

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

Research Proposal
For a Master's Degree in Midocean University

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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 ,X 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 proposal of the case study on the impact of digital marketing on consumer purchase behavior among the students of Saudi universities, focusing specifically on social media marketing.

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.

Research 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 Importance of Research:

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.

Research Questions:

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

- Is there an impact of using digital marketing on the purchasing behavior of university students in Saudi Arabia?
- Is there an impact of personalized e-mail messages on the purchasing behavior of university students in Saudi Arabia?

- Is there an impact of blog posts on the purchasing behavior of university students in Saudi Arabia?
- Is there an impact of the search engine on the purchasing behavior of university students in Saudi Arabia?
- Is there an impact of displaying advertising on the purchasing behavior of university students in Saudi Arabia?
- Is there an impact of social networking on the purchasing behavior of university students in Saudi Arabia?
- Is there an impact of YouTube videos on the purchasing behavior of university students in Saudi Arabia?
- Is there an impact of advertisements within games on the purchasing behavior of university students in Saudi Arabia?

Research Hypotheses

The first main hypothesis, H0.1: There is no statistically significant effect of using digital marketing on the purchasing behavior of university students in Saudi Arabia at the level of statistical significance (**$50 .0 \leq \alpha$**)

The following hypotheses emerge from it:

H0.1.1: There is no statistically significant impact of personalized e-mail messages on the purchasing behavior of university students in Saudi Arabia at the level of statistical significance (**50 .0 $\leq \alpha$**)

H0.1.2: There is no statistically significant effect of blog posts on the purchasing behavior of university students in Saudi Arabia at the level of statistical significance (**50 .0 $\leq \alpha$**)

H0.1.3: There is no statistically significant effect of the search engine on the purchasing behavior of university students in Saudi Arabia at the level of statistical significance (**50 .0 $\leq \alpha$**)

H0.1.4: There is no statistically significant effect of showing advertising on the purchasing behavior of university students in Saudi Arabia at the level of statistical significance (**50 .0 $\leq \alpha$**)

H0.1.5: There is no statistically significant effect of social networking on the purchasing behavior of university students in Saudi Arabia at the level of statistical significance (**50 .0 $\leq \alpha$**)

H0.1.6: There is no statistically significant effect of YouTube videos on the purchasing behavior of

university students in Saudi Arabia at the level of statistical significance ($50 .0 \leq \alpha$)

H0.1.7: There is no statistically significant effect of in-game advertisements on the purchasing behavior of university students in Saudi Arabia at the level of statistical significance ($50 .0 \leq \alpha$)

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.

RESEARCH 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.

Research Structure

The research consists of chapters as follows:

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5.1 Results

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References

Limitations of the study:

Spatial boundaries: This study was limited to the universities in Saudi Arabia that will cooperate with the researcher.

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).

References:

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

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

Maina (2021), “IMPACT OF DIGITAL MARKETING ON CONSUMER PURCHASE BEHAVIOR AMONG THE STUDENTS OF BBIT AT RIARA UNIVERSITY”.

Djilali, (2015), “The impact of electronic marketing on consumer behavior: a case study of Algeria Telecom, Mostaganem Agency”.