
The Impact of Digital Marketing on Consumer Behavior for Mobilis Mobile Company in Tamanrasset, Algeria

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Abstract:

This study aims to identify the role of digital marketing and its impact on consumer behavior, using Mobilis Company in Tamanrasset as a case study. The study relied on a descriptive-analytical approach, distributing a questionnaire to a random sample of 59 Mobilis customers. The data were analyzed, and hypotheses tested using SPSS 25. The study found a statistically significant effect of digital marketing factors on consumer behavior at the 0.05 significance level. The results indicate that the success of digital marketing in influencing consumer behavior is primarily linked to consumer participation in digital campaigns, with a regression coefficient of 0.822, followed by customer retention with a coefficient of 0.681, and attraction ranked last with a coefficient of 0.614.

Keywords: Digital marketing, consumer behavior, participation, retention, attraction, Mobilis, Tamanrasset.

Introduction:

The world is witnessing an unprecedented digital transformation affecting all aspects of life, and the business sector is no exception. *Digital marketing* has emerged as a driving force reshaping the relationship between companies and consumers, providing innovative tools and techniques for interaction and influence. In this context, understanding how this marketing approach affects consumer behavior is vital for companies aiming to survive and compete in today's market. This study explores the various dimensions of this effect, providing insights into how consumers respond to digital marketing campaigns, thereby contributing to the development of more effective marketing strategies tailored to changing consumer needs.

Problem Statement:

In recent years, the reliance on **digital marketing** as a primary tool for consumer engagement has increased dramatically. With the widespread use of the Internet and social media, and the diversity

of digital platforms, companies heavily invest in online advertising, content marketing, email marketing, and other forms of digital marketing. This development raises fundamental questions about how these new tools and techniques influence consumer behavior, from product search to purchase decision and beyond. This study addresses the following question:

What is the effect of digital marketing dimensions (attraction, communication, exploration, customer retention, and participation) on the consumer behavior of Mobilis Company?

Based on this problem, the study seeks to answer the following sub-questions:

- To what extent do digital ads and promotions attract consumer attention?
- How does company interaction with consumers through digital channels affect their decisions?
- How does consumers' ability to search for products online influence their purchasing behavior?
- What is the effect of digital customer retention strategies on consumer behavior?
- How does consumer digital participation (comments, ratings, content sharing) in campaigns and advertisements affect behavior?

Main Hypothesis:

Digital marketing dimensions (attraction, communication, exploration, customer retention, and participation) have a statistically significant impact on the consumer behavior of Mobilis Company.

Sub-Hypotheses:

- The attraction dimension in digital marketing influences consumer behavior.
- Digital communication (via email, social media platforms, live chat, etc.) affects consumer behavior.
- Consumers' ability to explore products and information via digital channels influences their purchasing behavior.
- Customer retention strategies (loyalty programs, personalized content, personal messages) affect consumer behavior.
- Consumer participation in digital campaigns (comments, ratings, shares) affects behavior toward the product or service.

Objectives of the Study:

This study aims to:

- Define and understand digital marketing and its importance in the current economic environment.
- Analyze the direct and indirect effects of digital marketing on various aspects of consumer behavior.
- Reveal how different digital marketing strategies (content marketing, social media marketing, search engine marketing) affect consumers' purchase decisions.
- Understand the role of digital technology in changing consumer expectations and purchasing habits.
- Provide practical recommendations for companies and marketers to use digital marketing effectively to positively influence consumer behavior.

Significance of the Study:

- **Scientific Significance:** The study contributes to closing the knowledge gap regarding the dynamic relationship between digital marketing and consumer behavior, offering a theoretical and conceptual framework for future research.
- **Practical Significance:** The study provides valuable insights for marketers and managers on designing and implementing effective digital marketing campaigns targeting consumer behavior, leading to increased sales and brand loyalty.
- **Economic Significance:** The study helps companies understand how to adapt to digital transformations to enhance competitiveness, positively impacting overall economic performance.
- **Social Significance:** The study enhances understanding of how digital marketing shapes consumer habits, helping develop consumer guidance policies.

Methodology and Tools:

The study adopted a descriptive-analytical approach, suitable for understanding and analyzing the relationship between digital marketing practices and consumer behavior at Mobilis. This approach aimed to describe Mobilis' digital marketing strategies and analyze their impact on customer decisions and behaviors, such as purchase, loyalty, and interaction with digital content.

Data were collected through a questionnaire distributed to a sample of Mobilis customers, covering questions on Internet usage patterns, interaction with digital campaigns, and the influence of

published content across digital platforms. Data analysis used descriptive statistical tools (percentages and frequencies) and software like Excel and SPSS to produce accurate results supporting the study hypotheses.

Spatial and Temporal Scope:

- **Spatial Scope:** The study focused on Mobilis consumers in the Tamanrasset region using a random sample.
- **Temporal Scope:** The field study took place in May 2025, following finalization of the questionnaire. Distribution and collection of electronic responses lasted about a month, after which data analysis began.

Theoretical Foundation:

1. Concepts of Digital Marketing:

Digital marketing shares with traditional marketing the task of identifying, anticipating, and effectively fulfilling customer desires using digital tools and technologies. This section presents key definitions of digital marketing, its tool evolution, types, characteristics, and objectives.

1.1 Definition of Digital Marketing:

Several definitions of digital marketing exist, including:

- Digital marketing encompasses all efforts by a company to inform and interact with buyers, as well as promote and sell products through digital means.
- Achieving marketing objectives using digital technology and tools.
- Digital marketing provides new horizons by targeting customers personally and directly, expanding communication channels between seller and consumer, and strengthening relationships. Current advancements in information technology allow companies to reach current and new customers via the Internet, smartphones, email, and social media platforms.
- Digital marketing is not separate from traditional marketing; it is a modern application of marketing principles using digital technologies and the Internet, aiming to meet consumer needs through available digital distribution channels.

Digital marketing involves multiple techniques used intelligently to advertise and deliver products and services through digital communication channels, which offer wide and diverse audience reach. It is distinct from traditional marketing, making it effective for adapting to internal and external organizational changes. According to the American Marketing Association, digital marketing

comprises activities and processes facilitated by digital technologies to create value, deliver it to customers, and ensure its receipt.

In this study, digital marketing is defined as a series of activities aimed at identifying customer needs and desires to achieve satisfaction efficiently and effectively, using digital marketing tools.

1.2 Dimensions of Digital Marketing:

Although many researchers discuss digital marketing dimensions, the widely accepted model by Zayer includes: attraction, communication, participation, learning, and retention.

- **Attraction:** How digital marketing strategies attract and retain customers, positively affecting brand loyalty. Social media is vital in attracting customers through website design that meets their needs and helps retain them.
- **Communication:** Social media allows marketers to learn more about customers through continuous interaction, offering personalized services and promotions.
- **Participation:** Companies involve customers in product development, marketing, and distribution, considering customer preferences. Knowledgeable consumers are more likely to engage and revisit digital platforms, reinforcing brand preference.
- **Customer Retention:** Companies aim to retain customers and encourage repeat purchases through digital strategies, requiring long-term commitment and consistent resources. Continuous website updates, content refresh, and online order tracking are essential for positive customer relationships.
- **Exploration:** Interactive tools like surveys and questionnaires gather insights about customer preferences and behavior. Chat systems help understand purchasing preferences, contributing to effective online brand building. Companies obtain customer information from diverse sources, including online surveys, organic research, web crawlers, virtual communities, and websites.

1-3 Concepts of Consumer Behavior:

In marketing science, there are two types of consumers: the first is the final consumer, and the second is the industrial consumer. The final consumer is defined as the person who purchases a good or service to satisfy a need or desire for themselves, their family, or those they support.

From this definition, it is clear that final consumers do not consume for profit but to meet their personal or family needs. The industrial consumer, on the other hand, is the person who buys goods and services to produce other goods and services or to use them in business management. The

concept of the industrial consumer thus includes anyone purchasing a product for use or to operate a business. The industrial consumer can be an individual or a group, including organizations.

1-3-1 Definition of Consumer Behavior:

Behavior, in general, is defined as a distinct and motor response, i.e., a response issued by the muscles of a living being or body parts. Some researchers define behavior as any activity that adapts to conditions to meet the individual's life requirements for survival and continuation.

Human behavior can be defined as a set of actions and reactions through which an individual continuously seeks to achieve goals and satisfy evolving needs, appearing as repeated attempts to modify or change. Human behavior is expressed in actions or reactions showing acceptance or rejection of elements in the environment, whether human or material, that attempt to influence the individual. Consumer behavior is defined as all direct and indirect actions and behaviors undertaken by individuals to obtain goods or services. Based on this definition, it is evident that human behavior differs from consumer behavior in terms of the type of behavior studied. Human behavior includes consumer behavior that is the subject of study. Marketing studies human behavior in the process of purchasing or consuming, directly or indirectly related to these processes. The study of human behavior may include purchase, consumption, or both.

Thus, consumer behavior in marketing can be defined as the sum of consumers' behaviors, including all actions before and after fulfilling their needs and desires.

1-3-2 Determinants of Consumer Behavior:

Internal Determinants:

- **Perception:**

An enthusiastic person is ready to act, but the question is how they will actually act. Individual behavior is influenced by their perception of the situation. Perception is defined as the process through which an individual selects and organizes information to form a meaningful picture of their environment. It is also defined as the process through which a person tests, organizes, and interprets sensory stimuli into a coherent and meaningful form. Sensory stimuli include all stimuli perceived by human senses, such as products and advertisements. Psychologists distinguish two main stages in the perceptual process:

- **Sensation:** Immediate and direct response of sensory organs to stimuli.
- **Perception:** Involves understanding, interpreting, and storing stimuli in memory, processed mentally.

- **Motivation and Needs:**

- **Motivation:** The study of motivation is the starting point for analyzing consumer behavior to understand the reasons behind individual behavior and differences in behavior. Psychologists agree that human behavior is mostly goal-directed to satisfy needs. No person acts without reasons that drive them consciously or unconsciously. Definitions of motivation vary according to research approaches, often describing it as a state of internal tension caused by a deficiency in a need, prompting the individual to act to satisfy it.
- **Needs:** Needs are deficiencies in humans that they desire to satisfy. Fulfilling basic human needs is the ultimate goal of behavior. Maslow's hierarchy of needs, proposed in 1943, divides human needs into five levels of priority, assuming that humans satisfy more urgent needs before others.

Personality Determinants:

The study of individual traits is essential as personality embodies differences in behavior, influencing reactions to stimuli. Personality traits include adventure-seeking, responsibility, impulsivity, selfishness, and desire for control. Understanding these traits helps predict consumer behavior, as some adventurous consumers are more likely to purchase new products. Marketers should leverage these traits in advertising campaigns.

Social Determinants:

Social influences include:

- **Family:** A major influence on consumer behavior, especially in early life stages.
- **Friends and Community:** Peers and reference groups can affect purchasing decisions.
- **Social Role and Status:** Social roles influence buying choices.

Economic Determinants:

Economic factors are fundamental in purchasing decisions, directly related to purchasing power and financial situation.

- **Income:** The financial resources obtained from work, investments, or other sources; a key determinant of purchasing power.
- **Prices:** Price effects – higher prices reduce demand (law of demand). Some consumers see price as a quality indicator, while others seek cheaper deals.

- **General Economic Situation:** Includes unemployment, interest rates, and economic growth. Spending decreases in recessions and increases during economic recovery.

1-3-3 Impact of Digital Marketing on Consumer Behavior:

Digital marketing has transformed how companies interact with audiences, causing deep changes in purchasing habits. Key aspects include:

- **Brand Awareness Enhancement:** Digital marketing enables companies to reach wider audiences via search engines, social media, and email, increasing brand awareness and consumer knowledge.
- **Ease of Access to Information:** Consumers can easily access product and service information online, compare prices, and read reviews before purchasing, leading to more informed decisions and higher expectations.
- **Enhanced Interaction and Communication:** Digital marketing allows direct communication with consumers via social media and forums, enabling questions, feedback, and responses from companies, strengthening customer relationships and loyalty.
- **Convenient Digital Shopping:** Consumers can purchase products and services online easily, promoting e-commerce and transforming shopping habits.
- **Personalized and Smart Marketing:** Companies use data to create tailored campaigns for individual consumers, often more effective than traditional marketing, resulting in higher conversion rates.
- **Significant Social Influence:** Consumers share opinions on products and services with friends and family via social media, influencing purchasing decisions.

Overall, digital marketing has profoundly changed consumer behavior on multiple levels.

2- Practical Aspect:

First: Method and Tools:

This study relied on a descriptive approach and case study methodology in two main phases. In the descriptive phase, a literature review was conducted to formulate hypotheses and identify key foundations, including previous studies and results. In the case study phase, survey sampling was used via a questionnaire designed for this study, distributed to a simple random sample of 70 Mobilis customers in Tamanrasset. 59 valid responses were collected (84.29%). Data were analyzed using appropriate statistical methods to test the study hypotheses with SPSS, and results were interpreted in light of previous studies.

1. **Validity and Reliability of the Study Tool:** Validity ensures the tool measures what it is designed for. The questionnaire was validated by experts to ensure external consistency. Reliability refers to the consistency of results upon repetition. The Cronbach's alpha coefficient for overall scale reliability was 96%, indicating very high internal consistency suitable for the study.
2. **Analysis and Interpretation of Sample Responses:**
 - **Digital Marketing Axis:** Table 02 shows variation across five dimensions, with an overall mean of 3.38 (medium level).
 - Communication ranked first with a mean of 3.45, indicating effective customer interaction.
 - Participation was second with a mean of 3.44, showing readiness to involve customers.
 - Customer retention ranked third with a mean of 3.39, reflecting moderate efforts.
 - Attraction had a mean of 3.33, suggesting marketing tools need improvement.
 - Exploration scored lowest at 3.27, indicating limited use of exploratory digital tools.
 - **Consumer Behavior Axis:** Table 03 shows a generally positive, moderately high response with a mean of 3.44 (SD 0.68), reflecting active and cautious consumer behavior, with high attention to digital services, price comparison, and service quality. Some areas, like perceived attention from the company, showed medium scores, indicating room for improvement. The lowest score, 3.12, reflected perceived insufficient value of digital services compared to cost.

Second: Results:

- **Simple Linear Regression:** The simple linear regression equation estimated using the ordinary least squares method had digital marketing as the independent variable and consumer behavior as the dependent variable. The results were as follows:
 - **Explanatory Power of the Regression Equation:**

The following table shows the coefficient of determination and the explanatory power of the regression equation, where 74% of the changes in consumer behavior are caused by digital marketing at Mobilis, and the remaining 26% are due to other factors, random factors, or human error. Therefore, the equation has high explanatory power.

Table (04): Explanatory Power of the Linear Regression Equation

Model R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson	
1	0.860	0.740	0.735	0.35206	2.419

Source: Prepared by the researcher based on SPSS V25

Second: Analysis of Variance Explained by the Regression Line

From the table below, we note that the ANOVA test value for the regression line is 162.182, and the significance level of this test is 0.0001, which is less than the 5% significance level. Therefore, the regression line fits the data, and the regression equation has high overall significance.

Table (05): ANOVA Analysis

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	20.102	1	20.102	162.182	0.000
Residual	7.065	57	0.124		
Total	27.167	58			

Source: Prepared by the researcher based on SPSS V25

Third: Normality Condition of Residuals

The Smirnov test determines whether the estimation residuals are normally distributed or not. Accepting the null hypothesis means the residuals are normally distributed, which is a necessary condition, especially for small samples such as our study sample.

Table (06): Normality Test of Residuals

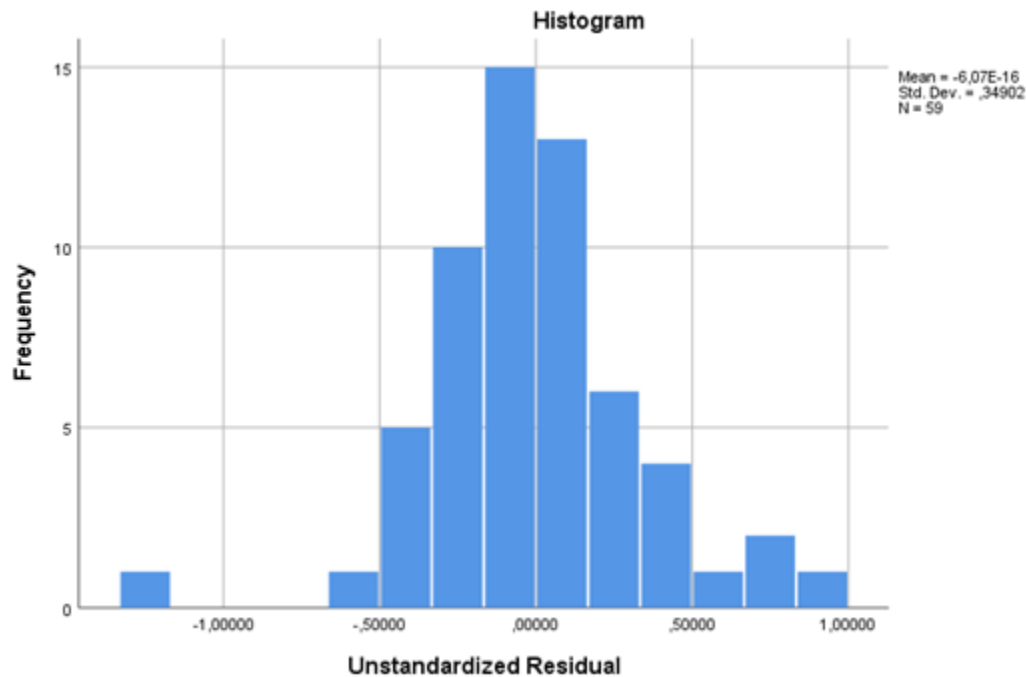
Kolmogorov-Smirnov Statistic Df Sig.

Unstandardized Residual	0.098	59	0.200
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Source: Prepared by the researcher based on SPSS V25

From the table above, the Smirnov test value is 0.098 with a significance level of 0.200, which is greater than the 5% significance level. Therefore, the residuals are acceptable and normally distributed, as confirmed by the following figure showing the bell-shaped distribution of residuals.

Figure (2): Normal Distribution of Residuals



Source: Prepared by the researcher based on SPSS V25

Fourth: Autocorrelation of Residuals

The importance of studying the autocorrelation of residuals in regression analysis lies in the fact that the presence of such correlation can make the estimated variance of the error smaller than its true value. Consequently, test statistics that rely on this variance, such as Student's *t* and Fisher's *F*, may be larger than their actual values, making decisions about the model fit questionable. From Table (11) above, we note that the Durbin-Watson statistic equals 2.419, which falls within the acceptance range of the null hypothesis for the upper limits [2.38–2.45]. Therefore, the residuals are independent of each other.

Fifth: Homogeneity of Residual Variance

Heteroscedasticity in the residuals of a regression model can have effects similar to autocorrelation, where errors are underestimated, resulting in biased estimates and making statistical inference unreliable.

The table below shows that the residual variances are homogeneous based on the Levene test values, which equal 0.056, exceeding the 5% significance level.

Table (07): Test of Homogeneity of Residuals

Unstandardized Residual	Levene Statistic	Sig.
Based on Mean	3.813	0.056
Based on Median	3.805	0.056
Based on Median with adjusted df	3.805	0.056
Based on Trimmed Mean	3.760	0.058

Source: Prepared by the researcher based on SPSS V25

Sixth: Analysis of Simple Linear Regression Coefficients

The following table shows the values of the regression coefficients for consumer behavior in relation to digital marketing for a sample of Mobilis consumers in Tamanrasset.

Table (08): Results of Estimating the Simple Linear Regression Equation

Model	Unstandardized Coefficients	T	Sig.
	B	Std. Error	
1	(Constant)	0.381	0.245
	Digital Marketing	0.906	0.071

Source: Prepared by the researcher based on SPSS V25

Observations:

Since the regression line includes only one independent variable (simple linear regression), the B coefficient for digital marketing is positive and large, with a statistical significance of 0.0001, less than the 5% level. The regression equation is as follows:

$$Y = 0.381 + 0.906 * X1$$

Analysis of Multiple Regression Coefficients

To identify which dimensions of digital marketing most affect consumer behavior, a multiple linear regression equation was estimated, including the five dimensions of digital marketing at Mobilis as independent variables. The following table shows the regression coefficients.

Table (09): Results of Estimating the Multiple Linear Regression Equation

Model	Unstandardized Coefficients	T	Sig.
	B	Std. Error	
1	(Constant)	0.174	0.245
	Attraction	0.211	0.081
	Communication	0.143	0.103
	Exploration	-0.084	0.118
	Customer Retention	0.204	0.098
	Participation	0.480	0.111

Source: Prepared by the researcher based on SPSS V25

Observations:

The regression line includes five independent variables plus the constant. Three variables have statistically significant effects at the 5% level: participation (largest effect, 0.480), attraction (0.211), and customer retention (0.204). These results are consistent with previous analyses of respondents' opinions and attitudes.

Third: Discussion

Hypothesis 1: “The reality of digital marketing at Mobilis is at a high level.” Tested by calculating means and standard deviations of responses to items representing the first dimension (digital marketing) in Table (08). The overall mean for this dimension was 3.37, indicating partial acceptance of Hypothesis 1.

Partial acceptance means digital marketing at Mobilis is not fully “high” but not low either. Mobilis has existing and moderately effective digital marketing practices, but there is room for improvement, possibly due to:

- Suboptimal use of some digital marketing tools.
- Insufficient integration across digital marketing channels.
- Challenges in analyzing digital data to understand consumer behavior.
- Need for greater investment in technology and training.

Hypothesis 2: “Algerian consumer behavior is influenced by the digital marketing dimensions of Mobilis.”

Tested via multiple linear regression (Table 16). Three digital marketing dimensions significantly

positively affect consumer behavior: attraction, customer retention, and participation, with effect sizes of 0.211, 0.204, and 0.480, respectively. This leads to partial acceptance of Hypothesis 2.

Partial acceptance indicates that only some dimensions (attraction, retention, participation) influence consumer behavior, while others (e.g., conversion/sales or analysis) are less impactful or not statistically proven. Mobilis should focus digital marketing efforts on these three dimensions for maximum effect.

Hypothesis 3: “Algerian consumer behavior is influenced by Mobilis’ digital marketing.”

Tested via simple linear regression. Results show digital marketing has a strong positive effect on consumer behavior, with an effect size of 0.906, confirming full acceptance of Hypothesis 3.

Full acceptance confirms that Mobilis’ digital marketing has a very strong positive influence on Algerian consumer behavior, highlighting the importance of continued investment and development of digital marketing strategies.

Appendices:

Table (1): Reliability of the Questionnaire

Dimension	Item Numbers	Number of Items	of Reliability Coefficient
First Dimension: Digital Marketing			
Attraction	1-4	4	0.791
Communication	5-8	4	0.795
Exploration	9-13	5	0.876
Customer Retention	14-18	5	0.874
Participation	19-24	6	0.872
Reliability of First Dimension	1-24	17	0.953
Second Dimension: Effect of Digital Marketing on Consumer Behavior			
	25-32	8	0.833
First + Second Dimension (Overall)	1-32	32	0.961

Source: Prepared by the researcher based on SPSS V25

Table (2): Results of Sample Individuals' Opinions on the Dimensions of the Digital Marketing Axis

No.	Dimensions	Mean	Std. Deviation	Rank	Level
1	Attraction	3.3305	0.78296	4	Medium
2	Communication	3.4492	0.74101	1	High
3	Exploration	3.2678	0.76077	5	Medium
4	Customer Retention	3.3898	0.76962	3	Medium
5	Participation	3.4435	0.68061	2	High

Source: Prepared by the researcher based on SPSS V25

Table (3): Results of Sample Individuals' Opinions on Consumer Behavior Items

No.	Statements	Mean	Std. Deviation	Rank	Level
1	The digital services provided exceed the price I pay	3.12	1.190	8	Medium
2	I feel cared for by the digital service providers at Mobilis	3.32	1.058	7	Medium
3	I pay attention to brands promoted by influencers and celebrities online	3.34	1.139	6	Medium
4	I consider others' opinions on virtual platforms about the price and quality of digital products	3.46	1.006	4	High
5	The information provided by Mobilis through its pages and website helps me purchase its products	3.61	0.871	2	High
6	I pay attention to the competitive prices offered by Mobilis online compared to other brands	3.61	0.891	2	High
7	I conduct extensive research on the quality and cost of Mobilis digital services	3.69	0.915	1	High
8	Through virtual platforms, I gather opinions of individuals about potential risks before purchasing Mobilis digital products	3.37	0.945	5	Medium

Overall Mean for Consumer Behavior Orientation: 3.4407 | Std. Deviation: 0.68440 | Level: High

Source: Prepared by the researcher based on SPSS V25

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