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The Impact of Digital Marketing on Consumer Behavior in Saudi Universities Students

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أثر التسويق الرقمي على سلوك المستهلك لدى طلاب الجامعات في المملكة العربية السعودية

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Abstract

Digital marketing has become the most common method employed by marketers to communicate products or services to consumers since the evolution of digital technology. Therefore, it becomes highly important to study and understand the different factors that affect consumers' behavior towards online buying. To achieve the goal of the study, the researcher distributed an electronic questionnaire devoted to the purpose of the study after subjecting it to the stability and validity tests. The study was conducted on a random sample of the study population As the size reached 87 respondents, and in order to reach the targeted results, a group of statistical methods were used, the most important of which are : arithmetic mean ,mode , median ,standard deviation and the simple regressions to test hypotheses. The findings of the study revealed consumers found digital marketing useful for their intentions, namely to get better deals on the products and services they had intended to acquire, and the study showed that there was a statistical impact of using digital marketing on consumers behavior, however both the consumer Purchase behavior and the digital marketing are continuously evolving and factors that affect both variables are continuously evolving as well.

الملخص

أصبح التسويق الرقمي الطريقة الأكثر شيوعاً التي يستخدمها المسوقون لتوصيل المنتجات أو الخدمات إلى المستهلكين منذ تطور التكنولوجيا الرقمية. لذلك أصبح من المهم للغاية دراسة وفهم العوامل المختلفة التي تؤثر على سلوك المستهلكين تجاه الشراء عبر الإنترنت. ولتحقيق هدف الدراسة قامت الباحثة بتوزيع استبانة إلكترونية مخصصة لغرض الدراسة بعد إخضاعها لاختباري الثبات والصدق. أجريت الدراسة على عينة عشوائية من مجتمع الدراسة حيث بلغ حجمها 87 فرداً، ومن أجل الوصول إلى النتائج المستهدفة تم استخدام مجموعة من الأساليب الإحصائية أهمها: المتوسط الحسابي، المنوال، الوسيط، الانحراف المعياري والانحدارات البسيطة لاختبار الفرضيات. كشفت نتائج الدراسة أن المستهلكين وجدوا أن التسويق الرقمي مفيد لرغباتهم، وهي الحصول على صفقات أفضل على المنتجات والخدمات التي كانوا يرغبون في الحصول عليها، وأظهرت الدراسة أن هناك تأثير ذو دلالة إحصائية لاستخدام التسويق الرقمي على سلوك المستهلكين، ومع ذلك تطور كل من سلوك شراء المستهلك والتسويق الرقمي بشكل مستمر، كما أن العوامل التي تؤثر على كلا المتغيرين تتطور بشكل مستمر أيضاً.

1.0 CHAPTER ONE : RESEARCH PLANE

1.1 Introduction

New developments in technology have brought both challenges and opportunities for existing businesses and created fertile ground for new ventures to emerge. Technology controls everything we do. This is supported by the gradual increase of global internet connectivity . Businesses all over the world have been adopting technology related strategies to enable them to maximize customer networks. The emergence of the COVID-19 pandemic brought the reality that one needs to be adaptable to technology. During the pandemic, it was evident that businesses that had digitally migrated were less impacted by the lockdown when compared to businesses that had not fully digitally integrated . One field impacted immensely by technology development is marketing. Marketing has seen a paradigm shift from advertising through print media and billboards to embracing all digital platforms to market products such as vehicles, clothing and electronics through social media platforms like Facebook ,Twitter and Instagram in real-time, allowing retailers to connect to a wider consumer base and maximize value creation.

The advancement in technology has seen the transformation of marketing from the more traditional forms, to digital marketing where communication of the marketing content is delivered through digital mediums. Since the beginning of the 21st century, businesses have transformed the way of engaging its customers to enable them to get closer to what the customers need. In

marketing, the transformation to digital marketing has enabled business to deliver products or services quickly to the customer and get customer feedback immediately, based on what we mentioned, there was a need to study the impact of digital marketing on consumer behavior to identify the effects of this relationship and develop it for the benefit of the consumer and companies. this is a research about the impact of digital marketing on consumer purchase behavior among the students of Saudi universities.

1.2 The Research Problem

The business world is experiencing a different and strong wave of technology especially in the marketing area. However digital marketing has hardly been documented as a viable investment for businesses. Most entrepreneurs have been reluctant in adopting digital Marketing in the place of the traditional marketing since much of its impact on businesses has not been documented. In addition Digital marketing is a wide spectrum yet most entrepreneurs do not know which suits their businesses.

On the other hand, digital marketing has brought about the rise of Online consumers who unlike traditional consumers they do not exhibit a predictable purchase behavior. This causes Marketers and business leaders to lack the

understanding of the market are manifesting a different .This paper seeks to answer some of those answers.

1.3 The Importance of The Research and Objectives

The importance of this study is that it focuses on some of the fundamental areas, especially with regard to digital shopping, which has eliminated borders and restrictions for entering commercial markets, thanks to which the world has turned into an open market for the consumer, regardless of the location of the seller or buyer. And the consumption trends of young people in the Millennial generation. Hence, this study attempts to highlight the students' trends and whether these trends are positive or negative, assuming that the trends affect the purchasing behavior of the consumer in, and determining the degree of influence, which includes a change in behavioral patterns in consumption. This study is also important for identifying the products that university students in Saudi Arabia prefer to buy and their preferred payment methods, which helps decision-makers in companies and marketing fields in adopting the best marketing techniques and methods. This study is important because it is the first - to the researcher's knowledge -to study the impact of digital marketing on university students in Saudi Arabia.

The research importance were defined as follows:

- 1 - Determine the relationship between digital marketing

and consumer purchasing behavior.

2 - Finding differences between consumer purchasing behaviors in digital marketing and study variables.

3 - Identifying factors that most influence the consumer behavior on universities students on Saudi Arabia.

4 - Determine the study variables to fill the scientific gap and provide greater clarification of the dimensions of the sub-study and its results that can be used in future studies and research.

5 - The research results could improve the marketing methods carried out by companies and commercial sellers.

6 - This study could also benefit some societal institutions such as the Ministry of Commerce and Investment , in order to regulate the electronic marketing sector and consider it a strong competitor and alternative to the traditional marketing, and to establish controls to protect the electronic consumer.

7 - This research may also provide useful information to the banking sector with the aim of enhancing the security and protection aspects of electronic payment methods.

1.4 Research Questions and Hypotheses

The following research questions were formulated to achieve the above objectives:

- Is there an impact of using digital marketing on the consumer behavior of university students in Saudi Arabia?
- Is there an impact of personalized e-mail messages on the consumer behavior of university students in Saudi Arabia?
- Is there an impact of social networking on the consumer behavior of university students in Saudi Arabia?
- Is there an impact of YouTube videos on the consumer behavior of university students in Saudi Arabia?
- Is there an impact of advertisements within games on the consumer behavior of university students in Saudi Arabia?
- Is there an impact of the purchasing site that has an accreditation certificate on the consumer behavior of university students in Saudi Arabia?
- Is there an impact the community of family and friends on the consumer behavior of university students in Saudi Arabia?

The first main hypothesis, H0.1: There is no statistically significant effect of using digital marketing on the consumer behavior of university students in Saudi Arabia at the level of statistical significance ($\alpha \leq 0.05$)

The following hypotheses emerge from it:

H0.1.1: There is no statistically significant impact of personalized e-mail messages on the consumer behavior of university students in Saudi Arabia at the level of statistical significance ($\alpha \leq 0.05$)

H0.1.2: There is no statistically significant effect of social networking on the consumer behavior of university students in Saudi Arabia at the level of statistical significance($\alpha \leq 0.05$)

H0.1.3: There is no statistically significant effect of YouTube videos on the consumer behavior of university students in Saudi Arabia at the level of statistical significance ($\alpha \leq 0.05$)

H0.1.4: There is no statistically significant effect of in-game advertisements on the consumer behavior of university students in Saudi Arabia at the level of statistical significance($\alpha \leq 0.05$)

H0.1.5: There is no statistically significant effect of the purchasing site that has an accreditation certificate on the consumer behavior of university students in Saudi Arabia at the level of statistical significance ($\alpha \leq 0.05$)

H0.1.6: There is no statistically significant effect of the community family and friends on the consumer behavior of university students in Saudi Arabia at the level of statistical significance ($\alpha \leq 0.05$)

CHAPTER TWO:LITERATURE REVIEW

2.1 Literature Review

Ismail (2014), “The Impact of E-Marketing on Consumer Behavior: A Case Study of Mombilis Company.”

The study aims to study the extent of the influence of Algerian electronic marketing institutions. The study also examines the possibility of exploiting modern technology for communication in the marketing field. In addition to consumer trends towards electronic marketing at Oum El Bouaghi University. One of the most important findings of the study is that Mombilis is among the companies that follow the electronic marketing method in Algeria. The company is always looking for the best ways to market its products and services. The study also showed that the Algerian consumer has limited benefit from electronic marketing.

Al-Nsour,Al-Manasrah and Al-Ziyadat (2016), “The Impact of Social Media Marketing on Purchase Intention in Jordan”.

This study aimed to examine the impact of social media marketing through its dimensions (firm creation content, user generated content) on purchase intention in Jordan. The study used the purposive sample to reach the people who used social media for marketing goals in Jordan. The study used descriptive analytical approaches. Some important findings of this study were: there was a significant impact of social media marketing on

purchase intention in Jordan. Social media explained 59% of the variation in the purchase intention. There was a significant impact of firm creation content on purchase intention. Firm content explained 56.4 % of the variation in the purchase intention. There was a significant impact of user content on purchase intention. User generated content explained 34.1% of the variation in the purchase intention. Some of the main recommendations were that companies should adopt social media marketing on their businesses especially in marketing and they should improve their creation content effectiveness.

Al-Hunaiti (2022), “The Impact of Using Digital Marketing Tools on Purchasing Behavior of Private Universities Students in -Amman”.

The study aimed to clarify The impact of using digital marketing tools on purchasing behavior of private universities students in - Amman. The study concluded the followings: There is an impact of using the following digital marketing tools (e-mails transmissions, search engines, ad display, YouTube videos, social networks, in-game advertisements) The impact of using digital marketing tools on purchasing behavior of private universities students in -Amman. There is no effect of the posting blogs on purchasing behavior of private universities students in - Amman. A set of recommendations were made based on the results that

were reached, the most important of them is: the recommendation to improve the ways of displaying ads using digital marketing tools to attract students, placing more attractive ads within games, and paying more attention to what organizations publish on their website because the website of organizations reflects the reality of the organization, and providing correct information about it, spreading more awareness of some digital marketing tools such as posting blogs.

Smith (2011), “Digital marketing strategies that Millennials find appealing, motivating or just annoying”.

This study aimed to examine the different marketing strategies that are commonly used in digital media and to identify those that the millennial generation prefers and that are effective in influencing their purchasing behavior. It is a study that was adopted as part of the dimensions of independent change, including (YouTube videos, in-game ads), as the millennial generation was identified as the driving force behind online shopping. The questionnaire was used as a data collection tool and 571 millennial respondents were obtained. The study found that millennials prefer online coupons and in-game ads and that graphics are very effective in attracting their attention. The study also found that millennials will frequently visit a website that has competitive prices and good shipping rates. And that if they were given an incentive, such as a discount or reward, millennials would write a review for the resort online. Videos also found that YouTube plays a positive role in attracting their attention and changing their purchasing behavior.

Khan, Iqbal and Lodhi (2021), “Influencer marketing on Instagram: Effects of promotional posts on purchasing behavior of consumers”.

The study aimed to identify the effects of promotional posts via Instagram on consumer behavior for consumers, the questionnaire was used as a tool to collect data and obtained 203 respondents from Instagram users. The data was measured using standard deviation, arithmetic mean, frequency, and percentages. The most important results of the study were that there is a relationship a between marketing and Instagram behavior .Consumer behavior is affected by advertisements on Instagram.

Fakeeh (2013), “E-Shopping and its impact on consumption trends of the family in the information age”.

The objective of this research was to find a relationship between the online shopping carried out by a family and the different information available in this regard that can influence the consumption trends of that family. 400 families were selected as a non-random purposive sample, and an electronic questionnaire was used to conduct the survey by distributing it on the social networking websites, and the method used for this survey was descriptive methodology analysis. There is a direct correlation between the electronic shopping in the information age and the consumptions trends of a family. The value of the correlation

coefficient is (0.876) at level (0.01) this achieves the fundamental objective of this research and proves that E-Shopping and receiving digital information affect the consumption trends of a family in a positive way. And the researcher suggested the following recommendations: The families shopping online must intensify their research about the product or service they intend to buy online, so as to avoid any kind of adverse results from lack of information about product or service. Pointing out to the families shopping online, the importance of following consumptions trends that are in accordance with the information available about the product, so as to create positive feelings about the transaction that would induce more positive consumption trends .

Abu-Talib and Jamal,(2003), “Purchasing behavior and trends of housewives when shopping through direct sales”.

The study aimed to determine trends in purchasing behavior among housewives through direct selling methods. As well as identifying the most important purchasing motives that affect the practice of purchasing from these means, and identifying the most important products that are purchased in this method and the guarantees that are required to be available when purchasing from direct sales means. This study relied on the descriptive analytical approach, and the research sample was 200 housewives who purchase through direct sales methods. Among the most important results of the study are the following: The guarantees that housewives want when purchasing from direct sales outlets are to return the product and get its price back, then replace the product with another product if it is not used. Then return the product if it does not conform to the announced specifications. The attitudes of household heads towards purchasing from direct

sales outlets generally tended to be positive, at a rate of 63.5% of household heads. Also, the level of education of both the husband and wife and the size of the family were associated with negative moral relationships as independent variables. Household heads' attitudes toward purchasing from direct sales outlets as a dependent variable. While the average monthly household income was associated with trends in a positive significant relationship. The age of the heads of household and the number of years of marriage did not have a significant impact on the attitudes of the heads of household towards purchasing through direct sales.

Al-Nsour (2022), “The impact of the use of electronic social platforms on the tribal behavior of Saudi buyers during the Corona pandemic”.

The study aimed to determine the impact of the use of electronic social platforms on the pre-purchasing decision of Saudi buyers during the Corona pandemic, in addition to identifying statistical differences in the variables of the dependent and independent study according to the demographic characteristics of the buyer. The variable of using social platforms contained three sub-factors: marketing benefits, content compatibility, and normative beliefs. While the pre-purchasing variable contained three sub-stages: realizing the need, gathering information, and evaluating alternatives. The study population consisted of all users of electronic social platforms, and their number reached 25 million Saudis for the year 2020. The snowball sample method was used to collect data, and the sample size reached 500 Saudi users. The questionnaire is considered a study tool. The study showed that there is a statistical impact of using social platforms on pre-

purchasing decisions online. The results showed that there are statistical differences in favor of Saudi buyers whose educational level is less than high school. Finally, the study recommended the necessity of integrating social platforms into marketing communication strategies, developing an electronic communication strategy at the company level, and allocating sufficient financial budgets for it.

Manisha and Shukla, (2016),“An Analysis of Consumer Behaviors in respect of Online Electronic Purchase of Electronic Devices with respect to Bhopal and Jabalpur City ”.

The key objective of the researcher was to clarify and gain insight from the consumer Behavior in relation to the online purchase of electronic goods, in order know consumer expectations in online stores, find out influential features for users who go online purchasing and analyzing customer needs and requirements especially in Bhopal and Jabalpur in the city of Madhya Pradesh. The sample size of the study was 40 be respondents from Bhopal and Jabalpur city. Proposed findings the research work stands as follows as customer-oriented , Time Saving , Product Quality, Product Price ,Easy Accessibility , Buy Anywhere Anytime . These are some of the most important factors that affect customers attitude towards online product purchasing. The small factors that influence customer attitudes towards Online electronics purchases are a matter of technology features, guaranteed quality, delivery fee and variety promotions and discounts .The concept regarding

the internet shopping is different in Bhopal and Jabalpur city. from the data analysis, the researcher concluded that the online product market captures a high percentage of people buy from it.

Punj, (2012), “Consumer Decision Making on the Web: A Theoretical Analysis and Research Guidelines”.

Author studied that customers can possibly settle on better quality choices while shopping on the web. Regardless, whether or not such potential is being recognized by most clients is a questionable issue. Consequently, the inspiration driving this investigation is to perceive how certain features of electronic circumstances well influence the limits of purchasers to make better decisions, and perceive information getting ready methods that would engage clients to make better quality decisions while shopping on the web. A cross-disciplinary theoretical assessment reliant on forms drawn from monetary angles (e.g., time costs), figuring (e.g., proposition administrators), and cerebrum science (e.g., decision philosophies) is directed to perceive factors that conceivably sway decision quality in electronic conditions. The investigation is critical from a theoretical perspective since it breaks down a huge piece of online purchaser dynamic, to be explicit, the impact of the electronic condition on the limits of purchasers.

2.2 The current study distinct from previous studies

- The study collected five tools used in digital marketing that previous studies had not collected before (personalized emails, social media platforms, YouTube videos, in-game ads, electronic payment methods) and their impact on consumer behavior.
- The study took into account the opinions of private university students in Riyadh on the subject of the study, which was not done in previous studies.
- Students' opinions were taken into account on the pros and cons of digital marketing and which products they prefer to buy online.

CHAPTER THREE: RESEARCH TERMS

3.1 The Concept of Digital Marketing and its Types.

As a form of marketing, digital marketing harnesses the existence of technology by delivering content online through digital channels to connect to the consumer. The beginning of digital marketing started around the late 1990s, then, in 2014, it became the mainstream form of marketing for business . The biggest advantage that digital marketing provide over traditional marketing is the ability to reach the targeted consumer using social media and search engines. In addition, the cost of going digital is fairly lower, compared to the traditional means of marketing.

Digital Marketing: can be defined as a set of technology-based marketing tools that companies take advantage of in order to increase profitability, reduce costs, and easily reach customers and attract their interest.

Types of digital marketing:

1- Search Engine Optimization (SEO): This is the process of optimizing a website to “rank” higher on search engine results pages, thus increasing the amount of organic (or organic) traffic

your website receives. Channels that benefit from SEO include websites, blogs, and infographics.

2- Social Media Marketing: This practice promotes your brand and content on social media channels to increase brand awareness, increase traffic, and generate leads for your company. Channels you can use for social media marketing include Facebook, X, LinkedIn, TikTok, Instagram, Snap chat, Pinterest.

3- Content Marketing: Refers to the creation and promotion of content assets for the purpose of increasing brand awareness, traffic growth, and generating leads and customers. Channels that can play a role in your content marketing strategy include blog posts, e-books, white papers, infographics, online brochures, and look books

4- Pay Per Click (PPC): PPC is a way to drive traffic to your website by paying the publisher every time your ad is clicked. One of the most popular types of PPC is Google Ad Words, which allows you to pay for top slots in Google search engine results pages at a “per click” rate on the links you place.

5- Email Marketing: Businesses use email marketing as a way to communicate with their audience. Email is often used to promote content, discounts, and events, as well as direct people toward a company's website. Types of emails you might send in an email marketing campaign include blog sign-up newsletters, follow-up

emails to website visitors who have downloaded something, customer welcome emails, holiday promotions for loyalty program members, and tips or mailings. Similar chain mail for customer care.

3.2 The Concept of Consumer Behavior and Purchasing Decision Steps

Consumer behavior: is the actions and decisions that people or households make when they choose, buy, use, and dispose of a product or service. Many psychological, sociological, and cultural elements play a role in how consumers engage with the market. The consumer decision-making process can seem mysterious, but all consumers go through basic steps when making a purchase to determine what products and services will best fit their needs.

The consumer decision-making process involves five basic steps:

1. Problem recognition

The first step of the consumer decision-making process is recognizing the need for a service or product. Need recognition, whether prompted internally or externally, results in the same response: a want. Once consumers recognize a want, they need to

gather information to understand how they can fulfill that want, which leads to step two.

2. Information search

When researching their options, consumers again rely on internal and external factors, as well as past interactions with a product or brand, both positive and negative. In the information stage, they may browse through options at a physical location or consult online resources, such as Google or customer reviews.

3. Alternatives evaluation

At this point in the consumer decision-making process, prospective buyers have develop criteria for what they want in a product. And they weigh their prospective choices against comparable alternatives.

Alternatives may present themselves in the form of lower prices, additional product benefits, product availability, or something as personal as color or style options.

4. Purchase decision

Once they have gathered all the facts, including feedback from previous customers, consumers should arrive at a logical conclusion on the product or service to purchase.

5. Post-purchase evaluation

This step of the consumer decision-making process involves reflection from both the consumer and the seller. Post-purchase engagement could include follow-up emails, discount coupons, and newsletters to entice the customer to make an additional purchase.

CHAPTER FOUR: QUESTIONNAIRE AND RESEARCH METHODOLOGY

4.1 Study methodology

In this study the study population constituted of youths who are students at Saudi universities .The target of population aligns with the scope of study.The study aims at investigating the effect of Digital Marketing on the youths as consumers.

Therefore, the method that was used to collect data was descriptive and analytical. This was done by distributing electronic questionnaires to university students, and the researcher used random sampling to select a sufficient number of samples in each university for unbiased qualitative representation.

4.2 Research Limitations

Spatial limitations: Due to the large size of the study population and time constraints, the sample was limited to two private universities in Riyadh.

Time limits: The study was implemented in 2023.

Human limits: The opinions of university students in the Saudi Arabia were taken.

Scientific limits: The variables of the study were represented by the independent variable (marketing digital) and the dependent variable (consumer behavior).

Ethical considerations: In this study all the ethical values were taken into consideration . The research was executed by respecting the anonymity of the participant of the survey in order

to minimize social pressures and collect the data accurately. All the participants of this survey has participated voluntarily .

4.3 Data Collection Tools

Secondary data :The researcher resorted to Arabic and English books and references related to the subject of the study. He also published periodicals, articles, reports, research, and previous studies that dealt with the subject of the study, and he researched and read on various Internet sites.

Primary data: Considering that the questionnaire is the most widely used tool in collecting data, the researcher designed a questionnaire form that is compatible with the research objective and the variables of the study. Before final approval of the form, it was reviewed by the research supervisors at Midocean university . Online questionnaires were distributed, of which 90 were retrieved . And excluded 3 of them were not amenable to analysis, so the number of questionnaires on which the study was conducted was 87.

4.4 Study variables

Study variables Independent variable: digital marketing

Dependent variable: consumer behavior

CHAPTER FIVE: STATISTICAL ANALYSIS AND PROCESSING

5.1 Statistical Analysis

Data analysis refers to the process of examining, sorting, modeling data, transforming data, and presenting it in a way that enables users to extract informative insights that will facilitate informed decision-making. Therefore, the questionnaires were examined and analyzed using SPSS, a program for qualitative and descriptive statistical classification according to the respondent's degree of response. Research was used that determined means, percentages, and standard deviation to measure the variables included in the study. The presentation of the final processed information included pie charts, histograms, and other illustrative forms for presentations.

Questionnaire parts:

The questionnaire consists of the first part, which consists of the demographic data of the sample (gender, age, educational level, year of study).

The second part includes questions to measure digital marketing methods and their impact on consumer behavior (email messages, social media platforms, YouTube, games).

Questions were developed to measure students' preferences regarding electronic payment methods and the products they prefer to buy online, in addition to the influence of society on their purchasing decision, and the pros and cons of shopping online.

Demographic data of the sample:

From the questionnaire data, 48.3% of the respondents answered to be between the age of 18-21 This is expected in the sample because it was carried out within universities where most of the students are usually between 18 –27 years old.

(5-1)Student age data

		Label	Count	Percent
Valid Values	1	Under 21 years old	42	48.3
	2	Under 24 years old	18	20.7
	3	Under 27 years old	10	11.5
	4	27 and above	17	19.5
	Total		87	100.0

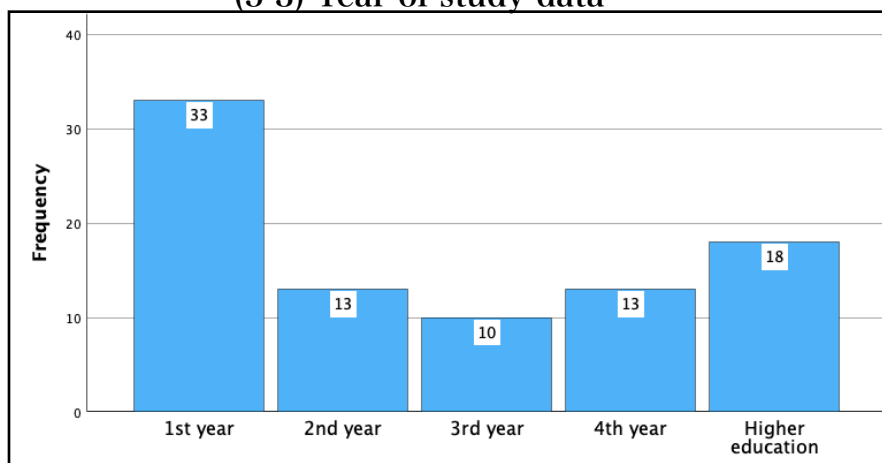
The table below shows that most of the respondents the questionnaire were female, accounting for 73.6%, while males were only 26.4%.

(5-2) Student gender data

		Label	Count	Percent
Valid Values	2	Female	64	73.6
	1	Male	23	26.4
	Total		87	100.0

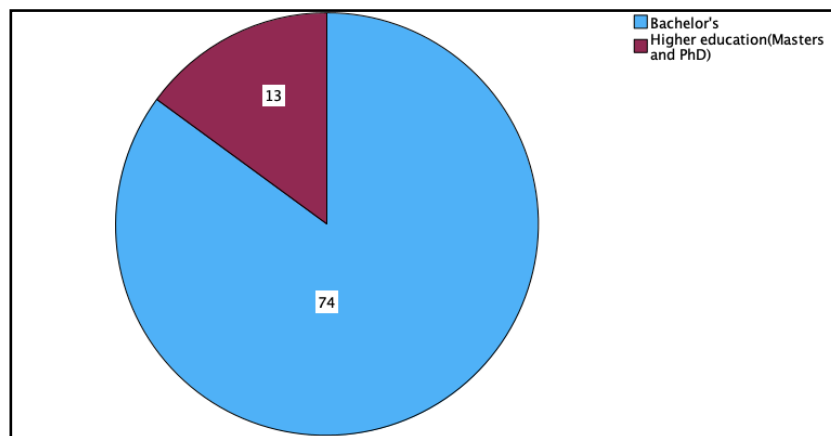
The graph also shows that the majority of students responding to the questionnaire are studying in the first year of study at the university, at a rate of 37.9%, while the lowest percentage was of third-year students, at only 11.1%.

(5-3) Year of study data



The percentage of students studying at the bachelor's level is the highest at 85.1%, while the percentage of students at the higher education level (Master's and PhD) is 14.9%. And this percentage is considered expected because most students in universities are usually at the bachelor's level

(5-4) Data of education level

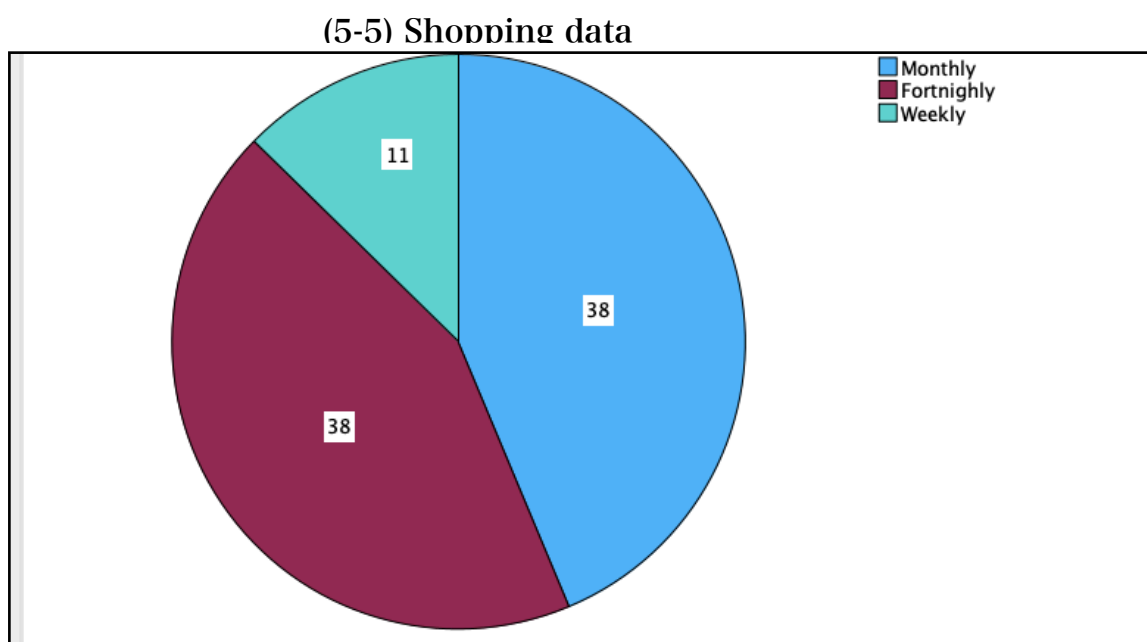


Statistical analysis of questionnaire questions:

Describing the answers and estimates of the study sample for the dimensions of the study variables

First: The students were asked how many times they usually shop for? Do they prefer shopping in physical or online stores?

The pie chart shows that the percentage of students who shop monthly is equal to those who shop two to three times a month, at 43.7%. A small percentage of students shop weekly at only 12.6%.



In the next two tables, results can be compared between shopping from online stores and shopping from physical stores.

**(5-6) Percentage of shopping from
online stores**

		Label	Count	Percent
Valid Values	1	Rarely	11	12.6
	2	Sometimes	34	39.1
	3	Usually	21	24.1
	4	Always	21	24.1
	Total		87	100.0

(5-7) Percentage of shopping from
physical stores

		Label	Count	Percent
Valid Values	1	Rarely	25	28.7
	2	Sometimes	47	54.0
	3	Usually	11	12.6
	4	Always	4	4.6
	Total		87	100.0

A five-point Likert scale was used to measure digital marketing tools and their impact on consumer behavior, where the score was 1: strongly disagree, 2: disagree, 3: unsure, 4: agree, and 5: strongly agree.

(5-8) Table of Five Likert scale

Five Points Likert Scale				
1	2	3	4	5
Strongly Disagree	Disagree	Uncertain	Agree	Strongly Agree

Second: Description and analysis of statistical data and digital marketing tools according to the answers of the study sample (custom email advertisements).

(5-9) Statistical data for study variables

Statistics			
		The student is attracted to Email marketing methods	The student is affected by the custom email to his name
N	Valid	87	87
	Missing	0	0
Mean		2.1724	2.7471
Median		2.0000	3.0000
Mode		1.00	3.00
Std. Deviation		1.24084	1.23155
Variance		1.540	1.517
Range		4.00	4.00
Sum		189.00	239.00

The table above shows the students' answers to the question (The student is attracted to Email marketing methods) and the question (The student is affected by the custom email to his name) where the mean answers to the first question was 2.1 ,and mean of second question was 2.7 out of 5 according to the Likert scale, which is intermediate level.

Third: Description and analysis of statistical data and digital marketing tools according to the answers of the study sample (YouTube videos).

(5-10) Statistical data for study variables

Statistics			
		The student is attracted to the advertising videos that appear to him while watching YouTube	The student watches the advertising videos on YouTube until the end of the end
N	Valid	87	87
	Missing	0	0
Mean		2.4138	1.6897
Median		2.0000	1.0000
Mode		1.00	1.00
Std. Deviation		1.23469	.89326
Variance		1.524	.798
Range		4.00	3.00
Minimum		1.00	1.00
Maximum		5.00	4.00
Sum		210.00	147.00

The table above shows the students' answers to the question (The student is attracted to the advertising videos that appear to him while watching YouTube) and the question (The student watches the advertising videos on YouTube until the end of the end) where the mean answers to the first question was 2.4 ,and mean of second question was 1.6 out of 5 according to the Likert scale, which is intermediate level.

Fourth: Describe and analyze statistical data and digital marketing tools according to the answers of the study sample (in-game advertising).

(5-11) Statistical data for study variables

Statistics			
		The student watches the advertisements that appear to him during the games	The student is affected by the advertisements that appear to him when moving to a new stage of the game
N	Valid	87	87
	Missing	0	0
Mean		1.8621	2.1379
Median		2.0000	2.0000
Mode		1.00	1.00
Std. Deviation		1.05844	1.17307
Variance		1.120	1.376
Range		4.00	4.00
Minimum		1.00	1.00
Maximum		5.00	5.00
Sum		162.00	186.00

The table above shows the students' answers to the question (The student watches the advertisements that appear to him during the games) and the question (The student is affected by the advertisements that appear to him when moving to a new stage of the game) where the mean answers to the first question was 1.8 ,and mean of second question was 2.1 out of 5 according to the Likert scale.

Fifth: Description and analysis of statistical data and digital marketing tools according to the answers of the study sample (social media platforms).

(5-12)Statistical data for study variables

Statistics			
		The student is constantly checking social media platforms	The student is affected by advertisements on social media platforms
N	Valid	87	87
	Missing	0	0
Mean		4.0230	3.4483
Median		4.0000	4.0000
Mode		5.00	3.00
Std. Deviation		1.15111	1.23664
Variance		1.325	1.529
Range		4.00	4.00
Sum		350.00	300.00

The table above shows the students' answers to the question (The student is constantly checking social media platforms) and the question (The student is affected by advertisements on social media) where the mean answers to the first question was 4 ,and mean of second question was 3.4 out of 5 according to the Likert scale, which is strong level.

5.2 Hypothesis Testing

Testing the main hypothesis:

The first main hypothesis, H0.1: There is no statistically significant effect of using digital marketing on the consumer behavior of university students in Saudi Arabia at the level of statistical significance ($\alpha \leq 0.05$)

The results of statistical data using the statistical analysis program SPSS showed rejection of the first hypothesis, as the results concluded that there was a statistically significant effect of the use of digital marketing on consumer behavior among Saudi university students at a level of statistical significance greater than 0.05, and thus the hypothesis was accepted the null hypothesis and rejection of the alternative hypothesis.

H0.1.1: There is no statistically significant impact of personalized e-mail messages on the consumer behavior of university students in Saudi Arabia at the level of statistical significance ($\alpha \leq 0.05$)

To test this hypothesis, it has used the One sample t-test analysis, as the following table shows the results of the test of this hypothesis.

(5-13)Statistical data for testing hypotheses in SPSS

One-Sample Test							
Test Value = 2.45							
	t	df	Significance		Mean Difference	95% Confidence Interval of the Difference	
			One-Sided p	Two-Sided p		Lower	Upper
The student is attracted to Email marketing methods	-2.087	86	.020	.040	-.27759	-.5420	-.0131
The student is affected by the custom email to his name	2.250	86	.013	.027	.29713	.0346	.5596

The results of statistical data using the statistical analysis program SPSS showed rejection this hypothesis, as the results appear that there was a statistically significant impact of the use of email advertising on consumer behavior among Saudi university students at a level of statistical significance 2.05, which is greater than 0.05 (the level of significance), so we and thus the hypothesis was accepted the null hypothesis and rejection of the alternative hypothesis

H0.1.2: There is no statistically significant effect of social media platforms on the consumer behavior of university students in Saudi Arabia at the level of statistical significance ($\alpha \leq 0.05$)

To test this hypothesis, it has used the One sample t-test analysis, as the following tables show the results of the test of this hypothesis.

(5-14) Statistical data for testing hypotheses in SPSS

One-Sample Test							
Test Value = 4							
	t	df	Significance		Mean Difference	95% Confidence Interval of the Difference	
			One-Sided p	Two-Sided p		Lower	Upper
The student is constantly checking social media platforms	.186	86	.426	.853	.02299	-.2223	.2683

One-Sample Test							
Test Value = 3.4							
	t	df	Significance		Mean Difference	95% Confidence Interval of the Difference	
			One-Sided p	Two-Sided p		Lower	Upper
The student is affected by advertisements on social media platforms	.364	86	.358	.717	.04828	-.2153	.3118

The results of statistical data using the statistical analysis program SPSS showed rejection this hypothesis, as the results appear that there was a statistically significant impact of the use of social media platforms on consumer behavior among Saudi university students at a level of statistical significance 0.8 and 0.7 , which both greater than 0.05 (the level of significance), so we and thus the hypothesis was accepted the null hypothesis and rejection of the alternative hypothesis.

H0.1.3: There is no statistically significant effect of YouTube videos on the consumer behavior of university students in Saudi Arabia at the level of statistical significance ($\alpha \leq 0.05$)

To test this hypothesis, it has used the One sample t-test analysis, as the following tables show the results of the test of this hypothesis.

(5-15)Statistical data for testing hypotheses in SPSS

One-Sample Test							
Test Value = 2.4							
	t	df	Significance		Mean Difference	95% Confidence Interval of the Difference	
			One-Sided p	Two-Sided p		Lower	Upper
The student is attracted to the advertising videos that appear to him while watching YouTube	.104	86	.459	.917	.01379	-.2494	.2769

One-Sample Test							
Test Value = 1.7							
	t	df	Significance		Mean Difference	95% Confidence Interval of the Difference	
			One-Sided p	Two-Sided p		Lower	Upper
The student watches the advertising videos on YouTube until the end of the end	-.108	86	.457	.914	-.01034	-.2007	.1800

The results of statistical data using the statistical analysis program SPSS showed rejection this hypothesis, as the results appear that there was a statistically significant impact of the use of YouTube videos on consumer behavior among Saudi university students at a level of statistical significance 0.9 , which is greater than 0.05 (the level of significance), so we and thus the hypothesis was accepted the null hypothesis and rejection of the alternative hypothesis.

H0.1.4: There is no statistically significant effect of in-game advertisements on the consumer behavior of university students in Saudi Arabia at the level of statistical significance ($\alpha \leq 0.05$)

To test this hypothesis, it has used the One sample t-test analysis, as the following tables show the results of the test of this hypothesis.

(5-16)Statistical data for testing hypotheses in SPSS

One-Sample Test							
Test Value = 1.8							
	t	df	Significance		Mean Difference	95% Confidence Interval of the Difference	
			One-Sided p	Two-Sided p		Lower	Upper
The student watches the advertisements that appear to him during the games	.547	86	.293	.586	.06207	-.1635	.2877

One-Sample Test							
Test Value = 2							
	t	df	Significance		Mean Difference	95% Confidence Interval of the Difference	
			One-Sided p	Two-Sided p		Lower	Upper
The student is affected by the advertisements that appear to him when moving to a new stage of the game	1.097	86	.138	.276	.13793	-.1121	.3879

The results of statistical data using the statistical analysis program SPSS showed rejection this hypothesis, as the results appear that there was a statistically significant impact of in-game advertisements on consumer behavior among Saudi university students at a level of statistical significance 0.5 and 0.2 , which both greater than 0.05 (the level of significance), so we and thus the hypothesis was accepted the null hypothesis and rejection of the alternative hypothesis.

H0.1.5: There is no statistically significant effect of the purchasing site that has an accreditation certificate on the consumer behavior of university students in Saudi Arabia at the level of statistical significance ($\alpha \leq 0.05$)

To test this hypothesis, it has used the One sample t-test analysis, as the following tables show the results of the test of this hypothesis.

(5-17)Statistical data for testing hypotheses in SPSS

One-Sample Test						
Test Value = 3.4						
	t	df	Significance		Mean Difference	95% Confidence Interval of the Difference
			One-Sided p	Two-Sided p		Lower Upper
student trust in online purchasing	.029	86	.488	.977	.00230	-.1551 .1597

One-Sample Test						
Test Value = 4.1						
	t	df	Significance		Mean Difference	95% Confidence Interval of the Difference
			One-Sided p	Two-Sided p		Lower Upper
The student uses the purchasing site that has an accreditation certificate	.660	86	.256	.511	.06092	-.1226 .2444

The results of statistical data using the statistical analysis program SPSS showed rejection this hypothesis, as the results appear that there was a statistically significant impact of the purchasing site that has an accreditation certificate on consumer behavior among Saudi university students at a level of statistical significance 0.9 and 0.5 , which both greater than 0.05 (the level of significance), so we and thus the hypothesis was accepted the null hypothesis and rejection of the alternative hypothesis.

H0.1.6: There is no statistically significant effect of the community family and friends on the consumer behavior of university students in Saudi Arabia at the level of statistical significance ($\alpha \leq 0.05$)

To test this hypothesis, it has used the One sample t-test analysis, as the following table shows the results of the test of this hypothesis.

(5-18)Statistical data for testing hypotheses in SPSS

One-Sample Test							
Test Value = 3.9							
	t	df	Significance		Mean Difference	95% Confidence Interval of the Difference	
			One-Sided p	Two-Sided p		Lower	Upper
The student is influenced by the community of family and friends when making a purchasing decision	.630	86	.265	.530	.06552	-.1412	.2722

The results of statistical data using the statistical analysis program SPSS showed rejection this hypothesis, as the results appear that there was a statistically significant impact of the community family and friends on consumer behavior among Saudi university students at a level of statistical significance 0.5 , which is greater than 0.05 (the level of significance), so we and thus the hypothesis was accepted the null hypothesis and rejection of the alternative hypothesis.

CHAPTER SIX: RESULTS AND RECOMMENDATIONS

6.1 Results

According to the analysis of demographic variables, it was found that the number of females reached (64) and the number of males (23), as the number of females is greater. It is clear from this that females use digital marketing tools and are affected by them more than the male category. The results showed that the number of people whose ages were less than 21 was (42), and those whose ages were between 21 and less than 24 were (18). Those whose ages were between 24 and less than 27 were (10). As for the last age group, whose ages were 27 and over, their number was, (17) These results show that the age group under 21 is the one who most uses digital marketing tools, and this means that this group is the most affected by digital marketing tools by changing their purchasing behavior. As for the educational year, the first year of the sample's responses received the highest number of responses, reaching (33) responses.

The results of this study show that there is an impact of digital marketing on consumer behavior, and that most students prefer to shop from electronic stores instead of shopping in physical stores, and that they are influenced by advertisements contained in social media platforms and YouTube, and that the majority of students prefer to pay via Apple Pay, but One of the disadvantages of shopping online is the insecurity of payment methods and the delivery time taking a long time.

6.2 Recommendations

From the above observation and conclusion I recommend that indeed companies and all sorts of businesses should embrace this technology in marketing their businesses however, business should invest in more research on the evolving consumer behavior. Today's consumer is exposed to a lot of information and making them more powerful in knowledge and in holding options compared to the earlier years. It is paramount therefore for the business to study the modern consumer who has very different needs and desires every now and then. More innovation should be supported in making digital marketing more effective and enjoyable to most youths and other younger generation.

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APPENDICES

Appendix : Questionnaire that Investigates How Digital Marketing affects Consumer Purchase Behavior among the Saudi university students

Questionnaire

This questionnaire is for the purpose of this single research and will not be shared with a third party.

1- What gender do you identify as ?

- Male
- Female

2- How old are you ?

- Under 21 year old
- Under 24 year old
- Under 27 year old
- 27 and above

3- What is your education level ?

- Bachelor's
- High education (Masters and PhD)

4-How year are you in ?

- 1st year
- 2nd year

- 3rd year
- 4th year
- High education (Masters and PhD)

5- How often do you shop ?

- Monthly
- Fortnightly
- Weekly

6- How often do you do online shopping ?

- Rarely
- Sometimes
- Usually
- Always

7- How often do you go to physical stores to shop ?

- Rarely
- Sometimes
- Usually
- Always

8- Which factors affect your decisions ?

- Price
- Quality
- Brand Reputation

9- What type of content motivates you to buy the product ?

- Brand of the product
- Graphics and design of advertisement
- Use of your favorite influencer

10-What products and services do you prefer to buy online ?

- Foods
- Clothes and accessories
- Electronic devices
- Services such as reservations and educational courses

11- What social media platforms do you spend the most time on ?

- Snapchat
- Twitter
- Instagram
- Tik Tok
- Facebook
- YouTube

12- What payment methods do you prefer when shopping online ?

- Debit card (mada)
- Credit card (visa)
- Apple Pay

- PayPal
- Cash on delivery

13- What do you think is the most important advantage of online shopping ?

- Time saving
- Best prices
- Easy to compare products

14- What is the most negative thing about online shopping ?

- Delivery takes a long time
- High prices
- The quality is not good
- Insecurity in payment methods

15- The student is attracted to Email marketing methods

- Strongly Agree
- Agree
- Uncertain
- Disagree
- Strongly Disagree

16- The student is affected by the custom email to his name

- Strongly Agree
- Agree
- Uncertain

- Disagree
- Strongly Disagree

17- The student is attracted to the advertising videos that appear to him while watching YouTube

- Strongly Agree
- Agree
- Uncertain
- Disagree
- Strongly Disagree

18- The student watches the advertising videos on YouTube until the end of the end

- Strongly Agree
- Agree
- Uncertain
- Disagree
- Strongly Disagree

19-The student watches the advertisements that appear to him during the games

- Strongly Agree
- Agree
- Uncertain
- Disagree

- Strongly Disagree

20- The student is affected by the advertisements that appear to him when moving to a new stage of the game

- Strongly Agree
- Agree
- Uncertain
- Disagree
- Strongly Disagree

21- The student is constantly checking social media platforms

- Strongly Agree
- Agree
- Uncertain
- Disagree
- Strongly Disagree

22- The student is affected by advertisements on social media platforms

- Strongly Agree
- Agree
- Uncertain
- Disagree
- Strongly Disagree

23- The student is influenced by the community of family and friends when making a purchasing decision

- Strongly Agree
- Agree
- Uncertain
- Disagree
- Strongly Disagree

24- Student trust in online purchasing

- Strongly Agree
- Agree
- Uncertain
- Disagree
- Strongly Disagree

25- The student uses the purchasing site that has an accreditation certificate

- Strongly Agree
- Agree
- Uncertain
- Disagree
- Strongly Disagree