The Impact of Digital Marketing on Consumer Buying Behavior in Saudi Arabia: Brand Popularity as a Mediator

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ABSTRACT

The purpose of this research was to analyze the impact of digital marketing on consumer buying behavior, consumer purchasing decisions, and brand popularity. The aim of the results is to provide the importance of digital marketing in the current business environment. The current research adopted a quantitative research approach with primary data collected from 200 respondents. The research used data from a questionnaire circulated among the research respondents who were surveyed online, and data were analyzed through SPSS software. The outcomes of the research reflect that digital marketing has a positive and significant impact on brand popularity, consumer buying behavior, and consumer purchasing decisions in Saudi Arabia. The current research outcomes can be applied to improve the digital marketing strategy of any organization. Managers can modify their digital marketing business strategy to improve brand popularity. Only one independent variable was used in the current study: digital marketing through social media (Snapchat, TikTok, and Twitter) in Saudi Arabia. Future studies can be conducted via integrating different digital marketing variables.

Introduction

Marketing is an important tool for companies to help them familiarize customers with their products and continuity, in addition to increasing returns and reducing costs. Digital marketing is the marketing of a specific product or service through digital channels to reach customers, such as marketing through social media. Many companies have begun to shift from traditional marketing methods to digital marketing to reduce costs and reach the largest number of customers, which is undoubtedly an advantage.

After the COVID-19 pandemic broke out, digital marketing became a necessity. Most companies started to completely shift from traditional to digital marketing, which undoubtedly affected customers’ behavior in terms of product inquiries, purchasing decisions, brand recognition, and after-sales service. The Internet, and especially social media, has changed how consumers and marketers communicate. People use the Internet for many reasons, such as searching for product information, evaluating price and quality, choosing services, and transferring payments. Digital marketing has grown rapidly due to its benefits to the company and the customer.
Research has also shown that “digital marketing is distinguished from traditional marketing for its ease of use and convenience.” We studied the effects of this type of marketing on client behavior in Saudi Arabia. Does it have clear effects on customers’ buying behavior? Has digital shopping helped brands gain more customers, and what are the effects of this type of marketing on customer behavior in Saudi Arabia?

Prabhu (2020) conducted a study on customer behavior and it being an influencing factor in marketing, as well as the effects that occur and influence customer decisions. Kaur et al. (2021) studied consumer behavior in the field of e-marketing and the impact of e-marketing on purchasing decisions. Ziyadin et al. (2019) focused on consumer social media, customer behavior, and customer response to digital advertising and study found that social media advertising is a great way to increase brand loyalty in the digital economy.

Digital marketing provides the opportunity to reach customers through many online platforms, raise awareness of products and services, and increase sales in the future (Al-Haraizah, Mubarak & Alshidi, 2020). The fast growth in digital marketing is due to its benefits, as research has demonstrated that online shopping is better than conventional shopping due to convenience and ease of use (Fattah & Al-Mizeed, 2021). Therefore, the current study was conducted to analyze the impact of digital marketing on consumer buying behavior and consumer purchasing decisions in Saudi Arabia. It also aimed to determine if brand popularity mediates the relationship between digital marketing and consumer buying behavior. Additionally, it aimed to determine if brand popularity mediates the relationship between digital marketing and consumer purchasing decisions.

This study contributes to the marketing areas of organizations and lets marketing managers know how digital marketing can improve an organization’s overall business strategy. The study is also beneficial to marketing managers in terms of tracking consumer buying behavior and designing their products and services accordingly. Furthermore, the study demonstrates that digital marketing can contribute to improving brand popularity.

This study provides a blueprint for designing digital marketing strategies to achieve organizational objectives. The outcomes of this study have great importance from the managerial point of view because the study analyzes and identifies the critical role of digital marketing in brand popularity. The research also holds immense significance for consumer buying behavior, and organizations can make decisions based on the research outcomes.

Digital marketing is an emerging trend in the business environment that still has room for improvement for clarity. The marketing field is now covering different aspects of digital marketing, which helps in constructing the frameworks that may be suitable for businesses. The digital marketing field has yet to be explored fully, and the theories related to marketing management have yet to be crafted, which could
contribute theoretically to digital marketing.

The current research attempts to make a significant contribution to the empirical literature on social media marketing by examining the mediating effect of brand popularity between digital marketing and consumer buying behavior. Furthermore, it attempts to measure the mediating effect of brand popularity between digital marketing and consumer purchasing decisions through Snapchat, TikTok, and Twitter in Saudi Arabia.

**Literature Review**

**Digital Marketing**

The world is becoming increasingly globalized and digitized every second. The growth of the Internet was followed by the popularity of social media (Gkikas & Theodoridis, 2019), hence starting the journey toward a world that communicates effectively, stays connected, and is more digitized than ever (Armstrong et al., 2020). When social medial channels started to infiltrate all aspects of life, marketing began to shift. People now spend more time online than onsite. Therefore, for any organization, it is now essential to make use of digital techniques to reach the masses about products and services.

The definition of digital marketing is simple and self-explanatory. It is the process of exploiting digital sources to reach the target audience and customers by using marketing tools for products and services (Kanapathipillai & Sharvena, 2022). The process makes use of social media, websites, smartphones, search engines, and other channels for connecting digitally. Digital marketing can be considered a branch of traditional marketing, as it makes use of similar concepts in the marketing process (Buratti, 2018). The popularity of the hybrid marketing approach, which amalgamates both digital and traditional marketing methods, thereby reaching the audience in more than one way, is rising (Anna et al., 2020). The key concept behind digital marketing is to make marketing a two-way process. Traditional marketing only ensures that media are transferred from the organization to the audience. Its digital counterpart is all about connecting with the customer, getting feedback, and providing timely responses.

The mindset of people across the globe has now shifted to digital methods of working. From business to communication, almost everything functions digitally. In this highly digitized environment, marketers have also moved from traditional methodologies to digital ones (Sinoka, Ansari, Ghor, & Kazi, 2019). Digital marketing is the process of connecting with the target audience online to sell a product. The idea is similar to conventional approaches; however, it makes use of online platforms, such as email, social media, and targeted online messages. The key purpose of the approach is to reach the audience in the shortest possible time and the most effective manner.

Digital marketing is a popular form of marketing for all organizations working
to make a sustainable and long-lasting impression on their customers (Vaibhava, 2019). The idea started with sending emails to potential clients. This was followed by the use of search engines and running advertisements there (Fattah & Al-Mizeed, 2021). The next step was the takeover of social media. Most companies, big or small, have a presence on social media sites such as Facebook, Instagram, and LinkedIn, making it convenient for the customers to reach them and ensuring a positive customer service process (Keegan & Rowley, 2017).

In the business market today, which is highly dependent on digital advancements, it is nearly impossible to ignore the importance of digital marketing and how it can impact a company’s overall image, which may eventually lead to an impact on sales (Vaibhava, 2019). The key purpose of digital marketing is to generate better sales opportunities by connecting with potential customers and raising awareness about the business (Foroudi & Dean, 2017). Many studies have been conducted recently that emphasize the vitalness of having a well-planned digital marketing scheme. In fact, some studies have pointed out that not having a digital marketing plan will result in lesser business and could even lead to the failure of an organization. This is made true by the concept of online shopping (Abdul & Jianhua, 2018). More than 70 percent of consumers now prefer shopping online. Moreover, 50 percent of customers go through online reviews and relevant information about a product or an organization before making a purchasing decision. Likewise, 80 percent of the masses look up any kind of information online (Woraporn, Siripipatthanakul, Phayaphrom, Siripipattanakul, & Limna, 2022).

Consumer Buying Behavior

Consumer buying behavior can be defined as the process that consumers go through before they make purchasing decisions (Fattah & Al-Mizeed, 2021). Consumer buying behavior functions both online and offline. Four main factors impact consumer buying behavior. The first is cultural factors, which mean not only nationality but also the environment, religious inclination, and locality. Next is psychological factors, which refer to a person’s state of mind when making a purchase and also impact consumer buying behavior (Smith & Alan, 2009). Additionally, personal factors impact consumer buying behavior. Personal factors include a person’s buying power, a person’s life stage, and the current inflation rate. For instance, a married person with limited income is less likely to buy designer sneakers, whereas a single person who has fewer responsibilities might make such a purchase. Finally, social factors are those that determine a person’s current state of mind and the way a person perceives life and products. These include social circle and lifestyle.

The thought processes and actions that go into purchasing and consumption are referred to as buying behavior (Genoveva & Stivenes, 2017). It is important to comprehend why consumers buy the products they do. What aspects affect consumers’ decisions to buy? What social trends that are transforming buying behavior? The term “consumer buying behavior” is commonly used to describe the
actions of the end user (Fattah & Al-Mizeed, 2021). Businesses need to study consumer preferences because clients’ responses to an organization’s marketing strategy have a substantial bearing on that strategy’s ultimate success.

Consumer buying behavior is a crucial factor for companies to understand. Every organization has one key target: to sell its products. To do so, it is essential to understand the customer mindset, customer behavior, and the thought process behind making purchasing decisions (Anna et al., 2020; Krishnaprabha & Tarunika, 2020). When companies are aware of consumer buying behavior, they can easily cater to the customers’ demands, as well as curate their marketing campaigns accordingly. Moreover, understanding the process allows a company to develop future product and marketing plans as per the customer needs and demands, thereby ensuring better sales and revenues for the organization (Gkikas & Theodoridis, 2019; Jamal & Anwar, 2021; Saura & Palos-Sánchez, 2017).

Digital marketing is an essential tool to impact consumer buying behavior. It presents the consumer with the right product advertisement at the time when they need it based on the algorithms and cookie settings that run the digital marketing fortress (Foroudi & Dean, 2017). Moreover, it can impact the social and psychological factors of the consumer. A company can create the need for a product by delving into people’s social and societal setup, understanding their lifestyle, and gauging data about the products they have purchased in the past. Most importantly, this creates an online chain reaction that could even make the product viral and create hype about it.

According to Fattah and Al-Mizeed (2021), effective marketing strategies adopted by a brand have a direct impact on the consumer’s buying behavior. Their research showed that digital media platforms are helping businesses to get consumers’ attention, and they often win with this strategy. Not only tiny brands but also large brands are now part of this marketing game, which benefits both the buyer and service provider.

On the other hand, Woraporn et al. (2022) examined the mediating role of word-of-mouth marketing on social media platforms in changing consumer behavior. It is evident that consumers not only follow the ads but also pay close attention to the comments or testimonials shared by other consumers. The researchers concluded that online word-of-mouth marketing has a significant impact on customer behavior. Sometimes, consumers interact with each other in the comments section of a post to share their experience with a specific brand so that they can make their own purchasing decisions. Hence, the following hypothesis is suggested:

H1: Digital marketing has a positive and significant impact on consumer buying behavior.

Consumer Purchasing Decisions

The decision that a buyer makes to purchase a product is referred to as a
consumer purchasing decision. A consumer’s purchasing decision will almost always be to buy the brand that is the most well-liked by the consumer; nevertheless, there are two elements that can intervene between the purchasing decision and the intent to purchase (Fattah & Al-Mizeed, 2021). The attitudes held by other people are the first consideration. If an important person in one’s life believes that one should get the vehicle with the lowest price, then there is a decreased likelihood that one will purchase a vehicle with a higher price tag.

According to Omkar (2020), 93 percent of consumers say that reading online reviews affects their purchasing decisions. The research indicated that the great majority of shoppers often consult online reviews before making a purchase. A consumer’s decision to buy anything after reading online comments involves visual and information processing at the psychological level (Jamal & Anwar, 2021). Most studies in the existing literature have focused on the results and effects of online reviews on buying decisions but have provided little insight into the mechanisms at play in shaping consumers’ impressions.

When a consumer comes across a relevant product, they do not buy it immediately. Even if a purchase appears to have been made quickly, it was likely supported by the entire process of consumer decision-making (Abdul & Jianhua, 2018). A consumer purchasing decision comprises five major steps. The first is realizing the need, followed by research about the product. The second step includes comparing prices and competing companies to select the best product (Saiful, Hermawan, Supardi, & Fitriyah, 2022). The next step is the evaluation of different products based on the consumer’s requirements. Then, the consumer buys products based on the collected information. In the last step, the consumer evaluates the purchased products for future reference.

For companies in the market, understanding consumer purchasing decisions is crucial. It empowers them to intervene in the process, thereby impacting customers’ decisions to buy their products only (Foroudi & Dean, 2017). A company can make use of the research stage. In this stage, companies can present a positive image of their products. Good reviews from previous clients also play a vital role. Companies can also launch marketing campaigns designed to cater to their customers’ needs, thereby making them realize that they need certain products and only from the respective company’s brand.

Consumer purchasing decisions are largely impacted by digital marketing. Marketers can make use of digital marketing to intervene in consumers’ decision-making process (Gkikas & Theodoridis, 2019). A company can present its products with well-directed digital marketing campaigns to the target audience to convince them in their favor and against their competitors. The competition is very high with digital marketing; however, it is possible to present the relevant product at the right time to the ideal customer by exploiting the concept of data phishing. Running sales and discount campaigns by gauging the peak season or competition also allows
companies to alter consumer purchasing decisions.

According to Kanapathipillai and Sharvena (2022), the digital marketing strategies applied by the management help customers make decisions to purchase specific products. Marketers now have digital and social media marketing strategies at their disposal. The relationship between the digital marketing strategy and the purchasing decision is authentic. The research proves that digital marketing strategies ensure effective communication with the consumers, which allows for developing a solid rapport with the consumers that affects their response to different products. Thus, the following hypothesis is suggested:

H2: Digital marketing has a positive and significant impact on consumer purchasing decisions.

Factors Contributing to Popularity in Companies

Digital marketing is one of the best advantages in today’s world. It is one of the key tools for the world’s most popular organizations to stand out among their competitors in the marketplace. There are many ways a renowned firm can exploit the concepts and working policies of digital marketing to increase the organization’s popularity and sales (Gkikas & Theodoridis, 2019). Some ways that the model of digital marketing contributes to the popularity of a company in the marketplace are given below.

It supports frequent communication with the customers. Digital marketing means that the brand/organization has a presence on social media and via emails (Vaibhava, 2019). Therefore, they can send regular newsletters and messages to preexisting customers about promotions. Moreover, customer complaints can be dealt with frequently. This results in customer loyalty, eventually leading to popularity (Gkikas & Theodoridis, 2019). In addition, the interested people who might join the customer base can be connected with via the aforementioned platforms (Fattah & Al-Mizeed, 2021). This can help in building a reputation among potential customers, leading to being famous for a quick response rate, which is a highly appreciable trait for organizations, and it also makes the company popular and appear better among the competitors.

When a company has been working in the market for a long time with the best approach, it is possible to reach high levels of popularity. However, the nature of popularity must be positive. Certain factors enable a company to claim that it is popular. First, when a company has limited liability, it becomes popular because when prices fluctuate, it is challenging to maintain a clean record with vendors (Genoveva & Stivenes, 2017). Next, having surplus cash is an important factor that accounts for a company’s success, thereby making it popular. Most importantly, good management is critical to make a company popular. Good management skills not only keep customers happy but also ensure the employees’ satisfaction.
There is another upside to digital marketing, called optimization. Conventional marketing methods are not audience specific, and even if they are meant for a selected audience, the chances of reaching every individual of the target population is not very high (Krishnaprabha & Tarunika, 2020). With digital marketing, it is possible to optimize the marketing approach and get the message across only to those people who are likely to pay for the specific product or service. Likewise, digital marketing also enables a company to eliminate the people who are statistically known to only window shop online rather than making purchases (Fattah & Al-Mizeed, 2021). This is possible by using the tracking ID and IP address, which enables the company to determine the real number of sales that are anticipated in the future.

**Impact of Digital Marketing on Company Popularity**

Digital marketing is one of the best ways to develop a company’s image and increase its popularity. Any company can develop an online profile. The profile can be developed while keeping in mind the audience, target market, and products (Armstrong et al., 2020). When digital marketing is used in the right manner, it becomes easier to generate sales. Better sales translate into better revenues, which can then impact factors such as high market share, better stakeholders, limited or no market liabilities, and, most importantly, a high amount of surplus cash. All this becomes possible when digital marketing is well curated and well planned to reach only the target audience that will make purchasing decisions in the company’s favor.

Anna et al. (2020) stated that advertising products with the help of digital and social media channels allows brands to develop recognition in the community. The impact a brand has on consumers will affect whether and how people buy from that company. The researchers concluded that the rapid emergence of technology and digital media in the marketing process is allowing different brands to develop vast customer bases, which also leads to increased sales ratios. This research provides insights into the social and digital media marketing approaches adopted by a brand, which positively affect brand recognition and sales. Sinoka et al. (2019) stated that digital media advertisement strategies have a positive impact on the brand awareness ratio of customers. Executing these strategies allows for reviewing the position of a brand in the overall marketing process, as an offensive strategy to do so can stimulate the awareness of brands in the market. Sriram et al. (2019) found that digital marketing is positively associated with brand popularity whereas brand popularity mediates the relationship between digital marketing and brand popularity found in the study of Lies (2021).

Krishnaprabha and Tarunika (2020) conducted research with the aim of analyzing the effects of digital media marketing strategies and brand awareness. The data were collected with the help of questionnaires and analyzed with the help of various statistical tools. The results show that these advanced marketing approaches have a positive impact on a company’s overall performance and affect the way a business connects with its customers. However, based on the extant review of prior
research, limited empirical studies have been conducted examining the mediating effect of brand popularity between digital marketing and consumer buying behavior or the mediating effect of brand popularity between digital marketing and consumer purchasing decisions. Thus, the following hypotheses are proposed:

H3: Digital marketing has a positive and significant impact on brand popularity.

H4: Brand popularity mediates the relationship between digital marketing and consumer buying behavior.

H5: Brand popularity mediates the relationship between digital marketing and consumer purchasing decisions.

Research Framework

Based on the above arguments, the conceptual framework below clarifies the influence of digital marketing on consumer buying behavior, consumer purchasing decisions, and brand popularity among Saudi consumers. In a research study with well-defined variables, there are two main types of variables: independent and dependent variables. This study includes such variables and also has one mediating variable. The dependent variables are consumer buying behavior, consumer purchasing decisions, and company popularity. The independent variable of the study is digital marketing. Additionally, company popularity is a mediating variable when examining the effect of digital marketing on consumer buying behavior and consumer purchasing decisions. Figure 1 illustrates the conceptual framework.

Figure 1: Research Model
Method

This section provides the complete details of the research methodology and techniques employed in this study for data collection and analysis, alongside hypothesis testing and answers to research questions. The research methodology consists of the research approach and research design as the basic areas of the research process. The research design deals with the target population, sampling technique, and sample size, followed by data collection and, finally, data analysis.

For this study, quantitative research was used based on the nature of the research objectives. Statistical data are used in any study to observe the relationships among the study variables, which, in this case, are digital marketing and its impact on consumer buying behavior, consumer purchasing decisions, and brand popularity. A deductive research approach was also adopted to validate the hypotheses with statistical analysis.

The key purpose of a research design is to validate the research methods implemented for the study by responding to the research questions. For this research, an explanatory method was implemented, which aims to test a preexisting methodology that had not been considered in the past (Dzwigol, 2019).

Outlining the target population is a fundamental step in a research study. According to Lo et al. (2020), the target population can be defined as the sampling units that will be administered with the data collection methods to solve the problem in question for the research. This study evaluates consumer buying behavior, consumer purchasing decisions, and company popularity due to digital marketing. People above 18 years of age, both males and females, who use different social media platforms participated in this research. The key requirement for the target population was their inclination to buy and sell products on social media platforms.

The total sample size for the research was 200 participants who are social media users (Snapchat, TikTok, and Twitter) because the key purpose was to examine consumer buying behavior due to digital marketing. For this study, the questionnaires were distributed online, and the data were collected through nonprobability sampling by using convenience sampling. This is because it has been widely regarded as the most appropriate technique for collecting data from consumers at a lower cost, particularly when the sampling frame cannot be obtained (Bougie & Sekaran, 2019). Moreover, convenience sampling allows researchers to easily reach respondents and distribute questionnaires. Several prior studies also relied on this sampling technique for collecting data from customers in various sectors (e.g., Guan et al., 2021; Hanaysha, 2022). In addition, the data of this study were gathered in accordance with ethical guidelines and principles, and consent from the participants was obtained before starting the data collection process.

Data collection is done via two main techniques: primary and secondary data collection. According to Eden and Nielsen (2020), the primary data collection approach is the method in which the research is exclusively based on data collection, whereas in
In case of secondary data collection, it is based on the previously conducted research and the data collected for it. In this study, primary data collection was implemented. To collect the data effectively, a Google questionnaire was developed and disseminated to the target population via various online platforms such as email, Facebook, Twitter, and WhatsApp in Saudi Arabia. The respondents only needed to spend around 10-15 minutes to complete the survey questionnaire. This process was completed before starting data analysis.

Before developing and finalizing the questionnaire, an in-depth literature review was conducted to analyze the key research variables. Once the first draft was developed, four experts were consulted, and approval for variables was obtained. Next, the components needed to study each variable were determined. The survey questionnaire was also written in English and then translated into Arabic using the back-translation technique to make sure that both versions were translated correctly and had the same meaning. The translations were carried out by the Nusaiba Centre for Accredited International Translation in Jeddah, Saudi Arabia. This was to facilitate the respondents, who were strictly of Saudi origin.

The questionnaire was first given to 20 Saudi consumers to check for survey clarity. The research used a pretest survey for two reasons: to investigate whether questions and items could be completed by respondents and to ensure that the manner in which the questionnaire and the questions themselves were presented was easy to interpret, meaningful, and clear to participants (Valenzuela, 2012). Additionally, the pretest was carried out to make sure participants clearly understood the case, the questions, and the instructions of how to respond to each question and item. Respondents in the pretest were asked to complete a second questionnaire asking them to identify problems with the questions and to assess their understanding of the meanings and clarity of questions (Cooksey & McDonald, 2011). Thus, some flaws in the questionnaire were discovered and corrected.

Once the questionnaire was corrected and the final version was ready, the questionnaire was distributed via different online channels to reach the target population. The three main sections of the questionnaire are demographics, dependent variables, and independent variables. In the first section, details of a personal nature are collected, such as income, working experience, age, and gender. Consumer buying behavior, consumer purchasing decisions, and company popularity are the dependent variables, and the independent variable is digital marketing.

For data analysis, SPSS software was used. The data collected from the questionnaires were input into Excel sheets and then extracted in SPSS for analysis. Next, some modifications were made to the collected data to make them compatible with SPSS. Frequency analysis was the first method used for data analysis; it highlighted the demographic frequency of the sample population. This was followed by statistical analysis via reliability analysis, which resulted in a Cronbach’s alpha value to exhibit the reliability of the data. Finally, regression analysis was carried out to observe the linear relationship of the dependent and independent variables.
Result and Discussion

In this study, the statistical analysis was conducted by employing reliability, regression, and correlation analyses. These methods allow scientists to obtain research outcomes solely based on statistical research.

Reliability Analysis

The collected data must be subjected to analysis. Before any kind of statistical analysis, the data are subjected to a reliability test. Reliability is checked by conducting the reliability analysis using SPSS. The measure for estimating the reliability is Cronbach’s alpha. The ideal value should be equal to or more than 0.6, which would signify that the collected data should be at least 60 percent, thereby enabling further research. Table 1 shows that the Cronbach’s alpha value was greater than 0.6 for every variable, thereby indicating that the collected data were reliable for carrying out further analysis.

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Variable</th>
<th>Cronbach’s Alpha</th>
<th>Items</th>
</tr>
</thead>
<tbody>
<tr>
<td>1)</td>
<td>Digital Marketing (DM)</td>
<td>0.757</td>
<td>5</td>
</tr>
<tr>
<td>2)</td>
<td>Consumer Buying Behavior (CBB)</td>
<td>0.822</td>
<td>5</td>
</tr>
<tr>
<td>3)</td>
<td>Consumer Purchasing Decisions (CPDs)</td>
<td>0.784</td>
<td>5</td>
</tr>
<tr>
<td>4)</td>
<td>Brand Popularity (BP)</td>
<td>0.834</td>
<td>5</td>
</tr>
</tbody>
</table>

Pearson Correlation Analysis

The Pearson correlation analysis is used to measure the strength of the relationship between variables and the direction of their relationship with each other. The basis of this analysis is a matrix concept that functions via rows and columns. The Pearson correlation coefficient ranges from -1 to 0 to +1. Any value that is near -1 indicates that the relationship between the variables is strongly negative. Likewise, a value close to +1 highlights a strongly positive relationship between the variables. Therefore, a Pearson’s coefficient of 0 means that there is no correlation among the variables in consideration. Table 3 highlights that all the study variables have a positive relationship with each other, and the strength of the relationship ranges from strong to moderate. Statistically, when the sig value is lower than 0.05, it indicates a significant relation. Hence, in Table 2, the relationships between all the variables are significant because the sig values are smaller than 0.05.

<table>
<thead>
<tr>
<th>CB</th>
<th>CPDs</th>
<th>BP</th>
<th>DM</th>
</tr>
</thead>
<tbody>
<tr>
<td>CB</td>
<td>1</td>
<td>.915*</td>
<td>.959*</td>
</tr>
<tr>
<td>Correlation</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td>.000</td>
<td>.000</td>
<td>.000</td>
</tr>
</tbody>
</table>
Regression Analysis

Regression analysis is an important statistical approach used to define the linearity of the relationship between the dependent variable and the independent variable. Regression analysis is crucial because it shows the strength of dependability of a dependent variable on the independent variable. It is one of the most crucial statistical tools that impact the study outcomes. Three key tests are conducted for complete regression analysis: model summary, ANOVA, and coefficient table. As there was one independent variable and three dependent variables, linear regression was applied to test each variable relationship in this study.

Digital Marketing and Consumer Buying Behavior

Model Summary Table.

Model summary is the first step in regression analysis. It enables the scientist to study the relationship between the dependent and independent variables. The output is a table, in which the value of $R$ is of key importance. $R$ is the multiple correlation coefficient that reflects the level of variation in the dependent variable. A stronger variation in the dependent variable is signified by a higher $R$ value. Studies recommend the $R$ value to be more than 30 percent (0.3). Table 4 shows the $R$ value to be more than 0.3 (0.928), which indicates a dependency of 96 percent, thereby indicating a high variation in the dependent variable.

**Table 3. Model Summary Table for Consumer Buying Behavior**

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R-Squared</th>
<th>Adjusted R-Squared</th>
<th>Std. Error of the Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>.928$^a$</td>
<td>.862</td>
<td>.861</td>
<td>.15583</td>
</tr>
</tbody>
</table>

a. Predictors: (Constant), DM

ANOVA Table.

The function of the ANOVA table is to determine the significance of the model developed for research by computing the sig value. Ideally, it must be smaller than 0.05 to declare the research model significant. This analysis also explains the best fit of
the research model by evaluating the F value, which must be higher for the best research model.

Table 4. ANOVA Table for Consumer Buying Behaviora

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regression</td>
<td>56.127</td>
<td>1</td>
<td>56.127</td>
<td>2555.627</td>
<td>.000b</td>
</tr>
<tr>
<td>1 Residual</td>
<td>9.008</td>
<td>198</td>
<td>.045</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>65.137</td>
<td>199</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

a. Dependent Variable: CBB

b. Predictors: (Constant), DM

Coefficient Table.

In the context of multiple regression, the research equations can be adjusted as follows

Equation 1: Digital Marketing on Brand Popularity
Brand Popularity = β0 + β1 * Digital Marketing + ε1

Equation 2: Digital Marketing and Brand Popularity on Buying Behavior
Buying Behavior = β0 + β1 * Digital Marketing + β2 * Brand Popularity + ε2

Equation 3: Digital Marketing and Brand Popularity on Purchase Decision
Purchase Decision = β0 + β1 * Digital Marketing + β2 * Brand Popularity + ε3

The relationship between the independent and dependent research variables can be analyzed by observing the coefficient table. The key values generated by this analysis are sig values and beta values. The sig values, as the name suggests, exhibit the significance of the relationship between the variables. Hence, a sig value lower than 0.05 indicates a significant relationship. The beta values generated for each variable in this analysis show the direction of the relationship with the dependent variable. A negative beta value means an inverse relationship, whereas a positive beta value signifies a direct relationship between the variables. Table 6 shows the relationship between the independent and dependent variables of this research.

Table 5. Coefficient Table for Consumer Buying Behaviora

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficient</th>
<th>Standardized Coefficient</th>
<th>t</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
<td></td>
</tr>
<tr>
<td>1 (Constant)</td>
<td>.410</td>
<td>.101</td>
<td>4.061</td>
<td>.000</td>
</tr>
<tr>
<td>DM</td>
<td>.898</td>
<td>.026</td>
<td>.928</td>
<td>35.124</td>
</tr>
</tbody>
</table>

425 | Page

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a. Dependent Variable: CB

**Digital Marketing and Consumer Purchasing Decisions**

Model Summary Table.

In Table 6, the R-squared value is 0.980, which means that more than 30 percent of variation is produced in the model summary table.

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R-Squared</th>
<th>Adjusted R-Squared</th>
<th>Std. Error of the Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>.990a</td>
<td>.980</td>
<td>.980</td>
<td>.19617</td>
</tr>
</tbody>
</table>

a. Predictors: (Constant), DM

ANOVA Table.

The function of the ANOVA table is to realize the significance of the model developed for research by computing the sig value. Ideally, it must be smaller than 0.05 to declare the research model significant. This analysis also explains the best fit of the research model by evaluating the F value, which must be higher for the best research model.

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>Df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regression</td>
<td>69.438</td>
<td>1</td>
<td>69.431</td>
<td>1674.511</td>
<td>.000b</td>
</tr>
<tr>
<td>1 Residual</td>
<td>1.408</td>
<td>198</td>
<td>.007</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>70.846</td>
<td>199</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

a. Dependent Variable: CPDs

The beta value in Table 8 is positive, which reflects that there is positive and direct relationship between digital marketing and consumer purchasing decisions. The sig value is also less than 0.05 which means that the relationship is significant between both variables.

Coefficient Table.
Table 8. Coefficient Table for Consumer Purchasing Decisions

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficient</th>
<th>Standardized Coefficient</th>
<th>t</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B Std. Error Beta</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>(Constant) -0.15 .040 -0.367 .741</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>DM</td>
<td>.999 .010 .990 98.827 .000</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

a. Dependent Variable: CPDs

Digital Marketing and Brand Popularity

Model Summary Table.

Table 9 shows that the R-squared value is 0.919, which means that there is more than 86 percent of variation produced in the dependent variable due to the presence of the independent variable (i.e., digital marketing).

Table 9. Model Summary Table for Brand Popularity

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R-Squared</th>
<th>Adjusted R-Squared</th>
<th>Std. Error of the Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>.959a</td>
<td>.919</td>
<td>.919</td>
<td>.15934</td>
</tr>
</tbody>
</table>

a. Predictors: (Constant), DM

ANOVA Table.

The function of the ANOVA table is to realize the significance of the model developed for research by computing the sig value. Ideally, it must be smaller than 0.05 to declare the research model significant. This analysis also explains the best fit of the research model by evaluating the F value, which must be higher for the best research model.

Table 10. ANOVA Table for Brand Popularity

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regression</td>
<td>57.133</td>
<td>1</td>
<td>57.133</td>
<td>1327.385</td>
<td>.000b</td>
</tr>
<tr>
<td>1</td>
<td>Residual</td>
<td>5.027</td>
<td>198</td>
<td>.025</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>62.169</td>
<td>199</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

a. Dependent Variable: DM
b. Predictors: (Constant), BP

Coefficient Table.

The beta value in Table 11 is positive, which reflects that there is a positive and direct relationship between digital marketing and brand popularity. The sig value is also less than 0.05, which means that the relationship is significant between both variables.

Table 11. Coefficient Table for Brand Popularity

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>(Constant)</td>
<td>.281</td>
<td>.075</td>
<td>5.048</td>
</tr>
<tr>
<td></td>
<td>DM</td>
<td>.906</td>
<td>.019</td>
<td>.959</td>
</tr>
</tbody>
</table>

Hypotheses 4 Testing

The analysis of mediating variables was conducted with the help of the Hayes Process extension in SPSS. For the hypothesis testing, X is the independent variable, which is digital marketing; M is the mediating variable, which is brand popularity; and Y is the dependent variable, which is consumer buying behavior. First, the analysis was run to examine the impact of digital marketing on brand popularity. According to the analysis, the R value is 0.9587, which means that brand popularity is influenced by 95.87 percent, which is significant enough. The overall model reflects that the coefficient value of digital marketing is positive (i.e., .9061) and the p value is .000, which indicates a positive and significant impact of digital marketing on brand popularity. The second model analyzed the mediating impact of brand popularity between digital marketing and consumer buying behavior. The direct effect of digital marketing on consumer buying behavior can be observed as a positive coefficient (i.e., 0.6133), and the p value is less than 0.05 (0.006). On the other hand, the coefficient for the indirect effect (i.e., mediating impact of brand popularity) is 0.2848. This means that brand popularity slightly mediates the relationship between digital marketing and consumer buying behavior. The analysis below concludes the overall analysis of hypothesis 4.


OUTCOME VARIABLE: BP

Model Summary

<table>
<thead>
<tr>
<th>R</th>
<th>R-sq</th>
<th>MSE</th>
<th>F</th>
<th>df1</th>
<th>df2</th>
<th>p</th>
</tr>
</thead>
</table>
Hypothesis 5 Testing

For testing hypothesis 5, X is the independent variable, which is digital marketing; M is the mediating variable, which is brand popularity; and Y is the dependent variable, which is consumer purchasing decisions. First, the analysis was run to examine the impact of digital marketing on brand popularity. According to the analysis, the R values is 0.9587, which means that brand popularity is influenced by 95.87 percent, which is significant enough. The overall model reflects that the coefficient value of digital marketing is positive (i.e., .9061), and the p value is .000, which reflects a positive and significant impact of digital marketing on brand

---

**Model Summary**

<table>
<thead>
<tr>
<th>Model</th>
<th>coeff</th>
<th>se</th>
<th>t</th>
<th>p</th>
<th>LLCI</th>
<th>ULCI</th>
</tr>
</thead>
<tbody>
<tr>
<td>constant</td>
<td>.3809</td>
<td>.0755</td>
<td>5.0482</td>
<td>.000</td>
<td>.2321</td>
<td>.5297</td>
</tr>
<tr>
<td>DM</td>
<td>.9061</td>
<td>.0191</td>
<td>47.4385</td>
<td>.000</td>
<td>.8684</td>
<td>.9437</td>
</tr>
</tbody>
</table>

**Model Summary**

<table>
<thead>
<tr>
<th>R</th>
<th>R-sq</th>
<th>MSE</th>
<th>F</th>
<th>df1</th>
<th>df2</th>
<th>p</th>
</tr>
</thead>
<tbody>
<tr>
<td>.9324</td>
<td>.8693</td>
<td>.0432</td>
<td>655.2955</td>
<td>2.0000</td>
<td>197.0000</td>
<td>.0000</td>
</tr>
</tbody>
</table>

**Model**

<table>
<thead>
<tr>
<th>Effect</th>
<th>coeff</th>
<th>se</th>
<th>t</th>
<th>p</th>
<th>LLCI</th>
<th>ULCI</th>
</tr>
</thead>
<tbody>
<tr>
<td>constant</td>
<td>.2905</td>
<td>.1046</td>
<td>2.7777</td>
<td>.0060</td>
<td>.0842</td>
<td>.4967</td>
</tr>
<tr>
<td>DM</td>
<td>.6133</td>
<td>.0876</td>
<td>6.9993</td>
<td>.0000</td>
<td>.4405</td>
<td>.7861</td>
</tr>
<tr>
<td>BP</td>
<td>.3143</td>
<td>.0927</td>
<td>3.3904</td>
<td>.0008</td>
<td>.1315</td>
<td>.4971</td>
</tr>
</tbody>
</table>

**Direct effect of X on Y**

<table>
<thead>
<tr>
<th>Effect</th>
<th>coeff</th>
<th>se</th>
<th>t</th>
<th>p</th>
<th>LLCI</th>
<th>ULCI</th>
</tr>
</thead>
<tbody>
<tr>
<td>DM</td>
<td>.6133</td>
<td>.0876</td>
<td>6.9993</td>
<td>.0000</td>
<td>.4405</td>
<td>.7861</td>
</tr>
</tbody>
</table>

**Indirect effect(s) of X on Y**

<table>
<thead>
<tr>
<th>Effect</th>
<th>BootSE</th>
<th>BootLLCI</th>
<th>BootULCI</th>
</tr>
</thead>
<tbody>
<tr>
<td>BP</td>
<td>.2848</td>
<td>.0886</td>
<td>.5262</td>
</tr>
</tbody>
</table>
popularity. The second model analyzed the mediating impact of brand popularity between digital marketing and consumer buying behavior. The R value for the model is .9904, which means that there is 99 percent variation in consumer purchasing decisions, which is significant. The direct effect of digital marketing on consumer purchasing decisions can be observed as a positive coefficient (i.e., 0.9041), and the p value is less than 0.05 (0.006). On the other hand, the coefficient for the indirect effect (i.e., mediating impact of brand popularity) is 0.1046, and the sig value is less than 0.05 (i.e., 0.0051). This means that brand popularity slightly mediates the relationship between digital marketing and consumer purchasing decisions. The analysis below concludes the overall analysis of hypothesis 5.

**Y: CPDs  X: DM  M: BP**  Sample Size: 200

**************************************************************************

OUTCOME VARIABLE: BP

Model Summary

<table>
<thead>
<tr>
<th></th>
<th>R</th>
<th>R-sq</th>
<th>MSE</th>
<th>F</th>
<th>df1</th>
<th>df2</th>
<th>p</th>
</tr>
</thead>
<tbody>
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<td></td>
<td>.9587</td>
<td>.9191</td>
<td>.0254</td>
<td>2250.4109</td>
<td>1.0000</td>
<td>198.0000</td>
<td>.0000</td>
</tr>
</tbody>
</table>

Model

<table>
<thead>
<tr>
<th>coeff</th>
<th>se</th>
<th>t</th>
<th>p</th>
<th>LLCI</th>
<th>ULCI</th>
</tr>
</thead>
<tbody>
<tr>
<td>constant</td>
<td>.3809</td>
<td>.0755</td>
<td>5.0482</td>
<td>.0000</td>
<td>.2321</td>
</tr>
<tr>
<td>DM</td>
<td>.9061</td>
<td>.0191</td>
<td>47.4385</td>
<td>.0000</td>
<td>.8684</td>
</tr>
</tbody>
</table>

**************************************************************************

OUTCOME VARIABLE: CPDs

Model Summary

<table>
<thead>
<tr>
<th></th>
<th>R</th>
<th>R-sq</th>
<th>MSE</th>
<th>F</th>
<th>df1</th>
<th>df2</th>
<th>p</th>
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</thead>
<tbody>
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<td></td>
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<td>.9809</td>
<td>.0069</td>
<td>5060.3884</td>
<td>2.0000</td>
<td>197.0000</td>
<td>.0000</td>
</tr>
</tbody>
</table>

Model

<table>
<thead>
<tr>
<th>coeff</th>
<th>se</th>
<th>t</th>
<th>p</th>
<th>LLCI</th>
<th>ULCI</th>
</tr>
</thead>
<tbody>
<tr>
<td>constant</td>
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<td>.0417</td>
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<td>-.1367</td>
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<td>25.8833</td>
<td>.0000</td>
<td>.8352</td>
</tr>
<tr>
<td>BP</td>
<td>.1046</td>
<td>.0370</td>
<td>2.8309</td>
<td>.0051</td>
<td>.0317</td>
</tr>
</tbody>
</table>

************************************************************************** DIRECT AND INDIRECT EFFECTS OF X ON Y ****************************

Direct effect of X on Y

<table>
<thead>
<tr>
<th>Effect</th>
<th>se</th>
<th>t</th>
<th>p</th>
<th>LLCI</th>
<th>ULCI</th>
</tr>
</thead>
<tbody>
<tr>
<td>.9041</td>
<td>.0349</td>
<td>25.8833</td>
<td>.0000</td>
<td>.8352</td>
<td>.9730</td>
</tr>
</tbody>
</table>
Indirect effect(s) of X on Y

<table>
<thead>
<tr>
<th></th>
<th>Effect</th>
<th>BootSE</th>
<th>BootLLCI</th>
<th>BootULCI</th>
</tr>
</thead>
<tbody>
<tr>
<td>BP</td>
<td>.0948</td>
<td>.0379</td>
<td>.0300</td>
<td>.1820</td>
</tr>
</tbody>
</table>

*************** ANALYSIS NOTES AND ERRORS ***************

Level of confidence for all confidence intervals in output: 95.0000
Number of bootstrap samples for percentile bootstrap confidence intervals: 500

Discussion

H1: Digital marketing has a positive and significant impact on consumer buying behavior.

The main objective of this hypothesis was to examine the relationship between digital marketing and consumer buying behavior. According to results, the relationship between digital marketing and consumer buying behavior is positive and significant. The results align with the study conducted by Batkoska (2017), who found that digital marketing has significant importance in improving consumer buying behavior. On the other hand, in another study, Ansari and Siddiqui (2019) found that there are several factors that can contribute to increasing consumer buying behavior significantly. Brand image, brand trust, pricing, and digital marketing were the factors identified that have a positive and significant impact on consumer buying behavior. Buratti (2018) found that digital marketing and digital advertising have a significant impact on consumer buying behavior. However, Dharamseti (2019) found that digital marketing might not significantly impact consumer buying behavior because it is an internal organizational factor, and only external factors (e.g., advertising, promotions, and other marketing activities) can have a significant impact on consumer buying behavior as compared with digital marketing.

H2: Digital marketing has a positive and significant impact on consumer purchasing decisions.

The purpose of this hypothesis was to examine the relationship between digital marketing and consumer purchasing decisions. According to the results, the relationship between digital marketing and consumer purchasing decisions is positive and significant. The results align with the study conducted by Foroudi and Dean (2017), who found that consumer purchasing decisions can be improved significantly by digital marketing. On the other hand, in another study, Gregory et al. (2019) found that digital marketing might not be able to improve consumer purchase decision-making as a single factor. However, when digital marketing is aligned with other marketing practices (e.g., providing discounts and promotion strategies), then digital marketing has a positive and significant impact on consumer purchasing decisions. Kennedy (2017) found that digital marketing is one of the significant variables in the current business environment that helps improve consumer purchasing decisions. However, Kapai (2019) found that there is no significant impact of digital marketing on consumer purchasing decisions. Overall, most of the studies’ outcomes align with
the outcomes of the current study.

**H3: Digital marketing has a positive and significant impact on brand popularity.**

The primary goal of this hypothesis was to examine the relationship between digital marketing and brand popularity. According to the current study’s outcome, the relationship between digital marketing and brand popularity is positive and significant. Lee and Falahat (2019) found that digital marketing is now playing a significant role in increasing the popularity of any brand. On the other hand, Kapai (2019) found that brand popularity depends on several factors, of which digital marketing is one of the significant factors. Mohamad (2017) also found that brand popularity is becoming an essential factor for any brand, and through digital marketing, any brand can increase its popularity. However, Mantrala and Kanuri (2018) found that brand popularity depends on customer interaction and other traditional marketing strategies rather than digital marketing. Overall, the outcomes of the current study are reliable and valid because they align with most previous studies.

**H4: Brand popularity mediates the relationship between digital marketing and consumer buying behavior.**

The primary goal of this hypothesis was to examine the mediating impact of brand popularity between digital marketing and consumer buying behavior. According to the results, the mediating impact of brand popularity between consumer buying behavior and digital marketing is significant and positive. The results align with the study conducted by Napolitan et al. (2022), who found that brand popularity can act as a mediating variable when it comes to improving consumer buying behavior with the help of digital marketing. On the other hand, Omkar (2022) considered brand trust and brand popularity as mediating variables. The researcher found that brand popularity is a more significant mediator as compared with brand trust for improving the relationship between digital marketing and consumer buying behavior. In their study, O’Cass and Lim (2022) considered three mediating variables to determine the relationship between digital marketing and consumer buying behavior: brand trust, brand image, and brand popularity. The researchers found that all of these mediators significantly and positively mediate the relationship between digital marketing and consumer buying behavior. However, Nystrom (2019) concluded that brand popularity is not a significant factor that mediates the relationship between digital marketing and consumer buying behavior.

**H5: Brand popularity mediates the relationship between digital marketing and consumer purchasing decisions.**

The primary aim of this hypothesis was to examine the mediating impact of brand popularity between digital marketing and consumer purchasing decisions. According to the results, the mediating impact of brand popularity is positive and significant between digital marketing and consumer purchasing decisions. The results
align with the study conducted by Saiful et al. (2022), who concluded that brand popularity is one of the significant variables that can improve consumer purchasing decisions. Ramon et al. (2020) also found that brand popularity can be included with digital marketing to improve consumer purchasing decisions. However, Purnama et al. (2021) found that brand popularity cannot improve or worsen the relationship between digital marketing and consumer purchasing decisions.

Hypothesis Interpretation

Based on the above results, it is clear that the independent variable (digital marketing) has a positive and significant impact on all dependent variables (consumer buying behavior, consumer purchasing decisions, and brand popularity). Because all the beta values for the independent variables are positive, it signifies a direct relationship between the independent and dependent variables. The sig values are less than 0.05, which means the relationships between variables are significant, thereby highlighting the significant impact of digital marketing on consumer buying behavior, consumer purchasing decisions, and brand popularity. It is also clear that brand popularity, consumer buying behavior, and consumer purchasing decisions are significantly and positively impacted by digital marketing.

Conclusion

The current study analyzed the impact of digital marketing on consumer buying behavior, consumer purchasing decisions, and brand loyalty. The importance of the study is that the emergence of digital marketing is at its peak in the current business environment; therefore, it is crucial for organizations to understand the significance of digital marketing from various perspectives. The study adopted a primary research method and collected data by circulating a questionnaire among the research population. The study collected data from 200 participants, including customers who use digital marketing. SPSS was used to analyze the statistical data by applying different statistical techniques. The outcomes of the study reflect that digital media in marketing has a significant and positive impact on consumer buying behavior, consumer purchasing decisions, and brand popularity in Saudi Arabia. Additionally, the study examined the mediating relationship of brand popularity with consumer buying behavior, consumer purchasing decisions, and digital marketing. The study found that brand popularity mediates the relationship between digital marketing and consumer buying behavior and consumer purchasing decisions. We recommend that organizations focus on improving digital marketing strategies to improve their profitability and popularity, as well as to attract a large customer base.

Managerial Implications

The outcomes of the study can be applied by any marketing organization in Saudi Arabia. The results will be helpful for managers to apply digital marketing strategies for improving popularity. Digital marketing managers can conduct digital marketing campaigns to run ads of the organization’s services and products to
improve its popularity. The results of the current study can also be implemented to gain a large customer base and drive consumer purchasing decisions.

Limitations and Future Research

One of the limitations of this study is that it considered digital marketing as a single variable: social media marketing (e.g., Snapchat, TikTok, and Twitter). Future studies can be conducted by breaking down digital marketing into email marketing, content marketing, or any other type of digital marketing to analyze the impact on the study variables. Research could also be conducted on a specific industry so that the results can be applied specifically to that industry. In addition, future research could examine path analysis of the direct, indirect, and total effects to test the impact of mediation and utilize the Sobel test.

References


Dzwigol, Henryk, (2019), The concept of the system approach of the enterprise restructuring process, Virtual Economics, 2, issue 4, p. 46-70.


Kanapathipillai, K., & Sharvena, K. (2022). The mediating effect of relationship marketing strategy between digital marketing strategy and consumers’...
purchase decisions in the automotive industry in Malaysia. European Journal of Management and Marketing Studies, 7(2), 34.


