methodology**

## **. Introduction**

This chapter outlines the research methodology employed to investigate (put the research title with the company name). It details the operational definitions for research variables, research design, research population & sampling methods and technique, data collection methods, types of data , and data analysis methods & procedures.

### **Operational definitions for research variables**

In research studies, operational definitions are key in clearly defining the variables being measured. An operational definition describes how a variable will be measured, observed, or manipulated. It helps researchers ensure that their studies are consistent, reliable, and valid.

#### **\*Operational Definition\*: Digital marketing**

Encompasses all marketing efforts that use an electronic device or the internet. Businesses leverage digital channels such as search engines, social media, email, websites, and mobile apps to connect with current and prospective customers.

#### **Measurement Criteria\*:**

- Attractions
- Communication
- Participation
- Learning
- Retention

#### **\*Operational Definition\*: Customer attraction**

refers to the strategies and processes a business uses to draw potential customers towards its product or services, converting them from prospects to actual buyers. This involves creating interest, engaging prospects, and persuading them to take action.

#### **Measurement Criteria\*:**

- Attracting new customers

## Research methodology

- Research philosophy: positivism
- Research approach : Deductive
- Research strategy: Case study
- Research choice: Quantitative
- Time horizon: Cross-sectional
- Data collection and analysis techniques: Questionnaires

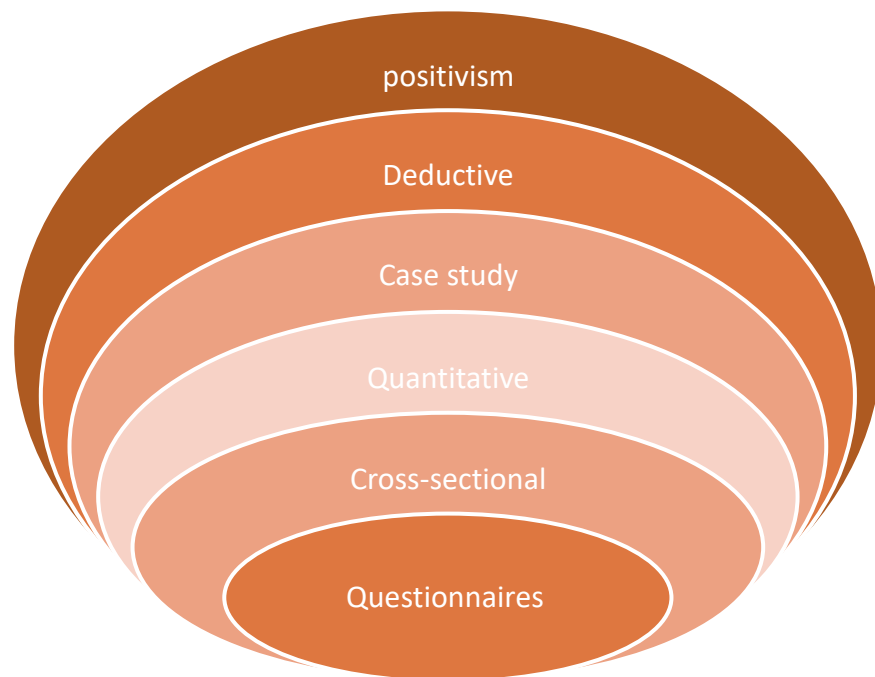


Figure10 Designed by student:Usman Magi Yasing

## Research population & Sampling methods and technique

Through this deductive methodology, the research aims to provide scientific and practical insights that contribute to improving the effectiveness of digital marketing and enhancing its ability to attract customers the modern business environment.

### Research Population

| Sector or company name | Classifications | Number of clients |
|------------------------|-----------------|-------------------|
| NOON                   | Company clients | 49                |

### Research Sample

| The research sample | Sample size |
|---------------------|-------------|
| Company clients     | 49          |

Figure13 Designed by student:Usman Magi Yasing

### Sampling Method & Techniques:

The sampling method is Probability and the sampling techniques is Simple Random Sampling

## Data collection method

**Data collection method:** The collected data will be analyzed Statistically. Statistical analysis involves identifying, analyzing, and turning raw data into useful information. This approach will help to uncover the key relationships between the Independent variable (digital marketing ) and the Dependent variable (customer attraction ) at (noon company).

**. Independent variable (digital marketing):** The researcher relied on the questionnaire of عابد ، مليكة ، سليمان (2021). In order to measure the independent variable (digital marketing), in terms of five dimensions: Attractions, Communication, Participation, Learning and Retention, overall 16 items for the entire variable. Whereas the Attractions dimension consists of 3 elements, the Communication dimension It consists of 4 elements, the Participation dimension It consists of 2 elements, the Learning dimension It consists of 3 elements, and the Retention dimension consists of 4 elements. Type of instrument is Likert Strongly agree, agree, neutral, disagree, strongly disagree

| Variable          | Dimension     | Number of items | source                                                     |
|-------------------|---------------|-----------------|------------------------------------------------------------|
| Digital marketing | Attractions   | 3               | عابد ، مليكة ، سليمان ، فضيلة ، بروكي ، وعبد الرحمن (2021) |
|                   | Communication | 4               |                                                            |
|                   | Participation | 2               |                                                            |
|                   | Learning      | 3               |                                                            |
|                   | Retention     | 4               |                                                            |
|                   | Overall       | 16              |                                                            |

**Dependent variable (customer attraction):** The researcher relied on on the questionnaire of حبي (2020). In order to measure the independent variable (customer attraction), in terms of one dimension, which is the Attracting new customers with the total 3 items for the entire variable. The instrument type is Likert Strongly agree, agree, neutral, disagree, strongly disagree

| Variable            | Dimension                | Number of items | source      |
|---------------------|--------------------------|-----------------|-------------|
| Customer attraction | Attracting new customers | 3               | (2020). حبي |

## Types of data

### Primary data:

- The primary data was collected using a questionnaire as the main tool for the study. The questionnaire was carefully designed to cover all aspects of the research topic and to achieve the study's objectives. It was distributed to a representative sample of the target population, and a high response rate was achieved.
- A quantitative analysis of the collected primary data was conducted using advanced statistical programs. Relevant statistical indicators and measures were extracted to derive results and conclusions.

### Secondary data:

- An extensive search was conducted on previous studies related to the research topic. Research papers, scientific articles, and published sites in relevant journals were reviewed.
- Information and data available on the company's website under study were examined to understand the context and organizational and operational background of the research topic.
- The secondary data was analyzed and interpreted systematically to build a strong theoretical framework that supports the field study and connects the results to the existing literature.

### Data Analysis Methods & Procedures:

After collecting data, it is essential to analyze the information gathered to draw meaningful conclusions. As the Statistical Package for the Social Sciences (SPSS), specifically version 28, were used to analyze the collected data. The sample profile test was conducted, via descriptive analysis, to gain insights into the characteristics of the sample population. It helps researchers understand the demographics, preferences, and other relevant information about the individuals involved in the study. Validity and reliability tests are crucial in ensuring that the data collected is accurate and consistent. Validity tests (Exploratory factor analysis) to determine if the research instruments measure what they are intended to measure, while reliability tests (Cronbach's Alpha test) assess the consistency of results over time. The sample profile test was conducted, via descriptive analysis, to gain insights into the characteristics of the sample population. It helps researchers understand the demographics, preferences, and other relevant information about the individuals involved in the study.

## Conclusion

In this study, we aimed to address the question of the role of digital marketing in effectively attracting customers by examining the impact of digitization and the use of technology in the marketing process on the communication channel between Noon and its customers. The study population comprised both current and potential customers of Noon, a leading company in the field of digital marketing and one of the largest economic enterprises.

We can conclude that the digital strategies employed have proven effective in enhancing the company's digital presence and expanding its customer base. By leveraging multiple tools such as content marketing, email marketing, and social media, Noon has improved its customer experience and achieved continuous engagement with its audience.

Based on these results, it is evident that digital marketing is not merely an option but a necessity for companies aiming to excel in the competitive digital marketplace. Therefore, investing in digital tools and technologies is a critical step toward achieving sustainable growth and increasing customer loyalty. In light of these findings, companies must continue to develop their digital strategies to meet the evolving needs of their customers and ensure the best possible outcomes.

## **Chapter four : Statistical analysis of the study results**

## Introduction

This chapter present the result of the field study that were statistically analyzed using the statistical program **SPSS** version **28**. The current chapter of statistical analysis includes descriptive statistics for the sample under study using **SPSS** version **28**. Testing the validity and reliability of the questionnaires used to collect the required data from the current study sample. In order to test the research hypotheses and the suitability of the model, simple linear regression analysis was conducted via **SPSS 28**.

### Characteristics of the study sample.

- The study sample was distributed according to gender - age group – marriage status– jop and educational level.
- Frequencies and percentages were calculated for the study sample members and are represented by demographic information that includes:
  - o Gender includes (male, female).
  - o The age group includes (from 15 to 20 years, from 21 to 34 years, from 34to 50 years).
  - o marriage status , including (married, single).
  - o jop, including (student/employee/retiree/freelancer/non-employee)
  - o Educational level, includes (high school/diploma/bachelore/master).

| variable        | Variable classes | The number | Percentage of the total sample |
|-----------------|------------------|------------|--------------------------------|
| Gender          | Female           | 37         | 75.5                           |
|                 | Male             | 12         | 24.5                           |
|                 | <b>Total</b>     | <b>49</b>  | <b>100%</b>                    |
| Age group       | 15 to 20         | 11         | 22.4                           |
|                 | 21 to 34         | 27         | 55.1                           |
|                 | 34 to 50         | 11         | 22.4                           |
|                 | <b>Total</b>     | <b>49</b>  | <b>100%</b>                    |
| Marriage status | Married          | 16         | 32.7                           |
|                 | Single           | 33         | 67.3                           |
|                 | <b>Total</b>     | <b>49</b>  | <b>100%</b>                    |
| jop             | Student          | 15         | 30.6                           |
|                 | Employee         | 11         | 22.4                           |
|                 | Retiree          | 0          | 0                              |
|                 | Freelancer       | 9          | 18.4                           |
|                 | Non-employee     | 14         | 28.6                           |
|                 | <b>Total</b>     | <b>49</b>  | <b>100%</b>                    |
| Education level | High school      | 25         | 51                             |
|                 | Diploma          | 3          | 6.1                            |
|                 | Bachelore        | 21         | 42.9                           |
|                 | Master           | 0          | 0                              |
|                 | <b>Total</b>     | <b>49</b>  | <b>100%</b>                    |

**Gender: 2 categories / 49 responses**

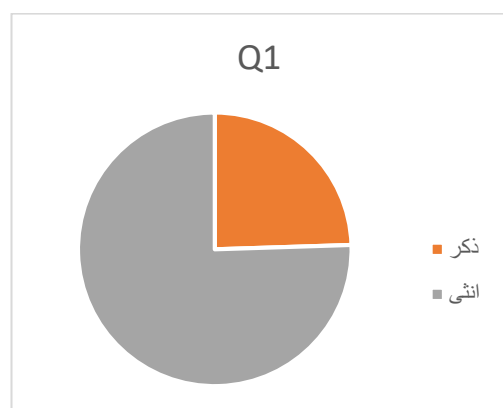


Figure11 Designed by SPSS

**Age group: 3 categories / 49 responses**

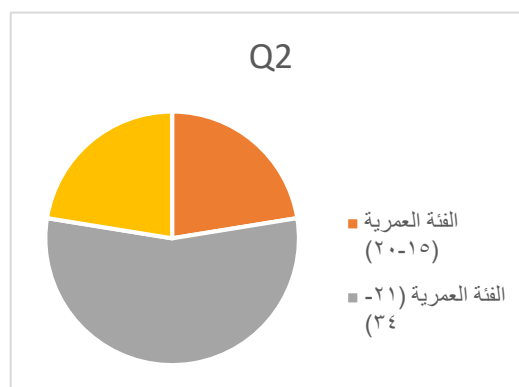


Figure12 Designed by SPSS

**Marriage status: 2 categories / 49 responses**

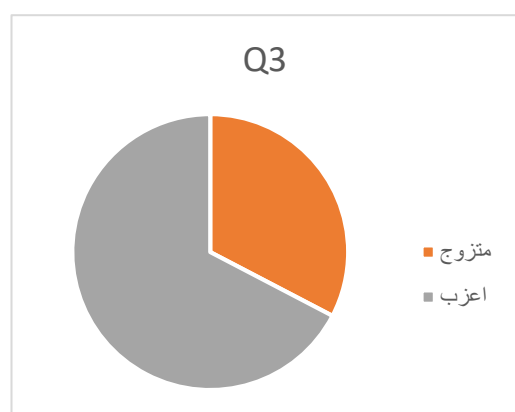


Figure13 Designed by SPSS

**job: 5 categories / 49 responses**

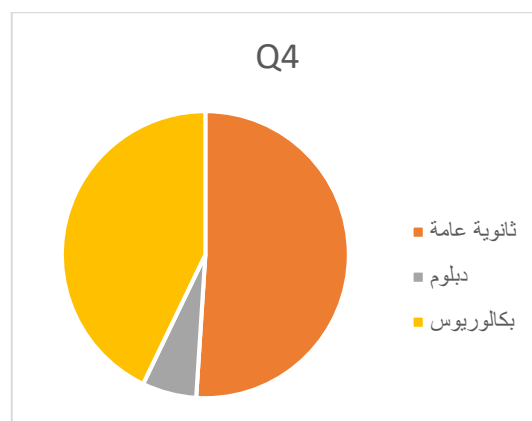


Figure14 Designed by SPSS

**Education level : 4 categories / 49 responses**

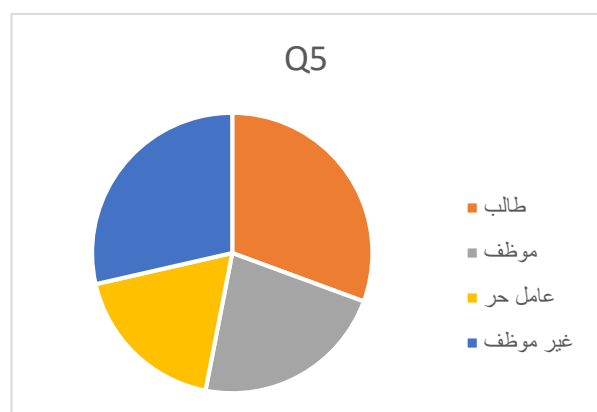


Figure15 Designed by SPSS

## Measuring the validity and reliability of study instruments

In order to verify the validity and reliability of the measures used in the study, the internal consistency validity of the questionnaires used to measure the study variables was tested, in addition to measuring the convergent validity by measuring the Average Variance Extracted (AVE). While the reliability of the measures used in the study was measured by Measuring the value of Cronbach's alpha, through the structural equation modeling (SEM), using the statistical analysis program SPSS version 28 .The following paragraph and tables explain this

### Validity of the measures used in the study

The internal consistency validity of the scales used to measure the study variables was tested, in addition to measuring the convergent validity by measuring the average variance extracted.

**Internal consistency validity:** It means the extent to which each statement of the questionnaire is consistent with the variable to which it belongs. Therefore, the researcher measured the internal consistency of the questionnaires by calculating the correlation coefficients between the score of each statement and the total score of the variable to which it belongs. According to Kaiser (1974) study, a correlation coefficient of less than 0.5 is removed from the questionnaire.

**Convergent Validity:** The average variance between statements that measure the same scale is measured by calculating the average variance extracted (AVE), whose value must be greater than 0.5 according to Hair et al (2006). The following tables show the statistical results for (correlation coefficients, standard deviation, calculated T value, and P value between the score of each statement and the total score of the variable to measure the validity of the internal consistency of the questionnaires. Also, calculating the value of the average variance extracted (AVE) to measure the convergent validity of the questionnaires through the equation model. Structural SPSS version 28, as follows:

| variable             |                         | statements | KMO   | Factor loading | Standard deviation | P values | Average variance extracted |       |
|----------------------|-------------------------|------------|-------|----------------|--------------------|----------|----------------------------|-------|
| Digital Marketing    | Attraction              | A1         | 0.622 | 0.676          | 0.890              | 0.00     | 0.704                      | 3.207 |
|                      |                         | A2         |       | 0.590          | 0.990              | 0.00     |                            |       |
|                      |                         | A3         |       | 0.847          | 0.925              | 0.00     |                            |       |
|                      | Communication           | B1         |       | 0.480          | 0.739              | 0.00     | 0.665                      |       |
|                      |                         | B2         |       | 0.703          | 0.979              | 0.00     |                            |       |
|                      |                         | B3         |       | 0.802          | 0.930              | 0.00     |                            |       |
|                      |                         | B4         |       | 0.677          | 0.944              | 0.00     |                            |       |
|                      | Participation           | C1         |       | 0.650          | 0.707              | 0.00     | 0.705                      |       |
|                      |                         | C2         |       | 0.760          | 0.966              | 0.00     |                            |       |
|                      | Learning                | D1         |       | 0.732          | 1.041              | 0.00     | 0.699                      |       |
|                      |                         | D2         |       | 0.681          | 1.099              | 0.00     |                            |       |
|                      |                         | D3         |       | 0.684          | 1.134              | 0.00     |                            |       |
| Retention            | E1                      | 0.832      | 0.837 | 0.00           | 0.779              |          |                            |       |
|                      | E2                      | 0.745      | 1.000 | 0.00           |                    |          |                            |       |
|                      | E3                      | 0.840      | 1.141 | 0.00           |                    |          |                            |       |
|                      | E4                      | 0.702      | 1.302 | 0.00           |                    |          |                            |       |
| Customers attraction | Attracting new customer | F1         | 0.642 | 0.884          | 1.057              | 0.00     | 1.145                      | 1     |
|                      |                         | F2         |       | 0.822          | 1.190              | 0.00     |                            |       |
|                      |                         | F3         |       | 0.754          | 1.190              | 0.00     |                            |       |

### It is clear from the table above:

The scale of applying digital marketing: All correlation coefficients for the phrases measuring the digital marketing variable (attraction/communication/participation/learning/retention) have values greater than 0.7. Additionally, all correlation coefficients for the phrases are statistically significant at a significance level of less than 0.0001. Accordingly, the internal consistency validity of the scale, with its five dimensions, has been achieved. Furthermore, the results above concerning the Average Variance Extracted (AVE) for the digital marketing variable as a whole is 3.207. The AVE values for the dimensions of digital marketing (attraction/communication/participation/learning/retention) are 0.704/0.665/0.705/0.699/0.779, respectively. Therefore, the convergent validity of the questionnaire has been achieved.

The scale of applying customer attraction : All correlation coefficients for the phrases strongly correlate with their corresponding dependent variables, with values greater than 0.7. Additionally, all correlation coefficients for the phrases are statistically significant at a significance level of less than 0.001. Accordingly, the internal consistency validity of the scale has been achieved. Moreover, from the results above regarding the Average Variance Extracted (AVE), it is evident that its value for the Customer Attraction Application variable is  $1 > 0.5$ . Therefore, the convergent validity of the questionnaire has been achieved.

### Reliability of the study tool

The stability of the questionnaire refers to the stability of the questionnaire results and their non-change significantly if they were redistributed to the sample individuals several times during specific time periods. To measure the stability of the questionnaires used to measure the study variables, Cronbach's alpha values were calculated using SPSS version 28. According to (2010) Hair et al, the value must be greater than 0.7 for the scale to be stable.

| Variable            |                          | Number of statements | Cronbach's alpha |       |
|---------------------|--------------------------|----------------------|------------------|-------|
| Digital Marketing   | Attraction               | 3                    | 0.830            | 0.840 |
|                     | Communication            | 4                    | 0.804            |       |
|                     | Participation            | 2                    | 0.828            |       |
|                     | Learning                 | 3                    | 0.763            |       |
|                     | Retention                | 4                    | 0.806            |       |
| Customer Attraction | Attraction new customers | 3                    | 0.759            | 0.759 |

**Digital marketing and ( attraction/communication/participation/learning/retention )** :The statistical results showed that the values of Cronbach's alpha are (0.830,0.804,0.828 ,0.763,0.806) which indicates that all values are greater than 0.7 . According to Hair et al (2010), the stability of the scale has been achieved.

**Customer attraction and ( attraction new customers )** :The statistical results showed that the values of Cronbach's alpha are (0.759) which indicates that all values are greater than 0.7 . According to Hair et al (2010), the stability of the scale has been achieved.

**table of the significance of arithmetic averages**

| Level(degree)<br>Practice/importance | Relative weight %         | Result (general<br>trend) | The value of the<br>arithmetic mean |
|--------------------------------------|---------------------------|---------------------------|-------------------------------------|
| Very low                             | From 20 to less than 36%  | Strongly disagree         | From 1 to less than 1.80            |
| Low                                  | From 36 to less than 52%  | Disagree                  | From 1.80 to less than 2.60         |
| Middle                               | From 52 to less than 68%  | Neutral                   | From 2.60 to less than 3.40         |
| High                                 | From 68 to less than 84%  | Agree                     | From 3.40 to less than 4.20         |
| Very high                            | From 84 to less than 100% | Strongle agree            | From 4.20 to less than 5            |

The following table shows the descriptive analysis of the study variables represented by the arithmetic mea based on the five-point Likert scale and the standard deviations of the variables according to the table relate to the importance of the arithmetic mean.

| Variable            |                          | Arithmetic Mean |       | Standard deviation |       | General trend |       | Level of importance |      |
|---------------------|--------------------------|-----------------|-------|--------------------|-------|---------------|-------|---------------------|------|
| Digital marketing   | Attraction               | 4.258           | 4.201 | 0.704              | 0.580 | Agree         | Agree | High                | High |
|                     | Communication            | 4.321           |       | 0.575              |       | Agree         |       | High                |      |
|                     | Participation            | 4.244           |       | 0.722              |       | Agree         |       | High                |      |
|                     | Learning                 | 4.068           |       | 0.807              |       | Agree         |       | High                |      |
|                     | Retention                | 4.112           |       | 0.870              |       | Agree         |       | High                |      |
|                     |                          |                 |       |                    |       |               |       |                     |      |
| Customer attraction | Attraction new customers | 4.210           | 4.210 | 0.942              | 0.942 | Agree         | Agree | High                | High |

## Linear correlation coefficients between the study variables

| Variable      |                     | customer     |
|---------------|---------------------|--------------|
| Attraction    | Pearson Correlation | <b>0.471</b> |
|               | Sig. (2-tailed)     | <0.001       |
|               | N                   | 49           |
| Communication | Pearson Correlation | 0.497        |
|               | Sig. (2-tailed)     | <0.001       |
|               | N                   | 49           |
| Participation | Pearson Correlation | 0.320*       |
|               | Sig. (2-tailed)     | 0.025        |
|               | N                   | 49           |
| Learning      | Pearson Correlation | 0.720**      |
|               | Sig. (2-tailed)     | <0.001       |
|               | N                   | 49           |
| Retention     | Pearson Correlation | 0.570**      |
|               | Sig. (2-tailed)     | <0.001       |
|               | N                   | 49           |

## Results of testing the validity of the study hypotheses

First hypotheses : Attraction – customer

### Model Summary

| Model | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1     | .471 <sup>a</sup> | .221     | .205              | .62837                     |

a. Predictors: (Constant), customer

### ANOVA<sup>a</sup>

| Model |            | Sum of Squares | df | Mean Square | F      | Sig.               |
|-------|------------|----------------|----|-------------|--------|--------------------|
| 1     | Regression | 5.279          | 1  | 5.279       | 13.369 | <.001 <sup>b</sup> |
|       | Residual   | 18.558         | 47 | .395        |        |                    |
|       | Total      | 23.837         | 48 |             |        |                    |

a. Dependent Variable: Attractions

b. Predictors: (Constant), customer

### Coefficients<sup>a</sup>

| Model |            | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig.  |
|-------|------------|-----------------------------|------------|---------------------------|-------|-------|
|       |            | B                           | Std. Error | Beta                      |       |       |
| 1     | (Constant) | 2.776                       | .415       |                           | 6.686 | <.001 |
|       | customer   | .352                        | .096       | .471                      | 3.656 | <.001 |

a. Dependent Variable: Attractions

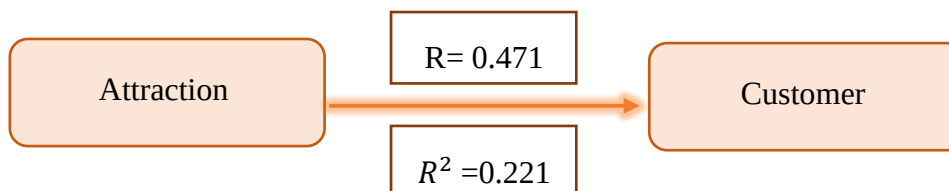


Figure16 Designed by student:Usman Magi Yasing

second hypotheses : communications – customer

### Model Summary

| Model | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1     | .497 <sup>a</sup> | .247     | .231              | .50426                     |

a. Predictors: (Constant), customer

### ANOVA<sup>a</sup>

| Model |            | Sum of Squares | df | Mean Square | F      | Sig.               |
|-------|------------|----------------|----|-------------|--------|--------------------|
| 1     | Regression | 3.924          | 1  | 3.924       | 15.431 | <.001 <sup>b</sup> |
|       | Residual   | 11.951         | 47 | .254        |        |                    |
|       | Total      | 15.875         | 48 |             |        |                    |

a. Dependent Variable: Communications

b. Predictors: (Constant), customer

### Coefficients<sup>a</sup>

| Model |            | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig.  |
|-------|------------|-----------------------------|------------|---------------------------|-------|-------|
|       |            | B                           | Std. Error | Beta                      |       |       |
| 1     | (Constant) | 3.043                       | .333       |                           | 9.134 | <.001 |
|       | customer   | .303                        | .077       | .497                      | 3.928 | <.001 |

a. Dependent Variable: Communications

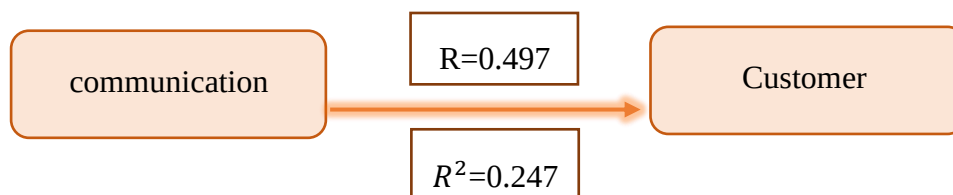


Figure17 Designed by student:Usman Magi Yasing

third hypotheses : participation – customer

### Model Summary

| Model | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1     | .320 <sup>a</sup> | .103     | .084              | .69172                     |

a. Predictors: (Constant), customer

### ANOVA<sup>a</sup>

| Model |            | Sum of Squares | df | Mean Square | F     | Sig.              |
|-------|------------|----------------|----|-------------|-------|-------------------|
| 1     | Regression | 2.573          | 1  | 2.573       | 5.378 | .025 <sup>b</sup> |
|       | Residual   | 22.488         | 47 | .478        |       |                   |
|       | Total      | 25.061         | 48 |             |       |                   |

a. Dependent Variable: Participation

b. Predictors: (Constant), customer

### Coefficients<sup>a</sup>

| Model |            | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig.  |
|-------|------------|-----------------------------|------------|---------------------------|-------|-------|
|       |            | B                           | Std. Error | Beta                      |       |       |
| 1     | (Constant) | 3.210                       | .457       |                           | 7.023 | <.001 |
|       | customer   | .246                        | .106       | .320                      | 2.319 | .025  |

a. Dependent Variable: Participation

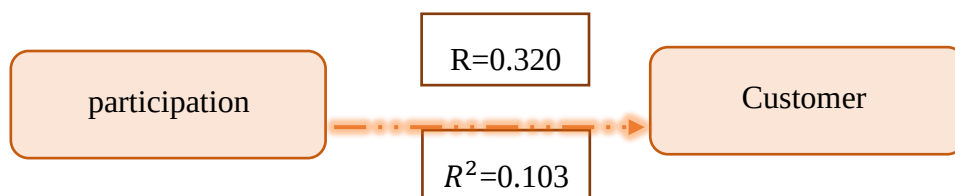


Figure18 Designed by student:Usman Magi Yasing

fourth hypotheses : learning – customer

### Model Summary

| Model | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1     | .720 <sup>a</sup> | .518     | .508              | .56672                     |

a. Predictors: (Constant), customer

### ANOVA<sup>a</sup>

| Model |            | Sum of Squares | df | Mean Square | F      | Sig.               |
|-------|------------|----------------|----|-------------|--------|--------------------|
| 1     | Regression | 16.234         | 1  | 16.234      | 50.545 | <.001 <sup>b</sup> |
|       | Residual   | 15.095         | 47 | .321        |        |                    |
|       | Total      | 31.329         | 48 |             |        |                    |

a. Dependent Variable: Learning

b. Predictors: (Constant), customer

### Coefficients<sup>a</sup>

| Model |            | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig.  |
|-------|------------|-----------------------------|------------|---------------------------|-------|-------|
|       |            | B                           | Std. Error | Beta                      |       |       |
| 1     | (Constant) | 1.469                       | .374       |                           | 3.922 | <.001 |
|       | customer   | .617                        | .087       | .720                      | 7.110 | <.001 |

a. Dependent Variable: Learning

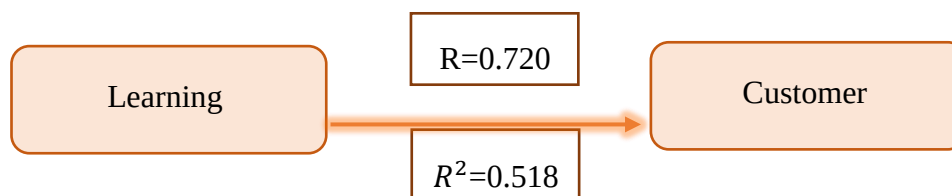


Figure19 Designed by student:Usman Magi Yasing

fifth hypotheses : retention – customer

### Model Summary

| Model | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1     | .570 <sup>a</sup> | .324     | .310              | .72316                     |

a. Predictors: (Constant), customer

### ANOVA<sup>a</sup>

| Model |            | Sum of Squares | df | Mean Square | F      | Sig.               |
|-------|------------|----------------|----|-------------|--------|--------------------|
| 1     | Regression | 11.803         | 1  | 11.803      | 22.570 | <.001 <sup>b</sup> |
|       | Residual   | 24.579         | 47 | .523        |        |                    |
|       | Total      | 36.383         | 48 |             |        |                    |

a. Dependent Variable: Retention

b. Predictors: (Constant), customer

### Coefficients<sup>a</sup>

| Model |            | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig.  |
|-------|------------|-----------------------------|------------|---------------------------|-------|-------|
|       |            | B                           | Std. Error | Beta                      |       |       |
| 1     | (Constant) | 1.896                       | .478       |                           | 3.967 | <.001 |
|       | customer   | .526                        | .111       | .570                      | 4.751 | <.001 |

a. Dependent Variable: Retention

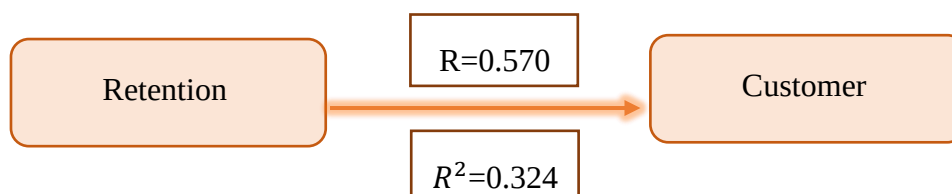


Figure20 Designed by student:Usman Magi Yasing

### Conclusion :

There is a positive statistically significant relationship between the independent variable and the dependent variable, as all the results of hypotheses  $0.005 > 0.001$  except the dimension participation, as there is no significant statistically significant relationship between the dependent variable if the result of testing the validity of the hypothesis appears  $0.005 < 0.025$

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## **“Appendices Chapter”**

## Appendices

Dear Ladies and Gentlemen

I am honored to place in your hands this questionnaire prepared for the purposes of scientific research With the aim of a thesis entitled "The impact of digital marketing in attracting customers to noon company, Saud Arabia"

As part of the requirements for a bachelor's degree in project management from midocean University.

Due to the importance of digital marketing as a vital tool for companies and organizations seeking to reach their customers in more effective and innovative ways.

We appreciate your participation in this survey, as your opinions and experiences will contribute to the development of a deeper understanding of how digital marketing can be improved to meet the needs of customers and attract them more effectively

We thank you for your cooperation, and we assure that all the data that you will provide will be kept confidential and used only for scientific research purposes.

Best Regards

## Demography

- 1- Gender : Male ( ) / Female ( )
- 2- Age : less than 20( ) / 20 to 34 ( ) / 34 to 50 ( )
- 3- Marriage Status : single ( ) / Married ( )
- 4- Education : high school ( ) / diploma ( ) / bachelor ( ) / master ( )
- 5- Jop : student ( ) / employee ( ) / retiree ( ) / freelancer ( ) / Non – employee

| Variable                 | Variable dimensions | number of statement | source                                                                                                                       |
|--------------------------|---------------------|---------------------|------------------------------------------------------------------------------------------------------------------------------|
| <b>Digital Marketing</b> | Attractions         | 3                   | عابد ، مليكة ، سليمان ، فضيلة ، بروكي ، وعبد مؤطر / الرحمن تأثير تقنيات (2021). التسويق الرقمي على فعالية التواصل مع العملاء |
|                          | Communications      | 4                   |                                                                                                                              |
|                          | Participation       | 2                   |                                                                                                                              |
|                          | Learning            | 3                   |                                                                                                                              |
|                          | Retention           | 4                   |                                                                                                                              |

### Questions :

- 1- Noon company takes into account the reminder feature of its trademark
- 2- Noon company resorts to providing additional services to customers
- 3- Noon relies on interactive ads displayed on other people's websites and pages to attract customers
- 4- Noon uses advertising messages through its digital channels
- 5- Noon relies on digital channels to update information about its new services
- 6- Noon provides employees to communicate directly with customers through its digital channels
- 7- The Website is the most prominent digital channels used by noon company in communicating with customer
- 8- Noon company is keen to provide a multilingual website in completing its marketing operations
- 9- Noon company adopts the policy of holding competitions and presenting prizes through the application
- 10- Noon company designs its website according to the preferences and wishes of customers
- 11- Noon relies on customer feedback to develop and improve its services
- 12- Noon conducts online research and surveys to identify customer preferences
- 13- Noon company takes into account the security feature of customers when making purchases
- 14- Noon company is constantly updating its content through digital channels
- 15- Noon's digital channels are characterized by fast loading of information
- 16- Noon company gives motivational bonuses to customers

| Variable             | Variable dimensions      | number of statement | source                                                                                        |
|----------------------|--------------------------|---------------------|-----------------------------------------------------------------------------------------------|
| Customers Attraction | Attracting new customers | 3                   | حبي. (٢٠٢٠). أثر ترويج خدمات متعاملي الهاتف النقل في إسقاط زبائن جدد-دراسة حالة مؤسسة موبيليس |

### Questions :

- 1- I got acquainted with a lot of noon company services through one of the means of promotion
- 2- Promoting noon products and offers motivates me to buy from them
- 3- Tell my friends and acquaintances about the products offered by noon company

### Table of research instruments

| Strongly Agree | Agree | Neutral | Disagree | Strongly | Questions                                                                                     |
|----------------|-------|---------|----------|----------|-----------------------------------------------------------------------------------------------|
|                |       |         |          |          | dimensions : Customers Attraction                                                             |
|                |       |         |          |          | 1- I got acquainted with a lot of noon company services through one of the means of promotion |
|                |       |         |          |          | 2- Promoting noon products and offers motivates me to buy from them                           |
|                |       |         |          |          | 3- Tell my friends and acquaintances about the products offered by noon company               |

## Table of research instruments

| Strongly Agree | Agree | Neutral | Disagree | Strongly | Questions                                                                                                 |
|----------------|-------|---------|----------|----------|-----------------------------------------------------------------------------------------------------------|
|                |       |         |          |          | <b>1<sup>st</sup> dimensions : Attractions</b>                                                            |
|                |       |         |          |          | 1- Noon company takes into account the reminder feature of its trademark                                  |
|                |       |         |          |          | 2- Noon company resorts to providing additional services to customers                                     |
|                |       |         |          |          | 3- Noon relies on interactive ads displayed on other people's websites and pages to attract customers     |
|                |       |         |          |          | <b>2<sup>nd</sup> dimensions : Communications</b>                                                         |
|                |       |         |          |          | 1- Noon uses advertising messages through its digital channels                                            |
|                |       |         |          |          | 2- Noon relies on digital channels to update information about its new services                           |
|                |       |         |          |          | 3- Noon provides employees to communicate directly with customers through its digital channels            |
|                |       |         |          |          | 4- The Website is the most prominent digital channels used by noon company in communicating with customer |
|                |       |         |          |          | <b>3<sup>rd</sup> dimensions : Participation</b>                                                          |
|                |       |         |          |          | 1- Noon company is keen to provide a multilingual website in completing its marketing operations          |
|                |       |         |          |          | 2- Noon company adopts the policy of holding competitions and presenting prizes through the application   |
|                |       |         |          |          | <b>4<sup>th</sup> dimensions : Learning</b>                                                               |
|                |       |         |          |          | 1- Noon company designs its website according to the preferences and wishes of customers                  |
|                |       |         |          |          | 2- Noon relies on customer feedback to develop and improve its services                                   |
|                |       |         |          |          | 3- Noon conducts online research and surveys to identify customer preferences                             |
|                |       |         |          |          | <b>5<sup>th</sup> dimensions : Retention</b>                                                              |
|                |       |         |          |          | 1- Noon company takes into account the security feature of customers when making purchases                |
|                |       |         |          |          | 2- Noon company is constantly updating its content through digital channels                               |
|                |       |         |          |          | 3- Noon's digital channels are characterized by fast loading of information                               |
|                |       |         |          |          | 4- Noon company gives motivational bonuses to customers                                                   |