

The Impact of Digital Marketing on Consumer Behavior

(Applied to young consumer customers in Najran city)

By

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Abstract :

The study aimed to highlight the impact of digital marketing on consumer behavior from the perspective of young consumers, to identify the concept of digital marketing and consumer behavior, to know the behavior of young consumers and their attitudes towards digital marketing, to know the level of digital knowledge among the research sample of young people and their interest in digital marketing. The study used the descriptive analytical approach, and the study reached a number of results, the most important of which is that the level of product availability from the perspective of the study sample tends towards a high degree of approval, as indicated by its arithmetic mean of (3.96) and a standard deviation of (0.828), that the level of price availability from the perspective of the study sample tends towards a high degree of approval, as indicated by its arithmetic mean of (3.79) and a standard deviation of (0.829), that the digital marketing mix with its elements: (product, location, promotion) affects consumer behavior among individuals in the study sample, while there is no effect of the elements of the digital marketing mix with its elements: (price and distribution) on consumer behavior among individuals in the study sample. The study also made a number of recommendations, including the need to focus on marketing digital products. Those interested in digital marketing should develop and continually update their websites, and increase their focus on digital marketing due to its connection to the digital economy and the shift countries are making towards it.

Keywords: Product, Price, location, Distribution, Promotion, consumer behavior.

Introduction:

The social media revolution has triggered a radical transformation in the internet landscape and user behavior, creating a world that is more interconnected and deeply influenced by the speed and reach of digital communication. With the expansion of broadband access, user expectations have risen alongside internet speeds, cementing the internet as an essential pillar of daily life.

Statistics from 2021 indicate that approximately 59% of the global population is connected to the internet, with penetration rates exceeding 90% in many developed nations. Advanced analytical technologies have evolved to provide real-time insights into consumer behavior, encompassing usage patterns, demographic data, and personal interests. Furthermore, the technological ecosystem has expanded as smartphones, smart TVs, and home automation systems transition into fully integrated smart environments.

The convergence of tablets, smartphones, and other mobile devices continues to grow, supported by cross-platform applications and the ubiquity of touch-screen technology.

On the corporate front, **Alphabet** (Google's parent company) leads the technological vanguard through its global dominance of search engines. Simultaneously, **Meta** (formerly Facebook) and **Amazon** have expanded into global powerhouses with profound influence across diverse markets, reflecting a fundamental shift in the digital economy.

In tandem with these shifts, numerous consumer advocacy groups—both public and private—have emerged to defend consumer rights. Moreover, the marketing approach has gained significant traction, moving beyond profit-oriented enterprises to include non-profit organizations.

By utilizing advanced computers equipped with sophisticated analytical and statistical models, it has become possible to conduct quantitative and behavioral studies that effectively and efficiently achieve institutional marketing objectives.

Successfully managing the marketing process requires a profound understanding of consumer behavior; this involves studying the purchasing decisions individuals make regarding the allocation of their limited resources—money, time, and effort—to satisfy their needs and desires through available products and services.

Behavioral sciences integrate with marketing research and practitioner expertise to decode the various dimensions of consumer behavior.

While demographic data provides useful indicators to identify *who* the consumer is and *where* they are located, it is essential to investigate the multifaceted factors influencing consumer behavior to gain deeper insights into their motivations and decision-making processes.

Problem Statement:

This study seeks to address the primary research question:

What is the impact of digital marketing on consumer behavior?

To provide a comprehensive analysis, the following sub-questions have been formulated to highlight various dimensions of the digital marketing mix and their influence:

1. To what extent does the **product** influence consumer behavior?
2. To what extent does **pricing** influence consumer behavior?
3. To what extent does **location/place** influence consumer behavior?
4. To what extent does **promotion** influence consumer behavior?
5. To what extent does **distribution** influence consumer behavior?

Study Objectives:

The study aims to achieve the following objectives:

1. To examine the impact of digital marketing on consumer behavior from the perspective of young consumers.
2. To conceptualize the theoretical frameworks of both digital marketing and consumer behavior.
3. To analyze the behaviors and attitudes of young consumers toward digital marketing practices.
4. To assess the level of digital literacy and interest in digital marketing among the study sample.

Significance of the Study:

1. Practical Significance:

The practical importance of this study lies in its cognitive and scientific contribution to a contemporary theme in marketing thought: digital marketing and its impact on consumer behavior. By analyzing the perspectives of young consumers in Najran, the study addresses a critical gap.

The significance is further underscored by the scarcity of localized empirical research on this specific topic, a challenge encountered during the preliminary literature review.

2. Theoretical Significance:

The study contributes to the academic field by bridging a knowledge gap and providing empirical data for those interested in internet marketing. Furthermore, it serves as a specialized reference for scholars of modern marketing thought and establishes a foundation that may open new horizons for future research in the field of digital marketing.

Here is the professional English translation of your study's hypotheses, scope, and literature review, tailored for international academic standards.

Research Hypotheses:

To address the research questions, the following primary hypothesis was formulated:

"Digital marketing significantly influences consumer behavior."

From this main hypothesis, the following sub-hypotheses are derived:

1. **Product** significantly influences consumer behavior.
2. **Pricing** significantly influences consumer behavior.
3. **Location (Place)** significantly influences consumer behavior.
4. **Promotion** significantly influences consumer behavior.
5. **Distribution** significantly influences consumer behavior.

Study Scope:

- **Spatial Scope:** Najran, Kingdom of Saudi Arabia.
- **Temporal Scope:** The research covers the period from 2024 to 2025.
- **Human Scope:** A sample of young consumers residing in Najran.

Literature Review:

A study conducted by **Belouer Ahmed and Grairi Houssam El-Din (2024)** analyzed the impact of digital marketing on consumer behavior. The study examined the elements of the digital marketing mix (**Product, Price, Place, Promotion, and Distribution**) as independent variables, and **consumer behavior** as the dependent variable. The research utilized an analytical approach focusing on a sample of young consumers who engage with digital platforms.

The central problem of their study revolved around the following question: *To what extent does digital marketing contribute to influencing consumer behavior?*

The findings revealed a high level of effectiveness for electronic distribution at **Algérie Poste – Mila Branch**. Conversely, the results indicated that the website interface and electronic promotion had a negative impact on consumer behavior within that institution. Additionally, a positive correlation was found between the electronic product and its influence on consumer behavior.

The study offered several recommendations to enhance digital marketing effectiveness, most notably:

- **Strengthening data protection policies** and increasing transparency in the collection and processing of personal information to bolster consumer brand trust.
- **Designing innovative digital loyalty programs** that provide customers with opportunities for engagement and repeat purchases through personalized rewards and exclusive offers tailored to their preferences and purchasing behavior.
- **Developing user interfaces (UI)** and the overall e-shopping experience to make them more seamless and attractive.
- **Leveraging data analytics** to personalize advertising content, ensuring it aligns with the individual interests and preferences of each consumer.
- A study conducted by **Salma Mohammed Al-Jaghroubi and Sarah Adel Al-Maidani (2023)** explored the impact of digital marketing on consumer behavior, with an empirical application on a group of customers in the Kingdom of Saudi Arabia.

The research adopted a descriptive-analytical approach, collecting data via an electronic questionnaire distributed to a sample of 124 participants, categorized by gender, age, marital status, and income level.

The study concluded that there is a statistically significant positive correlation between marketing tools and consumer behavior; specifically, an increase in the utilization of marketing tools contributes to enhanced consumer engagement and higher satisfaction levels. Furthermore, the results indicated that the quality of electronic services plays a pivotal role in improving consumer behavior, as high-quality services correlate with a marked increase in interaction and satisfaction.

The findings also demonstrated that digital marketing not only positively affects consumer satisfaction but also fosters brand loyalty.

Based on these results, the study recommended improving marketing methods, prioritizing the quality of electronic services, and building sustainable customer relationships by encouraging digital engagement through modern platforms.

- In another study, **Boujemai Silia and Maazouz Safia (2024)** highlighted consumer interaction with marketing posts shared by influencers on the **Instagram** platform.

The study addressed several dimensions, including the analysis of influencer-led digital marketing on consumer purchasing behavior and the role of content attractiveness and quality in shaping consumer behavior throughout the pre- and post-purchase stages. Additionally, the research aimed to evaluate the credibility of influencers and its impact on purchasing decisions, as well as the overall effect of influencer marketing on consumer shopping habits.

The study reached several key findings, most notably that the largest segment of individuals interacting with this type of marketing belongs to the "non-employed" category, attributed to their greater availability for platform consumption and interaction.

The results also indicated that digital marketing is a highly effective promotional tool on social media, particularly Instagram, though the extent of its impact on consumer behavior varies.

The study concluded by recommending that companies enhance the effectiveness of digital campaigns by utilizing advanced tools and technologies, leveraging social media platforms as primary marketing channels, and developing practical strategies for influencer collaborations to maximize digital marketing benefits.

Theoretical Framework:

Concept and Definition of Digital Marketing:

The concept of electronic marketing (E-marketing) is deeply rooted in the broader frameworks of e-commerce and e-business. E-commerce is considered a fundamental pillar of the **Digital Economy**, which primarily rests on two cornerstones: electronic commerce and information technology.

In this era of pervasive computing and connectivity, information technology serves as the backbone of e-commerce, as the latter relies heavily on diverse technological tools to operate and manage commercial activities (Jathir & Al-Rabawi, 2015, p. 442).

Digital marketing can be defined as the process of establishing and maintaining sustainable customer relationships through direct electronic activities aimed at facilitating the exchange of ideas, products, and services to achieve the mutual goals of both parties.

This definition emphasizes that digital marketing is a continuous process involving a series of integrated steps. It also highlights the essence of digital marketing, which mirrors its traditional counterpart in its reliance on building and sustaining strong customer relationships.

The distinguishing factor is the medium utilized—the Internet. However, this does not imply the abandonment of traditional media such as television or telephone; rather, digital marketing integrates with these traditional channels to achieve optimal results (Amjadel, 2014, p. 28).

Elements of the Digital Marketing Mix:

- 1. The Product:** A product may be a physical good or an intangible service. The core objective is to develop an offering that captures consumer attention and motivates purchase.

While some firms adopt a "product-push" strategy—developing a product first and then seeking an audience—this approach often fails to generate genuine demand if the product does not address actual consumer needs or interests.

In the digital marketing sphere, several electronic considerations emerge.

These include the product's suitability for online display and sale, and the identification of digital channels for promotion. Furthermore, companies must assess the flexibility of the product to better align with the preferences of internet and mobile users. It is essential to verify whether the product provides tangible value to the consumer and how it can be differentiated from competitive offerings.

Key aspects such as periodic updates, maintenance to ensure quality, and the addition of digital features that attract the modern customer must also be considered, all while maintaining fairness in line with consumer expectations and ethical marketing standards.

To illustrate the variance in consumer usage patterns in the digital age, consider a music album as an example. Three different personas interact with the same product in distinct ways:

- **"John"** purchases a physical copy on a CD.
- **"Maria"** prefers downloading the digital files directly to her device.
- **"Robin"** listens to the album via streaming services.

Each individual exhibits a unique consumption behavior:

John may proudly display the CD on a shelf, expressing a collector's passion; Maria might be forced to delete other files to create storage space for the new album on her phone; and Robin curates the songs into custom playlists based on genre or mood.

These variations in purchasing motives and usage patterns form the foundation for understanding consumer dynamics, making them pivotal for the success of any marketing strategy in the digital era (Kingsnorth, 2024, pp. 35-40).

- 2. Pricing:** Pricing represents the second core element of business strategy—a field that increasingly resembles a science more than an art.

While understanding price elasticity and monitoring competition remain two fundamental pillars, the central objective is determining whether the price offered is one that customers are willing to pay. This decision is influenced by multiple factors, including brand value, online reviews, and product quality.

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Furthermore, several tactical approaches can guide pricing at the digital level. While discounts and offers are not new concepts in marketing, the ability of consumers to compare prices rapidly and the emergence of cashback and coupon platforms have fundamentally altered consumer behavior. Consequently, companies can leverage these developments through **Affiliate Marketing** programs, which involve promoting products via third-party websites in exchange for a commission paid upon achieving specific results.

This approach is highly prevalent in price comparison, couponing, and cashback sectors because it facilitates precise sales tracking and relationship valuation. Commissions are typically sales-based but can also be triggered by clicks or other specific actions.

On another front, there is a prevailing expectation in certain sectors that online prices should be lower due to reduced overhead costs compared to traditional brick-and-mortar retail. While many believe the absence of retail operating costs justifies lower prices, this claim can be countered by the significant costs associated with shipping and logistics, which are not incurred in direct store sales.

Therefore, integrating these variables into a business strategy is pivotal. Additionally, it must be considered that the cost of retaining an existing customer is significantly lower than the cost of acquiring a new one, making **Customer Relationship Management (CRM)** and the focus on **Customer Lifetime Value (CLV)** vital components of any successful pricing strategy (Kingsnorth, 2024, p. 36).

- 3. Place (The Digital Presence):** "Place" in the digital context is defined as a collection of interconnected pages sharing a single domain under common editorial management.

These pages are accessible via desktops, laptops, tablets, and smartphones.

The digital storefront serves as an effective medium for communicating with consumers anytime and anywhere, featuring a dedicated institutional URL to showcase products.

Consumers interact with the brand through the website itself, engaging with the e-store via web browsers or mobile technology (such as WAP).

In the realm of digital marketing, a physical store may not be required; however, it is essential that access to the electronic store be seamless and direct. This accessibility relies heavily on **Search Engine Optimization (SEO)**, paid advertising, and other digital acquisition channels. Once a visitor arrives at the e-commerce site, the navigation must be intuitive, ensuring that information and products are easily discoverable. Maintaining stock availability is a fundamental part of the purchasing experience, alongside ensuring the website functions smoothly to complete the transaction. If users cannot find what they are looking for quickly, they often turn to alternatives. In the online world specifically, this process is accelerated; customers expect the online shopping experience to be both convenient and rapid (Al-Wadi et al., 2025, p. 222).

4. Promotion: One of the most prominent challenges in the digital sphere is the limited space or time available for communication during product promotion.

For instance, while a television commercial or a press release may have thirty seconds to convey a concept, a digital advertisement often restricts us to a very limited character count or a fraction of a second to achieve the objective. Consequently, it is essential to craft highly focused messages that carry actual impact and achieve goals swiftly and effectively. Above all, adopting a philosophy of continuous testing and learning is paramount. Regardless of how well you know your audience—or how much you think you know—it is impossible to predict all potential outcomes. For this reason, implementing a process of ongoing testing and development is vital, as it fosters a culture of permanent improvement necessary for successful marketing (Kingsnorth, 2024, p. 37).

5. Distribution: Companies place significant importance on the distribution element within digital marketing. It has become a critical factor due to rapid technological advancements and the vast capabilities they provide in bridging time and space, ultimately leading to cost reductions. In recent years, the number of customers engaging in online shopping—without visiting physical stores or malls—has surged, a phenomenon that became even more pronounced during the COVID-19 pandemic.

Digital distribution is the process of delivering products from the point of production to locations convenient for customers, ensuring they obtain the products they need with ease at the right time and place. The distribution system has specific objectives it seeks to achieve within the broader goals of the overarching marketing system, including: (Al-Wadi et al., 2025, p. 244):

1. Enhancing the efficiency of the distribution system:

This is achieved by improving relationships with marketing channel members and intermediaries, which helps producers meet their distributional objectives.

2. **Moving products from the point of production to the point of demand:** An example is home-based digital banking services provided via various mobile applications, allowing customers to access services without visiting a physical branch.
3. **Transferring product ownership from seller to buyer:** This occurs through diverse distribution channels that facilitate legal and physical transitions in the digital marketplace.

Consumer Behavior:

Concept and Definitions:

Consumer behavior is fundamentally driven by the individual consumer, who engages in a series of activities including information searching, organizing, and analyzing, followed by the evaluation of alternatives, all aimed at satisfying urgent needs and desires (Obaidat, 2004, p. 4).

Furthermore, consumer behavior is defined as the totality of actions an individual performs in daily life to adapt to environmental requirements and surrounding circumstances, regardless of whether these actions are overt (observable) or covert (internal) (Al-Alaq & Rababah, 2007, p. 420).

Consumer behavior is also characterized as the set of activities and actions undertaken by consumers during their search for needed goods and services.

This includes the processes of satisfying needs and desires, evaluating, acquiring, using, and disposing of products, as well as the decision-making processes that accompany these stages (Bazaraa, 2000, p. 267).

Moreover, consumer behavior can be defined as the direct actions and behaviors of individuals aimed at obtaining a product or service, encompassing the purchase decision-making process. It is vital to note that the actual purchase is merely one component of the decision-making process. When studying consumer behavior, focus should not only be placed on *what* the consumer buys; rather, research must address the following questions: *Where, how, and under what circumstances* did the purchase occur, and *why* does the consumer behave in such a manner? Seeking answers to these questions is essential for understanding the marketing process from both managerial and social perspectives.

Therefore, it is necessary to examine consumer needs, how these needs are formed, and how they relate to marketing activities (Abdel Fattah, 1986, p. 43).

Based on the definitions provided, several characteristics and principles of consumer behavior can be inferred, along with the personal factors that influence it. Here is the professional academic translation for this section:

Characteristics of Consumer Behavior

From the aforementioned definitions, several key characteristics of consumer behavior can be synthesized:

1. **Goal-Oriented Action:** Final consumer behavior is manifested through the actions an individual takes during the process of purchasing products or services to satisfy personal or familial needs and desires.
2. **Internal and External Influences:** Consumer behavior is governed by subjective psychological factors as well as social and environmental influences that dictate responses toward a product.
3. **Internal Processing:** Consumer behavior results from a set of internal cognitive processes toward a product within a specific timeframe and geographic location.

Principles of Consumer Behavior:

In addition to the characteristics above, consumer behavior is governed by the following fundamental principles (Al-Minyawi, 1998, pp. 13-14):

- **Causality:** It is a human behavior triggered by a specific cause, which may be overt or latent.
- **Purposefulness:** It is a behavior aimed at achieving a specific goal, whether explicit or implicit, and often seeks to restore psychological or material equilibrium.
- **Motivation-Driven:** Behavior is governed by purpose; every goal has an underlying intent. As a need intensifies, the drive increases to a point where the need becomes an urgent motive, compelling the individual to act in a specific way.
- **Flexibility:** Consumer behavior is adaptable and subject to modification based on varying circumstances and situations, noting that this flexibility is relative and differs from one individual to another.

Personal Influences on Consumer Behavior:

Personal influences encompass motives, perception, learning, attitudes, and personality (Abdel Fattah, 1986, pp. 52-54):

1. **Motives:** Psychologists and marketing scholars have categorized buyer motives into two primary frameworks: **Emotional motives and rational motives.**
2. **Perception:** From a marketing perspective, perception is defined as the process of forming mental impressions resulting from a specific stimulus interacting within the boundaries of a consumer's knowledge. Consumers assign meanings to these stimuli based on personal experience, memory, and beliefs. Notably, individuals respond

differently to the same stimulus, as they rarely form identical impressions.

3. **Learning:** Learning refers to the changes in behavior that occur when encountering similar situations. One of the most significant theories in marketing is the **Stimulus-Response Theory**, inspired by Pavlovian experiments, which demonstrates how learning conditions behavioral outcomes.
4. **Attitude (Disposition):** Attitude is the product of the interaction between motives, emotions, perception, and certainty. It represents a human response to a stimulus that leads to a specific behavior. By nature, attitudes are rarely neutral; they incline toward favorability or unfavorability.
5. **Personality:** The focus on consumer personality is based on the premise that personality traits influence how a person responds to stimuli in a consistent or recurring manner. Personality is reflected in traits such as the need for dominance, risk-taking propensity, sociability, and sense of responsibility.
6. Here is the professional academic translation for the **Field Study** and **Methodology** section, including a reconstruction of your study model in English.

Field Study:

Study Procedures:

This section of the study highlights the empirical application conducted in **Najran**, targeting a sample of **young consumers**. Utilizing the **questionnaire** as the primary research instrument, this part presents the data analysis, results, and the testing of the formulated hypotheses.

First: Field Study Methodology:

1. Research Approach:

The descriptive-analytical approach was selected as the most appropriate method for describing and analyzing the study variables. It is employed to provide a comprehensive description of digital marketing and consumer behavior. Additionally, the analytical method is used to interpret field data and determine the impact of digital marketing on consumer behavior within the specific context of young consumers in Najran.

Research Model:

The following model illustrates the relationship between the independent and dependent variables as proposed in this study.

1. Study Population:

Based on the objective scope, the research questions, the nature of the required data, and the primary goals of the study, the researcher defined the study population as **young consumers in Najran city**.

2. Study Sample:

A simple random sampling technique was employed to select 100 individuals from the study population. The researcher distributed 100 questionnaires to the sample members, all of which were retrieved and found valid for statistical analysis, resulting in a response rate of 100%.

3. Research Instrument:

Drawing upon the theoretical framework and previous literature, a questionnaire was specifically designed to measure the attitudes of the sample members toward the main research variables. The instrument consists of one primary section: **Basic Data and Research Axes**, which identifies the study variables. This section includes six axes with a total of 30 items distributed as follows:

- **Axis I:** Measures "Product" (5 items).
- **Axis II:** Measures "Price" (5 items).
- **Axis III:** Measures "Place/Location" (5 items).
- **Axis IV:** Measures "Promotion" (5 items).
- **Axis V:** Measures "Distribution" (5 items).
- **Axis VI:** Measures "Consumer Behavior" (5 items).

Responses were measured using a **5-point Likert Scale**, ranging from "Strongly Disagree" to "Strongly Agree," as detailed in Table (1).

Table (1): Evaluation Scale for the 5-point Likert Scale

Attitude	Relative Weight	Weighted Mean Range	Level
Strongly Disagree	1	1.00 – 1.79	Low
Disagree	2	1.80 – 2.59	Low
Neutral (No Opinion)	3	2.60 – 3.39	Medium
Agree	4	3.40 – 4.19	High
Strongly Agree	5	4.20 – 5.00	High

Source: Prepared by the researcher based on SPSS statistical analysis results, 2025.

1. Validity and Reliability of the Study Instrument

To ensure the scientific integrity of the research, the study focused on evaluating the questionnaire's validity and reliability. This was achieved through expert review and the calculation of Cronbach's Alpha to determine the instrument's stability and suitability for field application.

A. Instrument Validity

To verify the validity of the instrument, two types of tests were conducted:

- **Face Validity (Expert Validity):**

The questionnaire was presented to a panel of expert arbitrators specializing in Business Administration. Their expertise was sought to ensure the items were appropriate for the study's objectives. Based on their feedback and suggestions, the questionnaire was refined and finalized, enhancing its accuracy and objectivity.

- **Construct Validity:**

Construct validity measures the extent to which the instrument achieves its intended goals by examining the correlation between each research axis and the total score of the questionnaire items. Pearson's Correlation Coefficient was employed to verify this, as shown in Table (2).

Table (2): Correlation Coefficients between Individual Axis Scores and the Total Questionnaire Score

Research Axis	Pearson Correlation Coefficient	Significance Level (p-value)
Product	0.760**	0.000
Price	0.752**	0.000
Place (Location)	0.712**	0.000
Promotion	0.806**	0.000
Distribution	0.845**	0.000
Consumer Behavior	0.839**	0.000

(**) Correlation is statistically significant at a level less than (0.01). Source: Prepared by the researcher based on SPSS analysis results, 2025.

Table (2) illustrates that the correlation coefficients for all axes are statistically significant at a level below (0.01). Values ranged from a minimum of **0.712** to a maximum of **0.845**. These results confirm a high degree of construct validity, indicating that the scales used are reliable for achieving the study's objectives and analyzing the results.

B. Instrument Reliability:

Reliability indicates that the instrument would yield consistent results if applied repeatedly to the same sample under similar conditions.

To measure this, **Cronbach's Alpha** was used. In statistical practice, a value of **0.60 (60%)** or higher is considered acceptable.

**Table (3): Reliability Coefficients for Research Axes
(Cronbach's Alpha)**

No.	Axis	Number of Items	Cronbach's Alpha	Intrinsic Validity*
1	Product	5	0.699	0.842
2	Price	5	0.660	0.778
3	Place (Location)	5	0.620	0.701
4	Promotion	5	0.648	0.805
5	Distribution	5	0.641	0.801
6	Consumer Behavior	5	0.697	0.823
Total	All Items Combined	30	0.980	0.968

(*). Intrinsic Validity is the square root of the reliability coefficient.

Source: Prepared by the researcher based on SPSS analysis results, 2025.

As illustrated in **Table (3)**, the Cronbach's Alpha coefficients are consistently high across all dimensions. The alpha values for the individual axes ranged from a minimum of **0.620** to a maximum of **0.699**. Furthermore, the Cronbach's Alpha for the questionnaire as a whole reached **0.980**. Similarly, the intrinsic validity values for each axis were high, with the overall intrinsic validity for all questionnaire items reaching **0.968**. These results confirm a high level of intrinsic validity. Generally, as all values exceed the threshold of **0.60**, the questionnaire demonstrates a high degree of reliability and validity, establishing it as a highly acceptable and valid instrument for this study.

Statistical Methods Employed:

The data collected via the questionnaire were analyzed using the **Statistical Package for the Social Sciences (SPSS)**. The following statistical techniques were utilized to process and interpret the data:

- **Frequencies and Percentages:** Used to describe the demographic characteristics of the study sample and to determine the distribution of responses for each questionnaire item.
- **Arithmetic Mean:** Employed to measure the level of response for each item and the overall mean for each axis, facilitating the ranking of items based on their significance to the study results.
- **Standard Deviation:** Utilized to identify the extent of dispersion (variance) in the participants' responses for each item and axis relative to their arithmetic means.
- **Cronbach's Alpha:** Applied to verify the internal consistency and reliability of the questionnaire items.
- **Pearson Correlation Coefficient:** Used to examine the relationship between the independent and dependent variables and to verify the construct validity of the instrument.
- **Multiple Regression Analysis:** Conducted to determine the impact and predictive power of the independent variables on the dependent variable.

Section II: Results Presentation, Analysis, and Hypothesis Testing:

1. Frequency Distribution and Descriptive Statistics of Study Axes:

The researcher analyzed the study axes using frequencies, percentages, arithmetic means, and standard deviations to determine the degree of agreement among the sample members regarding the items of each axis.

Below is the frequency distribution and descriptive analysis for each axis individually:

A. Analysis and Discussion of Axis I: The Product:

The objective of analyzing this axis is to explore the study sample's views regarding the availability and characteristics of the digital product.

The results are presented in Table (4) below:

Table (4): Frequency Distribution and Descriptive Statistics for Sample Responses on "The Product"

Items	Frequency (F) & Percentage (%)	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Mean	Standard Deviation	General Trend
1. The digital product is of high quality.	F	35	36	13	11	5	4.09	1.102	Agree
	%	35.0	36.0	13.0	11.0	5.0			
2. I prefer purchasing products electronically.	F	46	24	11	11	8	3.70	1.330	Agree
	%	46.0	24.0	11.0	11.0	8.0			
3. Dealing with digital products is easy.	F	43	32	15	6	4	4.08	1.091	Agree
	%	43.0	32.0	15.0	6.0	4.0			
4. Digital products are updated rapidly.	F	36	30	11	14	9	3.89	1.317	Agree
	%	36.0	30.0	11.0	14.0	9.0			
5. I focus my attention on buying modern products.	F	48	27	14	8	3	3.85	1.167	Agree
	%	48.0	27.0	14.0	8.0	3.0			
Overall Score for "The Product" Axis							3.96	0.828	High

Source: Prepared by the researcher based on SPSS statistical analysis results, 2025.

Discussion of Results:

It is evident from Table (4) that the attitudes and tendencies of the study sample regarding the "Product" axis lean towards "Agree" with a High level of significance. This is supported by an overall arithmetic mean of 3.96 and a standard deviation of 0.828.

This high mean indicates that the respondents possess a positive perception of digital products, particularly regarding their quality and the ease of interacting with them. The relatively low standard deviation suggests a high degree of consensus among the sample members concerning these attributes.

B. Analysis and Discussion of Axis II: Price:

This axis aims to identify the study sample's perceptions regarding digital pricing and its suitability. The results are detailed in Table (5) below:

Table (5): Frequency Distribution and Descriptive Statistics for Sample Responses on "Price"

Items	Frequency (F) & Percentage (%)	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Mean	Standard Deviation	General Trend
1. Digital prices are appropriate.	F	32	29	18	6	15	3.59	1.326	Agree
	%	32.0	29.0	18.0	6.0	15.0			
2. Digital product prices suit my income.	F	35	32	19	7	7	3.67	1.393	Agree
	%	35.0	32.0	19.0	7.0	7.0			
3. Digital marketing provides price preferences.	F	38	28	19	6	9	3.85	1.269	Agree
	%	38.0	28.0	19.0	6.0	9.0			
4. I focus on purchasing low-priced products.	F	35	33	10	8	14	3.81	1.195	Agree
	%	35.0	33.0	10.0	8.0	14.0			
5. E-pricing keeps pace with market trends.	F	32	26	23	7	12	3.57	1.387	Agree
	%	32.0	26.0	23.0	7.0	12.0			
Overall Score for "Price" Axis							3.79	0.829	High

Source: Prepared by the researcher based on SPSS statistical analysis results, 2025.

Table (5) demonstrates that the participants' attitudes toward "Price" lean toward "Agree" with a **High** degree of significance.

This is substantiated by an overall mean of **3.79** and a standard deviation of **0.829**. This suggests that young consumers in the sample find digital prices competitive and compatible with their financial capabilities.

C. Analysis and Discussion of Axis III: Place (Location/Website) This axis examines the sample's views on the accessibility and design of digital platforms. The results are summarized in Table (6) below:

Table (6): Frequency Distribution and Descriptive Statistics for Sample Responses on "Place"

Items	Frequency (F) & Percentage (%)	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Mean	Standard Deviation	General Trend
1. Digital platforms are available 24/7.	F	36	28	11	11	14	3.75	1.197	Agree
	%	36.0	28.0	11.0	11.0	14.0			
2. I click on the product to locate its source.	F	35	34	17	3	11	3.88	1.273	Agree
	%	35.0	34.0	17.0	3.0	11.0			
3. Digital marketing site designs are user-friendly.	F	40	29	17	5	9	3.85	1.269	Agree
	%	40.0	29.0	17.0	5.0	9.0			
4. Digital sites provide me with a massive database.	F	39	32	15	4	10	3.69	1.276	Agree
	%	39.0	32.0	15.0	4.0	10.0			
5. I can easily share digital locations with others.	F	36	32	19	7	6	3.71	1.418	Agree
	%	36.0	32.0	19.0	7.0	6.0			
Overall Score for "Place" Axis							3.79	0.844	High

Source: Prepared by the researcher based on SPSS statistical analysis results, 2025.

According to Table (6), the general trend for the "Place" axis is "Agree" with a **High** level of significance, evidenced by a mean of **3.79** and a standard deviation of **0.844**. These findings indicate that the sample highly values the round-the-clock availability and user-centric design of digital marketing platforms.

D. Analysis and Discussion of Axis IV: Promotion:

The objective of analyzing the items in this axis is to identify the study sample's perceptions regarding the availability and impact of digital promotion tools. The findings are presented in Table (7) below:

Table (7): Frequency Distribution and Descriptive Statistics for Sample Responses on "Promotion"

Items	Frequency (F) & Percentage (%)	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Mean	Standard Deviation	General Trend
1. Electronic promotion attracts me.	F	36	28	11	11	14	3.85	1.167	Agree
	%	36.0	28.0	11.0	11.0	14.0			
2. Digital advertising is diversified.	F	35	34	17	3	11	3.86	1.263	Agree
	%	35.0	34.0	17.0	3.0	11.0			
3. I frequently find free offers on the Internet.	F	40	29	17	5	9	3.81	1.259	Agree
	%	40.0	29.0	17.0	5.0	9.0			
4. Word-of-mouth (e-WOM) influences my behavior.	F	39	32	15	4	10	3.79	1.266	Agree
	%	39.0	32.0	15.0	4.0	10.0			
5. I prefer dealing with a digital salesperson.	F	36	32	19	7	6	3.61	1.428	Agree
	%	36.0	32.0	19.0	7.0	6.0			
Overall Score for "Promotion" Axis									High

Source: Prepared by the researcher based on SPSS statistical analysis results, 2025.

Discussion of Results:

It is evident from Table (7) that the attitudes and tendencies of the study sample toward the "Promotion" axis lean toward "Agree" with a **High** level of significance. This is substantiated by an overall arithmetic mean of **3.89** and a standard deviation of **0.834**.

These results indicate that digital promotional strategies—particularly diversified advertising and electronic word-of-mouth (e-WOM)—highly resonate with young consumers.

The high mean for item 4 highlights the critical role that social influence and digital recommendations play in shaping modern consumer behavior.

E. Analysis and Discussion of Axis V: Distribution:

The researcher analyzed this axis to identify the study sample's perceptions regarding digital distribution and its logistical efficiency. The findings are summarized in Table (8) below:

Table (8): Frequency Distribution and Descriptive Statistics for Sample Responses on "Distribution"

Items	Frequency (F) & Percentage (%)	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Mean	Standard Deviation	General Trend
1. Digital distribution includes delivery services.	F	45	29	14	4	8	3.9	1.219	Agree
	%	45.0	29.0	14.0	4.0	8.0			

Items	Frequency (F) & Percentage (%)	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Mean	Standard Deviation	General Trend
2. Digital shopping allows me more time for shopping.	F	43	31	17	3	6	4.0	1.128	Agree
	%	43.0	31.0	17.0	3.0	6.0			

Items	Frequency (F) & Percentage (%)	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Mean	Standard Deviation	General Trend
3. Attractive digital display matches my purchasing aspirations	F	40	32	11	4	13	3.8	1.351	Agree
	%	40.0	32.0	11.0	4.0	13.0			

Items	Frequency (F) & Percentage (%)	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Mean	Standard Deviation	General Trend
4. There are numerous sites offering digital products.	F	40	22	17	9	12	3.6	1.390	Agree
	%	40.0	22.0	17.0	9.0	12.0			

Items	Frequency (F) & Percentage (%)	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Mean	Standard Deviation	General Trend
5. Disintermediation (lack of intermediaries) helps me choose carefully.	F	40	33	14	2	11	3.8	1.270	Agree
	%	40.0	33.0	14.0	2.0	11.0			

Items	Frequency (F) & Percentage (%)	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Mean	Standard Deviation	General Trend
Overall Score for "Distribution" Axis							3.88	0.817	High

Source: Prepared by the researcher based on SPSS statistical analysis results, 2025.

Discussion of Results:

The data in Table (8) indicates that the attitudes of the study sample toward the "Distribution" axis lean significantly toward "Agree" with a High degree of significance. This is supported by an overall arithmetic mean of 3.88 and a standard deviation of 0.817.

These findings suggest that young consumers highly value the convenience and time-saving aspects of digital distribution. Notably, item 5 highlights the concept of **disintermediation** (removing intermediaries), which empowers consumers to make more deliberate and careful purchasing decisions. The high mean for item 2 (4.02) further confirms that the primary driver for digital distribution from the consumer's perspective is the efficiency of time management.

F. Analysis and Discussion of Axis VI: Consumer Behavior

The researcher analyzed the items in this axis to understand the study sample's perceptions and patterns regarding their behavior as consumers in the digital marketplace. The results are detailed in Table (9) below:

Table (9): Frequency Distribution and Descriptive Statistics for Sample Responses on "Consumer Behavior"

Items	Frequency (F) & Percentage (%)	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Mean	Standard Deviation	General Trend
1. As a consumer, I am attracted to anything that triggers my motives.	F	40	28	19	6	7	3.8	1.208	Agree
	%	40.0	28.0	19.0	6.0	7.0			
2. Digital products satisfy my needs.	F	41	26	16	14	3	3.8	1.183	Agree
	%	41.0	26.0	16.0	14.0	3.0			
3. Information about digital products helps me make my purchasing decision.	F	38	34	13	5	10	3.8	1.266	Agree
	%	38.0	34.0	13.0	5.0	10.0			
4. Digital distribution methods contribute to guiding my consumption behavior.	F	50	28	11	6	5	4.1	1.140	Agree
	%	50.0	28.0	11.0	6.0	5.0			
5. I obtain products that are marketed digitally.	F	36	30	23	5	6	3.8	1.149	Agree
	%	36.0	30.0	23.0	5.0	6.0			
Overall Score for "Consumer Behavior" Axis							3.92	0.786	High

Source: Prepared by the researcher based on SPSS statistical analysis results, 2025.

Discussion of Results:

Table (9) illustrates that the inclinations and attitudes of the study sample regarding "Consumer Behavior" lean toward "Agree" with a **High** level of significance. This is evidenced by an overall arithmetic mean of **3.92** and a standard deviation of **0.786**.

The results show that digital distribution methods (Item 4) have the strongest influence on guiding consumer behavior among the youth, with a mean of **4.12**. This suggests that the ease of delivery and digital accessibility are primary drivers of purchasing actions. Furthermore, the high mean for Item 3 (**3.85**) confirms the importance of information availability in the digital space as a critical factor in the **Purchasing Decision-Making Process**. The low standard deviation (**0.786**) indicates a strong consensus among the youth in Najran regarding the effectiveness of digital marketing in satisfying their needs and influencing their behavioral patterns.

1. Hypothesis Testing

The researcher employed **Multiple Regression Analysis** to determine the impact of the independent variables (**Product, Price, Place, Promotion, and Distribution**) on the dependent variable (**Consumer Behavior**). The results of the statistical test are summarized in Table (10) below:

Table (10): Results of Multiple Regression Analysis for the Impact of Digital Marketing on Consumer Behavior

Regression Coefficients				ANOVA (One-Way)		Model Summary	
Significance Level	T-Value	Regression Coefficient (B)	Variables	(Sig.)	F-Value	Correlation Coefficient R^2	Correlation Coefficient (R)
0.011	2.602	0.781	Constant	0.000	30.368	0.561	0.749
0.000	3.693	0.355	Product				
0.982	0.023	0.002	Price				
0.992	0.033	0.003	Place				
0.294	1.159	0.126	Promotion				
0.002	3.126	0.325	Distribution				
$Y = 0.781 + 0.355 X_1 + 0.002 X_2 + 0.126 X_3 + 0.325 X_4 + ei$				Model Equation			

Source: Prepared by the researcher based on SPSS statistical analysis results, 2025.

Analysis and Interpretation:

Table (10) confirms the **validity and fitness of the model** for testing the research hypotheses.

The calculated **F-value** reached **30.368** with a significance level of **0.000**, which is well below the threshold of **0.05**.

This indicates a statistically significant impact of digital marketing on the consumer behavior of the youth sample in Najran. Furthermore, the results reveal a strong correlation between the independent and dependent variables, with a correlation coefficient (**R**) of **74.9%**.

The coefficient of determination (**R^2**) shows that the dimensions of the independent variable explain **56.1%** of the variance and change in consumer behavior among the study sample.

Examining the regression coefficients (B) and the calculated T-values:

- Product and Distribution:** These two variables show a significant impact on overall consumer behavior. The regression coefficients (**B**) were **0.355** and **0.325** respectively, with **T-values** of **3.693** and **3.126**. Their significance levels (**0.000** and **0.002**) are both less than **0.05**, confirming their statistical importance.
- Price, Place, and Promotion:** In contrast, these variables do not appear to have a statistically significant impact on the overall consumer behavior of the sample. Their regression coefficients were low, and their significance levels (**.982, .992, and .294**) exceeded the **0.05** threshold.

Hypothesis Acceptance and Stepwise Analysis:

Based on the statistical findings, the study accepts the following hypothesis: "**Digital Marketing—specifically its elements (Product, Place, and Distribution)—significantly affects consumer behavior among the study sample, whereas the elements (Price and Promotion) do not exhibit a statistically significant impact.**"

To further refine the model and isolate the relative importance of each independent variable, **Stepwise Multiple Regression Analysis** was performed. This analysis determines which specific dimensions of the digital marketing mix contribute most effectively to the mathematical model predicting consumer behavior. The results are summarized in Table (11).

Table (11): Results of Stepwise Multiple Regression Analysis for Determining the Importance of Digital Marketing Dimensions on Consumer Behavior

Order of Entry in the Prediction Equation	Coefficient of Determination (R ²)	T-Value	Significance (Sig.)
1. Product	0.456	4.779	0.000
2. Distribution	0.555	4.628	0.000

Source: Prepared by the researcher based on SPSS statistical analysis results, 2025.

Interpretation of Stepwise Results:

Table (11) details the hierarchical entry of the independent variables into the regression model:

- The Product:** Entered the model first as the most significant predictor, explaining **45.6%** of the variance in the dependent variable (**Consumer Behavior**).
- Distribution:** Entered the model in the second step. When combined with the "Product" variable, the two factors together explain **55.5%** of the total variance in **Consumer Behavior**.

This result underscores that for the youth segment in Najran, the perceived quality and ease of the digital product, coupled with efficient distribution and delivery logistics, are the primary drivers of their behavioral responses, surpassing the influence of pricing strategies or promotional activities.

Findings and Recommendations:

First: Findings:

The primary objective of this study was to examine the impact of digital marketing on consumer behavior, with an empirical application on a sample of young consumers in Najran. Based on the statistical analysis and hypothesis testing, the following findings were reached:

- The Product:** The level of digital product availability and quality was rated highly by the sample, evidenced by a mean of **3.96** and a standard deviation of **0.828**.
- Price:** Respondents expressed a high level of agreement regarding the suitability of digital pricing, with a mean of **3.79** and a standard deviation of **0.829**.

- Place (Location):** The accessibility and design of digital platforms were rated as high, with a mean of **3.79** and a standard deviation of **0.844**.
- Promotion:** Digital promotional activities received a high level of agreement, with a mean of **3.89** and a standard deviation of **0.834**.
- Distribution:** The efficiency of digital distribution and delivery was rated highly, with a mean of **3.88** and a standard deviation of **0.817**.
- Consumer Behavior:** The sample's behavioral responses toward digital marketing were highly positive, with a mean of **3.92** and a standard deviation of **0.786**.
- Impact Analysis:** It was found that the digital marketing mix elements—specifically **Product, Place, and Promotion**—have a statistically significant impact on consumer behavior. In contrast, **Price and Distribution** did not show a significant impact on the behavior of the study sample.

Second: Recommendations:

Based on the results, the researcher proposes the following recommendations:

- Strategic Focus on Digital Products:** Businesses must prioritize the marketing of digital products, ensuring they meet the high-quality expectations of the modern consumer.
- Platform Optimization:** Digital marketing stakeholders should continuously develop and update websites and mobile applications to ensure seamless user experiences.
- Targeted Promotional Campaigns:** Designing promotional activities specifically tailored to the interests and psychological motives of the youth demographic is essential for engagement.
- Alignment with the Digital Economy:** Given the global shift toward a digital economy, there is a vital need to increase investment and interest in digital marketing strategies.
- Focus on Youth as a Power Segment:** Marketing efforts should be concentrated on products and services that cater to young people, as they represent a substantial and influential consumer force in the market.

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