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Digital Marketing Tools & its Impact on Consumer Buying Decisions in Zarqa City, Jordan

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Abstract

This research investigates how digital marketing techniques influence consumer purchasing choices for Zain Telecom's internet offerings in Zarqa City, concentrating on four main strategies: content marketing (CM), direct email marketing (DEM), digital advertising (DA), and search engine optimization (SEO). Information was gathered using an extensive survey sent to 480 Zain clients, evaluating how well these tools influence consumer behavior. The findings indicated that all four digital marketing tools had a major impact on purchasing choices. SEO became the most significant element, significantly boosting Zain's online presence and facilitating customer access to pertinent services, which increased the chances of making a purchase. Content marketing, involving the delivery of valuable and informative material, also significantly contributed by meeting customer needs and building trust. Direct email marketing has shown to be successful in connecting with customers, providing tailored offers, and sustaining continuous communication. Digital advertising, by means of targeted ads and promotions, served as a reminder of Zain's offerings, additionally impacting buying choices. In light of these results, the research suggests that Zain should emphasize content marketing tactics, customizing content to align more closely with customer preferences and requirements, thus enhancing their stance in the competitive Zarqa market. This combined strategy can improve customer interaction and conversion rates.

Keywords: Content Marketing, Direct Email Marketing, Digital Advertising, Search Engine Optimization (SEO), Consumer Buying Decision, Sustainability, competitive advantage, SDG10, Gender Equity, Gender Inequality Jordan.

Introduction

Improved promoting has gotten to be pivotal for companies, such as telecom substances like Zain Telecom, to succeed in a competitive scene. In Jordan, where Zain capacities, advanced showcasing rebellious have been fundamental for drawing in clients and improving brand acknowledgment (Khanfar et al., 2023). Zain extreme to utilize these rebellious effectively to lock in with planned clients and influence their obtaining choices, particularly in Zarqa City. Basic strategies comprise of social media advancement, look motor optimization, substance creation, and e-mail campaigns. Social media promoting, utilizing stages such as Facebook, Instagram, and Twitter, empowers Zain to put through with a tremendous group of onlookers, especially the youth in Zarqa, through focused on notices and real-time engagement, improving brand dependability (Alnsour, 2018). SEO upgrades Zain's online nearness by optimizing the location for look motors, encouraging clients in finding important administrations.

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Neighborhood SEO is particularly beneficial for focusing on clients in specific locales such as Zarqa (AL-Zyoud, 2018). Substance showcasing, by means of blogs, recordings, and infographics, gives valuable data almost administrations, handling client torment focuses and overhauls, which helps in setting up believe and locks in imminent clients effectively.

Research Problem and Questions

The owners of Zain Telecom in Zarqa City face intense competition, highlighting the importance of identifying effective digital marketing tools to boost their revenues. Since consumer buying decisions are a critical concern for organizations, influencing these decisions in the desired direction requires significant effort. Companies therefore invest heavily in marketing their services through various means to achieve this goal. Among these, digital marketing tools are particularly essential for communicating with customers and providing information about services. However, customers often have concerns regarding internet services marketed through digital platforms. This raises the need to investigate the impact of digital marketing tools on customer buying decisions, as supported by previous studies. The problem of the study can thus be summarized in the following key questions:

- What is the impact of content marketing applied by Zain Telecom on Consumer Buying Decisions regarding Internet services?
- What is the impact of Direct email marketing applied by Zain Telecom on Consumer Buying Decisions regarding Internet services?
- What is the impact of Digital advertising applied by Zain Telecom on Consumer Buying Decisions regarding Internet services Jordan?
- What is the impact of search engine optimization (SEO) applied by Zain Telecom on Consumer Buying Decisions regarding Internet services?

Literature Review

The function of virtual advertising in Jordan has grown extensively as groups undertake revolutionary techniques to enhance sales. The integration of virtual gear has converted conventional advertising approaches (Hossain & Rahman, 2017), making virtual campaigns a cornerstone of advertising techniques and part of customers' every day lives. Many customers now choose on line structures over bodily stores (Maha & Ranj, 2016). Digital advertising has come to be a important medium for selling merchandise at the net (Hoffman & Bateson, 2001).

Research highlights the effectiveness of virtual advertising gear. Al-Obeidi and Shawi (2022) determined that structures like social media, websites, e mail, and cell apps decorate advertising outcomes, specially withinside the banking industry. Salam (2022) discovered a robust connection among virtual advertising components—which include engagement, satisfaction, analytics, and courting management—and patron satisfaction. Ramadani (2020) underscored virtual advertising's function in attracting and maintaining customers, fostering trust, and strengthening ties among groups and their communities.

Al-Shammari (2017) mentioned the hyperlink among virtual advertising and organizational reputation, at the same time as Al Akayleh (2021) established those social media commercials notably impact client shopping decisions, with elements like gender, age, and conduct shaping those effects. Maina (2021) explored the connection among virtual advertising and client shopping for patterns.

According to Melovic et al. (2020), virtual advertising gear play a key function in emblem repositioning. Garcia burdened the significance of professional consultancy in attracting and pleasing customers. Search Engine Optimization (SEO) and Search Engine Marketing (SEM) are essential for patron acquisition, and Bala et al. (2018) discovered that customers regularly use the net to locate the first-rate offers. Digital advertising gear—along with SEO, SEM, content material creation, automation, social media campaigns, e mail advertising, and on line publications—provide big benefits, allowing groups to correctly hook up with and have interaction their goal audiences.

Digital Marketing

Digital advertising has won substantial significance in Jordan as entrepreneurs enforce innovative techniques to enhance income figures. The advent of virtual gear has revolutionized conventional advertising techniques (Hossain & Rahman, 2017), and virtual campaigns have end up vast and embedded in advertising plans and clients` day by day lives. Many clients now opt for virtual channels over conventional stores (Maha & Ranj, 2016). Digital advertising serves as an critical communicate medium for on-line product marketing and marketing (Hoffman & Bateson, 2001). Research highlights the effectiveness of virtual advertising gear. Al-Obeidi and Shawi (2022) discovered that systems which include social media, e mail, websites, and cellular programs decorate advertising effectiveness, specially withinside the banking sector. Salam (2022) discovered a substantial dating among patron pleasure and the additives of virtual advertising, which include interest, pleasure, insight, and dating management. Ramadani (2020) determined that virtual advertising may be very critical in attracting and preserving clients, constructing trust, and enhancing the relationship among corporations and the community. Al-Shammari (2017) highlighted the connection among virtual advertising and organizational image, whilst Al Aqayleh (2021) discovered that social media marketing and marketing extensively affects clients` shopping choices, with variables which include gender and age influencing those dynamic patron habits. Maina (2021) investigated the connection among virtual advertising and patron shopping behavior. Melovich et al (2020) said that virtual advertising gear have a extra effect on logo repositioning. Garcia emphasised that the insights of expert specialists are important to draw and fulfill clients. search engine optimization and SEM play a substantial position in patron acquisition, and Bala et al (2018) said that clients frequently look for the fine offers on-line. Digital advertising gear which include search engine optimization, SEM, content material promotion, automation, social media promotions, e mail campaigns, and on-line posting provide substantial blessings to corporations in efficaciously speaking and tasty with their goal audience.

Content Marketing

Content marketing and marketing is a strategic manner to connect to your audience via way of means of translating fee into informative, relevant, and attractive content material that is going past conventional advertising and advertising. This approach builds a more potent connection among your emblem and your target market via way of means of collecting their needs, responding to their requests, and fixing their problems, that is usual as truth and sells loyalty. Over time, this connection can cause extra purchaser loyalty and advocacy as clients generally tend to choose emblems that continuously supplement their lives (Hollebeek & Macky, 2019). Successful content material marketing and marketing strategies use particular varieties of content material to attraction to distinct target market tastes. This can consist of blogs that provide a lot of ideas, social media updates that promote interplay and conversation, movies that

virtually carry complicated ideas, and infographics that visually condense records for clean understanding. Podcasts and e-books may be used to cover a lot of learning options and offer greater whole records. These formats are dispersed throughout a lot of on-line channels, which include websites, social media platforms, e-mail campaigns, and YouTube, making sure that your content material connects together along with your target market anywhere they may be on-line. Additionally, the effectiveness of your content material marketing and marketing relies upon on whether or not or now no longer the content material is aligned with the identification and standards of your emblem. Your cloth must be regular throughout all touchpoints, embracing the tone, message, and character of your emblem. This alignment not most effective enhances the identification of your emblem, however additionally allows you stick out from your competition via way of means of highlighting particular promotional elements. Using this strategy, content material marketing and marketing can construct a robust courting with clients via way of means of organizing the emblem as a relied-on source, thereby influencing opportunity alternatives and increasing sales (Tafesse & Wood).

Direct Email Marketing

Direct e-mail marketing and marketing and advertising and marketing is a as a substitute effective and bendy tool that lets in businesses to deliver customized and relevant content material fabric without delay to their audience, fostering stronger relationships and developing engagement (Smith & Taylor, 2021). Unlike traditional marketing and marketing and advertising and marketing methods, e-mail marketing and marketing and advertising and marketing permits direct conversation with clients, allowing corporations to tailor messages to person alternatives and needs, which drastically enhances the overall customer experience. This focused method builds trust, boosts emblem awareness, and encourages customer action. Email marketing and marketing and advertising and marketing`s cost-effectiveness makes it particularly attractive for small and medium-sized businesses, as it consists of minimal production and distribution prices even as delivering a immoderate cross returned on investment (Jones & Brown, 2020). Advanced automation device lets in businesses to scale their efforts, reaching huge audiences successfully even as maintaining an immoderate degree of personalization. Moreover, the capability to song advertising and marketing campaign usual overall performance through analytics together with open prices, click-through prices, and conversions gives precious insights for optimizing techniques. The integration of e-mail marketing and marketing and advertising and marketing with exclusive digital channels, like social media and content material fabric marketing and marketing and advertising and marketing, creates a cohesive marketing and marketing and advertising and marketing ecosystem, amplifying its impact. Its worldwide advantages and flexibility to localized content material design enable companies to connect with various audiences while addressing cultural subtleties.

Digital Advertising

Digital advertising serves as a powerful promotional tool that uses the Internet to deliver marketing messages aimed at attracting and engaging consumers. The goal is to reach potential customers across various online platforms, such as websites, search engines, and social media channels. By leveraging user data, digital advertising enables highly targeted campaigns that can be customized based on demographic, behavioral, and geographical information. This personalized approach helps businesses engage users more effectively and increase the likelihood of conversions (Chaffey & Smith, 2020). Digital advertising includes a variety of

strategies that serve different marketing functions, such as raising brand awareness and attracting new customers. For example, display ads on websites and search engine marketing (SEM) are commonly used to promote brand recognition, while retargeting and conversion-focused ads encourage immediate customer action. As businesses aim to drive traffic, increase brand loyalty, or promote specific products, they tailor their digital advertising efforts to the customer's stage in the buyer's journey (Liu-Thompkins & Roggeveen, 2021).

Search Engine Optimization (SEO)

Search Engine Optimization (search engine optimization) is a way that complements and will increase the use of web sites. search engine optimization also can expand to diverse components of the internet, consisting of images, videos, audios, and different varieties of content material. It is one of the critical gears utilized in virtual marketing. Internet campaigns and social media can consist of each paid and non-paid marketing and marketing on search engines like google like google and yahoo, encouraging clients to buy items and offerings anytime, with minimum effort, from any location. Search engines play an crucial position in rating web sites primarily based totally on their relevance. Some search engine optimization techniques consciousness on content material marketing, whilst others evaluate meta tags to recognize the overall performance of a internet site. Many search engines like google like google and yahoo use a aggregate of meta tags, content material marketing, links, clicks, and toughness to decide a internet site's rating. To live competitive, search engines like google like google and yahoo constantly extrude their rating policies (Paul, 2024). search engine optimization is a scientific method that improves a company's positioning and product visibility in herbal seek engine effects for unique key phrases (Vryniotis, 2015). It includes gear that enhance a internet site's rating inside seek engine listings, making it much more likely for clients to visit (Deepak Bansal, 2024). search engine optimization goals to boom a company's visibility on search engines like google like google and yahoo like Google, using greater site visitors to its internet site. This can be accomplished through techniques that involve pinpointing widely used keywords by consumers in web searches and methodically incorporating them into website content. Search engine optimization additionally includes link building, adherence to search engine algorithms, and content enhancement.

Consumer Purchasing Decision

The process of consumer purchasing decisions is a complex journey that involves several stages, including identifying the problem, seeking information, evaluating alternatives, making the purchase decision, and assessing post-purchase satisfaction (Irena et al., 2023). Each stage represents a critical moment where marketers can influence consumer behavior by understanding the motivations and barriers faced by potential buyers. The first stage, problem identification, occurs when a consumer recognizes a need or desire that must be fulfilled. In the next phase, information gathering, customers seek details from various sources, such as online reviews, advertisements, and recommendations from friends or family, to evaluate potential solutions to their problem. During the evaluation stage, consumers compare different products or services, weighing their advantages and disadvantages based on factors like price, quality, brand reputation, and features. Advertisers can influence this evaluation process by providing clear, detailed comparisons and highlighting the unique benefits of their products. The purchase decision stage occurs when the consumer makes a final choice based on the information gathered and the options evaluated. At this stage, marketers may use persuasive tactics such as discounts, limited-time promotions, or customer testimonials to encourage the consumer to complete the

purchase. Ultimately, the assessment after buy consists of assessing the quantity of pleasure experienced, that would impact destiny searching out conduct and loyalty to the logo. Previous research endorses that customer often recollect the selection of exploring new alternatives in area of adhering to their modern conduct on the identical time as making searching out alternatives (Majid et al., 2023). This behavior is inspired through the expected advantages of the brand-new alternative associated with the old one.

Research Hypothesis

The research framework was designed to test hypotheses by reviewing relevant literature and developing a model that incorporates digital marketing tools (content marketing, Direct email marketing, Digital advertising, and search engine marketing) as independent variables, with the Consumer Buying Decisions as the dependent variable (Sekaran, 2003). The following hypotheses were derived:

H1: Content marketing significantly impacts Consumer Buying Decisions regarding Internet services

H2: Direct email marketing significantly impacts Consumer Buying Decisions regarding Internet services

H3: Digital advertising significantly impacts Consumer Buying Decisions regarding Internet services

H4: SEO significantly impacts Consumer Buying Decisions regarding Internet services

Research Model

The study model was designed in light of reviewing the literature on the subject and based on the problem, hypotheses, variables, and referring to the study of (Al-Shaikh, 2024) (Khodeer, Al-Shaikh, 2023) (Al-Shaikh, 2024) (Khanfar, 2024).

Independent Variable

Dependent variable

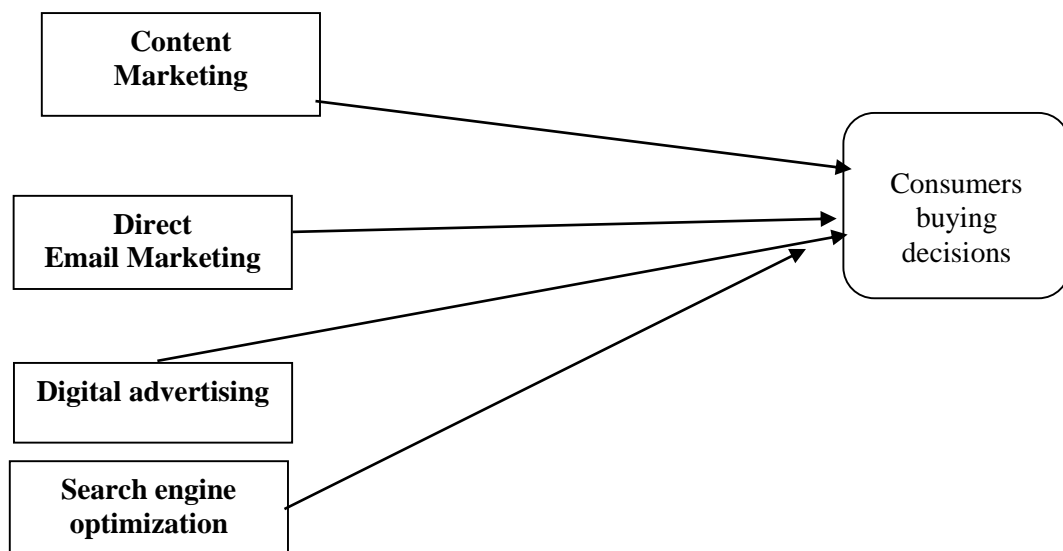


Figure (1) Research Model**Research Methodology**

This section addresses the research design, including target population, sample size, sampling methods, hypothesis, questionnaire design, and analysis methods. Questionnaires were pre-tested with 57 Zain customers in Zarqa Governorate, and the objective was explained to obtain feedback on questionnaire clarity. Based on preliminary tests, unclear wording was revised. A representative sample was then selected, with 480 questionnaires distributed and 425 valid responses collected for analysis (Alnsour, 2018).

Design of Questionnaire

The questionnaire consisted of three parts:

1. Personal information of participants (age, education, gender, income, marital status).
2. Independent factors (content marketing, Direct email marketing, Digital advertising, and search engine marketing).
3. The dependent variable (clients' buying decisions), containing 25 questions measured on a Likert scale, widely used in marketing and social sciences (Burns & Bush, 2000).

Reliability

The reliability of the variables was assessed using Cronbach's alpha, with results showing coefficients exceeding the minimum threshold of 0.7, indicating reliability (Nunnally, 1978).

Factors	No of Item	C Alpha
Content marketing	5	0.821
Direct email marketing	5	0.855
Digital advertising	5	0.886
Search engine optimization	5	0.896
Consumers Buying decision	5	0.854

Table 1 Cronbach Alpha result

Finding**Personal information**

Table (2) indicates that there were more male participants who perform (57.1%) in the research than female who perform (42.9%). majority participants belong to the age group between 29- 38 years who perform (31.5 %) of total participants. regarding to academic qualifications the result indicates participants who had bachelor degree perform (46.8 %) of 1 participants,

Furthermore, (39.3 %) participants are from the group with income between 490- 600. Finally married Participants perform (59.8).

Personal information	Title	Freq.	%
Sex	Male	243	57.1%
	Female	182	42.9%
Age	19 -30	122	29 %
	30-40	134	31.5 %
	40- 50	107	25 %
	More than 50 years	62	14.5%
Education	Secondary School or less	66	15.5%
	Diploma	83	19.5 %
	Bachelor	198	46.5 %
	Graduated	78	18.5 %
Income	260-290	93	21.9 %
	290-390	78	18.3%
	390-490	87	20.5 %
	490 -600 and more	167	39.3%
Status	Single	142	33.4 %
	Married	254	59.8 %
	Others	29	6.8%

Table 2 Personal information

Hypothesis	Independent Variable Dimension	Unstandardized Coefficients	standardized Coefficients		Regression Weight	
		Estimate (B)	Estimate (Beta)	r²	C.R	P-Value
1	Content Marketing	0.139	0.204	0.042	5.456	0.000
2	Direct email marketing	0.191	0.168	0.028	3.331	0.000
3	Digital advertising	0.243	0.272	0.074	5.205	0.000
4	Search engine optimization	0.247	0.285	0.081	5.900	0.000

Table 3. Hypothesis test results

Test Hypothesis

The **research utilized structural** equation modeling to **evaluate** the hypotheses. Figure (2) **illustrates** the **findings** of the hypotheses.

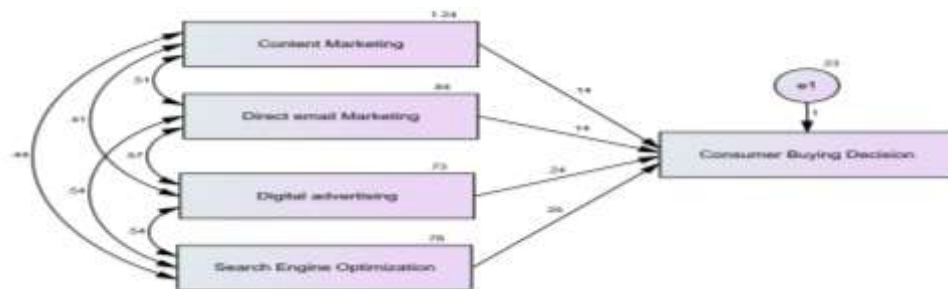
In Table 3, we show that the P-values for all hypotheses are less than 0.05, which indicates there is a statistically significant impact of the independent variable dimensions (Content Marketing, Direct Email Marketing, Digital Advertising, Search Engine Optimization) on Consumer Buying Decision.

Also, the relationships between the dimensions and the dependent variable are positive, as shown by the Beta values in Table 3. This indicates that any positive change in the Digital Marketing Tools dimensions will improve the Consumer Buying Decision.

Search Engine Optimization has the highest contribution to Consumer Buying Decision, explaining about 8.1% of the variance (R^2 value).

Conclusion

This research explores the influence of digital marketing tools on consumer purchasing decisions for Zain Telecom customers in the Zarqa Governorate. It finds that content marketing, direct email marketing, digital advertising, and SEO significantly impact consumer behavior, with SEO being the most influential in boosting visibility, trust, and access to information. This highlights the need for businesses to focus on effective SEO strategies.



Other tools also support various stages of the consumer decision-making journey: content marketing creates engaging content, email marketing fosters personalized communication, and digital advertising captures customer attention with targeted campaigns. These tools form a comprehensive marketing framework for customer acquisition and retention.

For Zain Telecom, recommendations include investing in advanced SEO strategies (mobile-first indexing, voice search, and local targeting), refining email marketing through segmentation and personalization, producing localized content for Zarqa's demographic, and using data-driven insights to enhance digital advertising.

The research highlights the significance of a cohesive digital marketing approach to fulfill customer demands, enhance brand awareness, and stimulate growth. Upcoming research may investigate new trends such as AI-based personalization and social media marketing to gain deeper insights into how businesses can adjust to changing consumer habits and technological progress.

Recommendations

Zain Media Transmission Company should enhance its content marketing by creating culturally relevant, engaging, and customer-centric content that aligns with consumer preferences and societal values. A customer-focused strategy, driven by surveys and data analysis, will help the company predict market trends and tailor offerings. Prioritizing technological advancements like nationwide 5G rollout and continuous infrastructure improvements is essential for reliable service.

Targeted marketing strategies for different customer segments, including students and businesses, will increase market appeal while maintaining service quality. Zain should invest in employee training in areas such as SEO, social media, and content creation to strengthen digital marketing expertise. Utilizing data analytics to refine strategies and create personalized campaigns will enhance customer satisfaction.

The company must maintain a strong digital presence across platforms, develop user-friendly apps, and advocate for secure digital marketing practices. Improving CRM systems, bolstering cybersecurity, and updating loyalty programs will build customer trust. Collaborations with local communities, sustainability initiatives, and the integration of emerging technologies like AI, AR, and VR will reinforce Zain's industry leadership. These steps will foster continuous improvement, better communication, and exceptional value for customers.

Future Studies

This study emphasizes the notable influence of digital marketing instruments on consumer buying behavior. Subsequent research should investigate new trends, such as the transition from conventional methods to AI-driven approaches, and their influence on consumer engagement and purchasing habits. Investigations could examine online consumer behavior across different demographics, concentrating on decision-making, trust, convenience, and personalization.

Furthermore, the contribution of technologies like VR, AR, and blockchain in improving digital marketing tools deserves exploration, along with the impact of interactive content, influencer marketing, and user-generated content. Cultural and regional variations in the implementation of digital marketing and the effectiveness should also be scrutinized.

The effects of data privacy regulations on strategies and consumer trust require investigation, as does the connection between digital metrics (e. g., click-through and conversion rates) and real purchasing decisions. Lastly, comparative analyses of digital marketing efficiency across sectors such as retail, healthcare, and education could provide insights for customized strategies. Addressing these topics will enhance digital marketing tools and their effect on consumer decision-making

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