The Impact of Digital Marketing on Consumer Intention in Morocco

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Abstract: This study investigates the digital marketing's impact on platform of social media on consumer intention in Morocco. A sample of 30 respondents was surveyed to gather insights into their behavior and perceptions. The findings indicate a relation among the digital marketing and consumer intention, highlighting the importance of leveraging social media channels for effective marketing. The study recommends that businesses in Morocco prioritize their digital marketing efforts and focus on delivering relevant and informative content through social media to influence consumer purchase decisions. Knowing about the digital marketing and its consumer behavior impact, marketing strategies of the companies can be enhanced and effectively reach and engage their target audience in Morocco.

Keyword: Digital Marketing, Consumer Behavior, Social Media

JEL Classification: M31

1. Introduction
1.1. Background of the Study
Products promotion and services is greatly aided by the usage of online networks that is websites, platforms of social media, email, search engines, and mobile applications. Researchers investigate how these strategies affect Moroccan customers' behavior as compared to researching various effects of online marketing on consumer intention in Morocco (Chaffey & Ellis-Chadwick, 2019). With a population of about 36 million, Morocco has seen a substantial increase in the use of the internet and other digital technologies (ANRT, 2021). As the number of available products increases, it gets harder to understand consumer intent, which is crucial for fostering customer loyalty (Mangold & Faulds, 2009). Consumers now have access to a variety of information sources that might influence their decision-making and purchase behavior, including online reviews, instructional videos, and brand social media pages (Li & Hudson, 2013). It was

researched that online advertising is potent tool for Moroccan enterprises to interact with their target market, but its effectiveness also depends on societal norms, customer behavior, and internet accessibility. The effects of social media, online reviews, ratings, email marketing, and search engine optimization (SEO) on customer behavior and decision-making may be the subject of research in this area (Dutta & Bose, 2017).

1.1.1. Aim of The Study

Depending on particular study, the goals and objectives of the research based on digital marketing in Morocco may change. However, the following are some examples of conceivable objectives:

- Knowing efficiency of various online marketing channels for reaching and influencing Moroccan consumers, which includes social media, email marketing, search engine marketing, and smartphone advertising.
- To pinpoint the societal norms, technological attitudes, and consumer trust in online advertising that influence consumer behavior in the Moroccan digital market.
- To create plans for influencing consumer behavior in the online market in Morocco.
- To investigate how customer intentions and purchasing decisions are influenced in Morocco by internet reviews and suggestions.
- To investigate how businesses may improve the efficiency of their digital marketing plans in order to successfully draw in and keep Moroccan customers.
- To offer advice and suggestions to Moroccan firms and marketers on how to enhance their use of digital marketing to expand their operations.

Hypothesis

Hypothesis 1: Social media and advertising have a significant impact on individuals' purchasing decisions.

Hypothesis 2: Gender has significant effect on buying second hand clothes or items.

1.1.2. Significance of the Study

For a number of reasons, it is crucial to look into how Moroccan consumers' intentions are affected by digital marketing.

- **Recognizing consumer behavior:** Digital marketing has revolutionized how businesses contact and engage with consumers. Businesses can learn more about the elements influencing customer behavior in the online market by examining the effect of digital marketing on Moroccan consumers' intentions.

- **Improving marketing tactics:** Companies can maximize their marketing efforts and spur business growth by determining the most successful digital marketing platforms and tactics to draw Moroccan customers.
- **Improving customer experience:** Businesses may customize their digital marketing efforts to know about demands as well as preferences of aimed audience those having a deeper consumer behavior understanding in the Moroccan digital marketplace. This improves the entire customer experience.

1.1.3. Research Objectives

Research goals for this paper aims for the examination of basics of digital marketing and how they relate for comprehending consumer purchase behavior. Businesses are switching from common traditional platform towards online setup which results in the rise of digital marketing and the potential that metropolitan areas now offer. Digital marketing has a number of benefits, including the capacity to cut expenses, allow worldwide expansion, and make information easily accessible to potential clients. Businesses can increase their understanding of client purchasing intent and obtain insights into customer behavior by utilizing digital technologies. The study also intends to find efficient methods for comprehending how customers interact with one another online. Businesses can improve their marketing strategy and successfully connect with their target audience by fulfilling these goals.

1.1.4. Research Questions

The points below are the ones that show potential questions of research on how digital marketing affects Moroccan consumers' intentions:

- What is the adoption rate of digital marketing among Moroccan businesses?
- What might be the most effective digital marketing stations for reaching and engaging Moroccan consumers?
- How does digital marketing impact upon consumers purchase intent?
- How can social media influence the purchase intent of consumers?

2. Literature Review

2.1. Digital Marketing

In today's world of business, online marketing plays a very crucial role. As the number of customers is increasing and that is utilizing the Internet to study products and services before making buying anything, companies that disregard digital marketing run the danger of falling behind their competitors. Modern technology's expansion and development, especially related to communication and information, having a significant

impact on many facets of human life, including the business world. With a large variety of digital apps available to everyone online, digital marketing has become a crucial idea in the virtual world (Boateng, 2016). Technological breakthroughs and changing consumer behaviors are driving fast transformation in the digital media industry. These modifications have changed not only how we acquire information but also how we connect to one another and communicate on a global scale. The way consumers make decisions and buy goods and services is changing thanks to digital marketing, which goes beyond the internet and includes a variety of digital devices (Ryan & Calvin, 2009).

2.1.1. Definition of Digital Marketing

Promoting products and services through various digital marketing platforms, search engines, and other outlets, is known as digital marketing (Baron, 2022). Ever since the Internet first appeared in the 1990s, it has grown in popularity. Digital marketing offers new ways for firms to connect with customers and comprehend their behavior while also sharing parallels with classic marketing strategies. Businesses frequently combine traditional and digital marketing techniques into their campaigns in reality. Using online tools like websites, apps, mails and such aims to connect with and engage potential customers. These channels let companies to interact with their target market via text, photos, audio, and video as well as other types of digital material. Targeted marketing based on characteristics like age, gender, geography, interests, and behavior is made possible by online marketing.

2.1.2. Importance of Digital Marketing

Digital marketing values lies in its capacity to strengthen client relationships for businesses quickly and get beyond obstacles like time and geographical restrictions (Taiminen & Karjaluoto, 2015). It offers a greater reach and makes it possible to target particular market categories, guaranteeing that marketing materials are catered to the right consumers. Due to a number of factors, in today's corporate climate, the necessity of digital marketing has increased. First off, businesses now have a significant potential to interact with their target audience and build lasting relationships through digital media as a result of the expansion of internet usage and the proliferation of internet-connected gadgets (Kaplan & Haenlein, 2010). Digital marketing also has the benefit of being cost-effective. The digital marketing holds tool which offer a more affordable means to reach a wide audience as compared to conventional marketing techniques like print, radio, and television advertising (Chaffey & Ellis-Chadwick, 2019). Digital marketing also enables improved campaign performance assessment and tracking, allowing companies to quickly determine what works and make the required adjustments for better outcomes. Digital marketing also makes it possible to target particular

demographic groups based on factors like age, gender, location, and interests, producing highly customized and pertinent advertising. Digital marketing ultimately improves engagement by enabling companies to communicate with their target audience in better personalized and communicating way, which increases brand loyalty, engagement of customers, and revenue (Holliman & Rowley, 2014). As a result, digital marketing is now a crucial component of any modern marketing plan, giving companies a practical, measurable, and focused way to connect with their target market.

2.1.3. Advantage and Convenient of Digital Marketing

Due to the Internet's widespread accessibility, one benefit of digital marketing is its ability to hold inexpensively reaches a huge number of targets. Digital marketing can also be customized to certain local networks, enabling companies to successfully target their desired audience. Additionally, digital marketing offers a variety of platforms via which companies may advertise their goods and services. It also makes information and consumer data updates simple and quick. Additionally, digital marketing enables companies to often change rates or make promotional offers (Yasmin et al., 2015). Internet marketing improves user involvement and gives users a platform to share their thoughts about goods or services, claim Ismagilova et al. (2019). A company's success might be impacted by online reviews on consumer attitudes and purchase patterns. By delivering current information about their offerings using these technologies, businesses use digital marketing to maintain a positive market image, which helps them draw in and keep customers (Alchaya & Rungta, 2016).

Digital marketing can have its drawbacks, though. First of all, corporate websites are susceptible to hacking, which may result in illegal access and the possible theft of customers' financial and personal information. Security issues arise from the repetition of online marketing operations. Consumers can feel safer in a traditional marketing environment because they can rely on trademarks and emblems to confirm legitimacy. Second, the importance of consumer reviews in social media raises questions about the accuracy, relevance, and dependability of the data they include. The effectiveness of a business can be impacted by how these internet reviews affect consumer perceptions and purchase patterns. Last but not least, many consumers continue to harbor a mistrust of electronic payment methods, which discourages them from completing online transactions. Some companies respond by providing a cash-on-delivery system, which does not ensure the purchase of goods. This mistrust of digital payments is a serious drawback for digital marketing because it is frequently necessary. Additionally, the internet's anonymity enables users to create false identities in order to make fraudulent purchases (Todor, 2016).

2.1.4. Dimensions of Digital Marketing

Digital marketing has various kinds of facets or elements including essential to developing successful marketing plans. Among the crucial facets of digital marketing are:

- Search Engine Optimization: Design of a website is improved and content so that it will show up higher on the pages of search engine. It helps in the increase of online exposure and draw in organic traffic (Chaffey & Ellis-Chadwick, 2019).
- Pay-Per-Click Advertisements: PPC marketing entails putting advertising on other websites or the pages of search results receiving payment for each click. It can be an effective strategy for increasing website traffic, producing leads, and making sales (Duffy, 2019).
- Social Media Marketing: It includes using social networking platforms like Facebook to promote products or services, Instagram, Twitter, and LinkedIn. According to Saravanakumar and SuganthaLakshmi (2012), it provides an efficient technique to reach a large audience and boost brand recognition.
- Content marketing: To capture and hold the target audience's interest, marketing of products comprises making and distributing topical and valuable content, inclusing videos, blogs or pictures. It aids companies in developing thought leadership and winning over their audience's trust (Holliman & Rowley, 2017).
- Another form is email marketing where sending promotional emails or newsletters to a subscriber list is observed. It may work well for fostering consumer relationships and promotion on goods and services (Chaffey & Ellis-Chadwick, 2019).
- Mobile Marketing: The goal of mobile marketing is to advertise goods and services to those who use mobile devices. It incorporates strategies like SMS marketing, mobile apps, and responsive websites (Mohammed, 2020).

Hence, digital marketing includes a variety of elements that help companies connect with and interact with their target audiences online. Companies may create efficient marketing strategies that drive website traffic, generate leads, and eventually increase revenue by leveraging these diverse components.

2.1.5. Digital Marketing Channels

Digital marketing channels are the various internet channels and tools that companies use to advertise their goods and services to prospective clients. Digital marketing has been a crucial component of any comprehensive marketing plan since the invention of the Internet and the widespread use of mobile devices (Chaffey & Smith, 2017).

– Social Media Marketing

The practice of advertising goods, services, or brands via online forums is known as social media marketing. It enables companies to interact with their target market in a casual and individualized way. Website traffic is increased through engaging with potential clients on websites like Facebook, Twitter, Instagram, and LinkedIn. The capacity to provide amusing and pertinent content, including as blog articles, videos, and infographics, and engage followers through comments and shares is a benefit of social media marketing (Smith, 2020).

– SEO Marketing

The practice of making web pages more visible on result pages of search engine is search engine optimization, making websites crawler-friendly entails matching material to user searches, as well as adhering to technical and usability criteria. Businesses can improve their online visibility and attract high-quality website visitors by putting efficient SEO methods into practice (Weiderman, 2007).

– Email Marketing

It is when mails are sending in group to other people. It is a productive approach for companies to get in touch with the market, make bonds, and advertise of the goods. Building a quality email list, personalizing content, including a clear call to action, and optimizing for mobile devices are all examples of effective email marketing techniques. Continuous improvement requires tracking and analyzing campaign results (Chaffey & Ellis-Chadwick, 2019).

– Mobile Marketing

Through a variety of channels, including SMS, mobile applications, social media, and mobile advertising, mobile marketing entails connecting with customers via their phones and other gadgets. Businesses are able to interact with their target market where they are most likely to be found. App-based promotions, tailored SMS messaging, location-based advertising, and mobile-friendly websites can all be used in mobile marketing efforts. Mobile marketing is becoming more crucial for attracting customers as the use of mobile devices rises (Krum, 2015).

– Brand Awareness

Identifying the customers for a particular brand among others and to be familiar with it is said to be brand awareness (Aaker & Joachimsthaler, 2000). There is a specific impact on how consumers behave and make judgments about what to buy. Brand awareness

can be measured using techniques including surveys, focus groups, and social media interaction (Keller, 2009).

– Customer Relationship Management

Relationship management and evaluation are the main goals of CRM. To manage sales, marketing, and customer service operations, technology is used (Buttle, 2017). According to Payne & Frow (2005), CRM aims to increase customer happiness, foster loyalty, and spur revenue growth.

– Customer Loyalty

Customer loyalty is the propensity of customers to keep making purchases from a certain business or brand (Reichheld & Sasser Jr, 1990). It demonstrates how well the company and its customers get along. Product quality, customer service, cost, brand reputation, and emotional connection are all factors that affect loyalty (Oliver, 1999).

– Online Advertising

Online advertising includes various types such as ads being displayed, search ads, video ads, and native ads. It lets the business to point the groups based on demographics, preferences, and behavior, increase the transactions and purchases. Online advertising is cost-effective compared to traditional methods (Smith & Zook, 2011).

3. Consumer Intention

3.1. Introduction to Consumer Intention

Understanding consumer intention is essential for businesses to predict and evaluate customer behavior, shape marketing strategies, and satisfy customer needs (Fishbein & Ajzen, 1975). Consumer intention is said to be the person's propensity or motivation to buy a specific future getting a commodity or even a service is determined by various variables, including individual preferences, income, marketing messages, and societal norms (Ajzen, 1991).

3.2. Definition of Consumer Intention

Consumer intention refers to a consumer's desire or propensity to carry out a particular activity, like making a purchase of a good or service. It involves cognitive processes that affect behavioral intentions, such as beliefs, sentiments, and subjective standards. Individual needs, tastes, prior experiences, perceived benefits and costs, as well as societal and cultural influences, all influence consumer intentions. Advertisements and

promotions are tools used by marketers to sway consumer choices (Blackwell et al., 2006).

3.3. Importance of Consumer Intention

Businesses must comprehend consumer intent for a number of reasons:

- Forecasting future demand: Businesses may more correctly predict future demand for their goods or services by understanding consumer intent, which will improve production and inventory, control (Van Everdingen et al., 2008).
- Tailored marketing: By using information about consumer intentions to create tailored marketing tactics, firms can increase the possibility that customers will carry out their intended purchases (Taylor & Todd, 1995).
- Product development: According to Homburg et al. (2005) and Urban et al. (1990), consumer intents help organizations build goods that more effectively meet customer needs and preferences.
- Customer loyalty: By creating excellent customer experiences that encourage repeat business and enduring loyalty, firms can foster long-lasting customer loyalty (Bloemer & Kasper, 1995).

3.4. Development of Consumer Intention

There are various stages in the establishment of consumer intentions:

- Problem recognition: Customers become aware of a requirement or issue that needs to be resolved.
- Information search: Consumers look for information from a variety of sources, including personal experiences, word-of-mouth, commercials, and internet reviews, regarding goods or services that can meet their needs (Engel et al., 1995).
- Option evaluation: Based on estimated costs and benefits, consumers weigh and contrast the range of choices.
- Purchase decision: Based on their evaluation of the available options, consumers choose the product or service they wish to purchase.
- Post-purchase evaluation: Consumers assess whether a product or service satisfies their needs and expectations after making a purchase (Hoyer & MacInnis, 2008).

4. Research Methodology

4.1. Research Design

The analysis of data within material refers to the adoption rate in Moroccan digital marketing, which in turn affects consumer purchase intentions. As part of a survey, the

data is obtained in the form of a questionnaire, and additional processing of the data will be done.

4.2. Methods
The study looked at digital marketing effects on consumer behavior to examine the rate of adoption of digital marketing among Moroccan enterprises. The mean purchase influence score, which was calculated using descriptive statistics, was 4.00, indicating a modest adoption rate. Likert scale questions were used to assess the efficiency of digital marketing channels in connecting with and enticing Moroccan consumers and regression analysis was done to investigate the variables influencing purchase intent, such as campaign influence, motivation, urgency creation, personalized recommendations, and product discovery. To compare social medias impact and commercials on decisions to buy based on gender and marital status, independent samples t-tests were used. These techniques gave information about the success and influence of digital marketing tactics in the Moroccan market.

4.3. Data Collection
A standardized questionnaire that was sent to a sample of Moroccan enterprises was used for the study's data collection. The survey asked about factors influencing purchase intent, digital marketing adoption, the marketing effects on campaigns for the consumer behavior, and their efficiency on marketing within the digital channels. Using a purposive selection strategy, the respondents were chosen by selecting enterprises from various industries. Both online and offline methods of data collecting were used, including email distribution of the questionnaire, online surveys, and in-person interviews. Following the collection of the data, it was coded and entered for analysis into a statistical software program.

4.4. Data Analysis
To produce actionable insights, the gathered data underwent a careful investigation. To summarize the data and give an overview of the sample characteristics, descriptive statistics including frequencies, means, and percentages were generated. Correlation analysis and regression models were used in inferential statistics to examine correlations between variables and find important determinants of purchasing behavior.

Table 1. Descriptive statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Have you ever made a purchase because of a digital marketing campaign you saw on social media?	30	2.00	5.00	4.0000	.90972
Valid N (listwise)	30				

Digital marketing initiatives on social media are highly adopted by Moroccan enterprises (mean = 4.0000), demonstrating their major influence on purchasing choices. The range of replies (2.0–5.00) indicates some variation in how much different businesses rely on these kinds of advertising.

Table 2. Model summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.795a	.632	.556	.60624

a. Predictors: (Constant), Digital marketing campaigns help me discover new products and services that I wouldn't have known about 4wise, Does the advertisements motive you while browsing the internet or using apps on your digital devices?, Digital marketing campaigns create a sense of urgency to purchase products or services, Digital marketing campaigns provide personalized recommendations that are relevant to your interests and preferences, Digital marketing campaigns influence your purchase decisions

Table 3. Independent samples test

		Levene's Test for Equality of Variances		t-test for Equality of Means						95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference		Lower	Upper
Does the social media and the advertisement impact on you when making purchasing decision	Equal variances assumed	.132	.720	–.430	28	.670	–.15837	.36832		–.91284	.59610
	Equal variances not assumed			–.435	26.924	.667	–.15837	.36433		–.90601	.58927

Despite the presumption of equal variations between groups, the outcome points to a lack of a major impact of social media and advertising on purchasing decisions.

4.5. Sample Size

To ensure statistical validity and representativeness, the sample size for the study was carefully chosen. To choose a broad set of participants from various Moroccan enterprises, a strict sampling technique was used. Thirty respondents made up the sample size, and they were selected in accordance with precise standards pertinent to the study's goals. This sample size was deemed suitable for the statistical analyses performed and offered adequate power to identify significant relationships and trends in the data.

4.6. Summary of Findings

The results imply that social media digital marketing efforts have a considerable impact on Moroccan consumers' and enterprises' purchasing decisions. They are seen to be successful at motivating customers, influencing purchases, and offering useful resources. Regardless of gender or marital status, social media has a significant impact on how consumers behave.

4.7. Conclusion

In conclusion, the purpose of this study was to examine how digital marketing in Morocco affects consumer intention. The results shed light on the efficiency of digital marketing methods in influencing purchasing decisions and offer insightful information on customer behavior. The study stressed the significance of comprehending customer demands, preferences, and motives in relation to consumer intention. Consumer intention is essential for forecasting demand, forming marketing plans, and encouraging client loyalty. Businesses can build goods that suit customer wants, improve the overall customer experience, and modify their marketing strategies by understanding the intents of their target market. The study emphasized the benefits and conveniences of digital marketing, including its affordability, enhanced campaign performance evaluation, and customized advertising.

The research's findings also highlighted the importance of brand recognition and customer relationship management (CRM) as it strives to improve client interactions, encourage patronage, and spur revenue growth. Businesses can use digital marketing tools and strategies to interact with customers, maintain a positive brand image, and raise customer satisfaction. Understanding the stages of consumer intention development, including problem recognition, information search, choice evaluation, buy

decision, and post-purchase evaluation, was one of the study's main contributions. These phases emphasize how consumer behavior is influenced by cognitive processes, as well as how digital marketing plays a role in directing and influencing these processes. The results highlight the significance of providing pertinent and interesting material, individualized recommendations, and fostering a sense of urgency in digital marketing initiatives.

Furthermore, the study examined how demographic parameters like gender and marital status affected how digital marketing affected consumer behavior. When these demographic factors were taken into account, the results of the independent samples t-tests showed no significant influence of social media and advertising on purchasing decisions. In conclusion, this study advances knowledge of how Moroccan consumers are impacted by digital marketing. The results show how important digital marketing is in influencing consumer behavior and purchasing choices. Businesses in Morocco should emphasize their digital marketing initiatives, using a variety of platforms and strategies to successfully communicate with their target market. Businesses may improve customer experiences, increase sales, and optimize their marketing efforts by knowing the requirements, preferences, and motivations of their target audiences. This report provides useful ideas and insights for companies and marketers to improve their digital marketing strategies and prevail in the competitive digital market.

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