The Impact of Digital Marketing on Consumer Purchasing Behavior

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Abstract: The impact of digital marketing on Moroccan consumers' purchasing behavior is examined in this quantitative study. The study looks at the variables influencing online sales, the importance of trust and engagement, and digital marketing platforms. Important results show how trust affects customer behavior in online purchases, and how important trust-building tactics are. Moroccan youth's changing inclinations toward technology-driven options and internet purchasing highlight the necessity for firms to adjust to changing consumer dynamics. The implications of this include improved marketing techniques, possibilities for economic growth, and a basis for further research in the ever-evolving field of consumer behavior and digital marketing.

1. Introduction

The advertising sale of products and services through the web is commonly referred to as digital marketing. This has significantly changed the worldwide business environment. All those kinds of changes are needed and also affect the clients, chains, income as well as other sources of information (Vinerean et al., 2013). They way people behave is also changed due to digital marketing judgments as well as the things they need to purchase and gaining trust in buying online (Malik et al., 2013).

The people of Morocco are more interested in the purchase of online things rather than traditional shopping. Hence, Morocco the people are more now who are using the internet. Moreover, the use of smartphones has also increased (Rasool, 2015). The main aim of the paper is to have a deep understanding of the digital marketing. Also, look into the ways that it is becoming more popular and connected with people.

Figure 1. Online Advertising
Source: (Murad, 2018)

Moroccan market has a huge space that is ready to be examined. Hence, digital marketing and the affect it has in the people, both are interesting to study (Mersey, 2010). The companies that are into the business of online sales know how the customers react to various things, hence that makes them easy to fulfill the demands. Hence, the view understanding of strategies makes it easier to improve experiences of customers.

1.2. Aim of the Study

- To know the digital marketing channels on customer purchase behavior, such as influencer social media, and email and marketing.
- Determining the elements that motivate Moroccan customers to make purchases online.
- To comprehend how engagement, credibility, and trust influence consumer behavior when it comes to digital marketing campaigns.

1.3. Hypothesis

The investigation forms the basis for developing the hypothesis. The two most crucial elements are the level of customer trust and the exceptional shopping experience.

The focus was made on the trust of the customers. They are the ones who want the products; hence they should be the one who would have all their trust on the markets. It is also known to be the main reason of the low rates related to the electronic trade. In contrast to their transactions with physical stores, customers are sure that all the transactions are going to the right place and no place of fraud is there when they make a purchase from an online retailer that is depicted (Fung & Lee, 1999). It is evident that

when customers transact online, they do not physically contact with the seller. As a result, it is unable to verify the legitimacy of the vendor or to assess the products that are being offered. Moreover, it is plausible that the obtained item would not be the same as the one which was chosen. Furthermore, there is the growing issue of spam, ongoing reporting on viruses and hacker attacks, and an inadequate, inconsistent, and ineffectual judicial system (Koufaris & Hampton-Sousa, 2002). According to Taylor Nelson Sofres Interactive (2002), online purchasing is really thought to be a riskier activity, and building trust online is harder than it is through traditional methods (Bitting & Ghorbani, 2004). Thus, it is possible to state that customer trust will influence their purchasing decisions.

H1: Consumer trust has an impact on consumer purchase behaviour.

Additionally, the involvement of shopping online getting more information from channels is less expensive than the channels which are not online will use them to receive item data (Cook & Coupey, 1998). Customers having more experience in online shopping likely to view online channels differently than someone who is just starting out, and they are also likely to have more confidence when using the internet (Bart et al. 2005). On the other hand, using the online resources could make a novice Internet user feel confused and overwhelmed. Consequently, the evaluation of online information may be moderated by prior Internet experience. Therefore, customers who have made more online purchases are inclined to use the main research as internet to gather information. Moreover, it is probable that the internet reviews have an impact on them as well. Thus, we can conclude that a consumer's online shopping experience will influence their purchasing decisions.

H2: Internet shopping experience has an impact on consumer purchase behavior.

1.4. Significance of the Study

The impact of digital marketing on consumer purchasing behavior is a significant paper that has implications for a wide range of stakeholders, including firms, marketers, legislators, and researchers. The following are salient features emphasizing the importance of this research:

- It's critical for firms to comprehend how digital marketing affects customer purchasing behavior. It offers information on the digital marketing tactics that work best to increase revenue and engage customers. With the help of this information, companies can better manage their resources, hone their marketing strategies, and eventually become more competitive in the online market.

- This study advances a more customer-centric approach to marketing by examining the variables that affect consumer behavior in the digital era. The methods are understood to match demands and likings of their customers, businesses are able to build stronger bonds with their patrons and increase client loyalty.
- The paper clarifies how digital marketing affects the economy. Both at the micro and macroeconomic levels, effective digital marketing techniques can result in higher revenue, the creation of jobs, and market expansion.
- The results may be used by regulatory agencies and policymakers to develop and modify regulations that guarantee a just and moral digital marketing environment. Determining the effects of digital marketing on customers can help with choices on consumer protection, advertising standards, and data privacy.
- The study broadens the corpus of scholarly work on consumer behavior and marketing. In the context of digital marketing, it provides academics with a basis for additional research that could result in the creation of new theories, models, and approaches.

1.5. Research Objectives

The study effects digital marketing in the Moroccan environment from a comprehensive perspective. First and foremost, the study looks at how Moroccan consumers' purchasing decisions are significantly impacted by a variety of channels related to digital marketing, such as influencer marketing, email marketing, and social media. It also looks for the main reasons Moroccan customers make online purchases, including things like ease of use, a wide selection of products, affordable prices, and the availability of payment methods. Additionally, the goal of this study is to examine how customer confidence is bolstered and ultimately influenced by involvement, trust, and credibility in digital marketing decisions. The research intends to provide insights into how Moroccan consumers adjust their shopping habits, preferences, and trust mechanisms by comprehending the evolving consumer landscape in the digital age. Practical ramifications are crucial because the study aims to educate Moroccan marketers and companies so they can improve the online shopping experience for Moroccan customers by honing their digital marketing tactics and becoming more competitive in the digital market. The research also explores the financial effects of successful digital marketing tactics, which may boost Morocco's economy by influencing sales, employment creation, and market expansion. Last but not least, the study intends to advance knowledge in academia regarding how digital marketing influences Moroccan consumer behavior, thereby laying the groundwork for further research in this developing study.

1.6. Research Questions

- How does the effect of different digital marketing channels (e.g., social media, emails, online advertisements) on consumer purchase choices differ across educational backgrounds?
- How much do internet reviews impact unexpected purchases encouraged by digital marketing?
- What is the common influence factor for online purchasing?
- Does gender influence unplanned purchase?

2. Digital Marketing

Customers now have additional methods to interact with one another through social media, which helps to influence their attitudes, feelings, and ideas. Due to social media's widespread use, businesses must now modify their marketing strategies and reintroduce clients to the platform as a means of direct communication with enterprises. in order to appreciate the profound impact that social media platforms have on the behavior of users. Many earlier studies have examined how social media influences consumers' decisions to buy. There is a need to have proper communication to better to know your clients have been clarified by Noémie Meslat's (2018) research. A few previous researches that provide light on the relationship between social media and shopping decisions that are pertinent to our investigation are analyzed. The impact of social media's study takes any decisions by Kim, Y.A. and Srivastava, J. (2007) shows how e-commerce websites can employ social media influence to assist consumers in making decisions. Online shoppers usually check reviews and other comments before deciding to buy a certain item from online website so there is less chances of any risks.

In contrast to pop-ups, floating ads, and web extensions, which are despised by users, blogs, videos, and brand channel contain advantages, according to Cox Shirely's (2010) study, which examined how members of online social networks felt about various online advertising formats. More and more companies understand the value of having more consumers and keeping current ones engaged with their offers through brand loyalty. Through the promotion of material that is both popular and relevant, social media marketing, according to Coon's (2010) research, has a positive impact on consumers' brand loyalty. Because of this, social media experts are being hired by various companies to counsel the characteristics based on the packages and bundles. The relationship between the client and the business is the cornerstone of a brand's loyalty; trust, in particular, has a major impact on the propensity to buy, according to Hajli, M.N. (2014).

Customers and marketers need to establish a relationship built on reliability, trust, and satisfying experiences.

In a 2016 investigation titled "A study on the lifestyle of youth and its impact on online shopping," Dr. Venugopal and Swamynathan C. Consumer behavior varies depending on a number of factors, including the products, value, features, value, hustling, and way of life, status, age, and client's age. The shopping behavior of today's youth is influenced by their shifting inclinations, since they generally adapt their style and taste to suit the changing times. In this way, online buying is becoming more and more popular among the younger generation. The weight of the younger generations' way of life forces the advertising to get familiar with creative ways of selling. Young people's way of life has a greater influence on their purchasing behavior. This important outcome of the analysis shows that young people's purchasing behavior differs significantly from that of older or more experienced people. Even the growing amount of online purchasing is supporting this. The main reason for the rapid change in the adolescent's shopping behavior is the lifestyle shift. Sharma and Mahlawal found in another article that childhood in India is structured, innovative, and predetermined. Indians under 20 will account for 55% of the population by 2018 and have a correspondingly increased purchasing power (Sharma & Mahlawal, 2018). The younger generation in the west has frequently been pitted against the older generation. Disobedience was the crucial initial phase. Experience, music, and other interesting images came together to create the perfect recipe for a clique brand that thrived in opposition to the system. This tapping youth model makes the assumption that young people always outnumber old people.
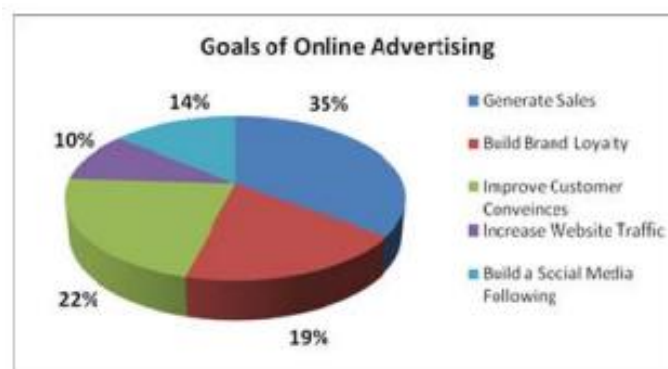

Figure 2. Goals of Digital Marketing
Source: (Deshwal, 2016)

2.1. Types of Online Advertisement

Digital displays of adverts come in a variety of forms for people to view. Among them are numerous rich media advertisements, such the floating ad, which overlays a user-requested page and shows uninitiated before disappearing or becoming inconspicuous time go by (usually 5-30 seconds). Simple floating advertisements just display up over the website, in form of a tiny rectangle window or it can be shown in full size too. Some of them do have a close button but others do not have the cross mark on them. Latest versions can have interactive elements, sound, and animation and can be any size or shape. The growing advertising is another. When consumers click on these ads, they enlarge. Unlike some other advertisers, these ads don't merely enlarge as you mouse over hyperlinks (Editor, 2023). Longer time is taken for its downloading can make unpleasant experience for the visitors coming on the page. For solving this issue, polite ad formats were created, which allow advertisers to deliver larger file sizes without interfering with the other images on the page loading time. Two stages comprise a courteous advertisement format. In order to ensure that other page contents load rapidly, the first phase involves loading a tiny picture or SWF file. It might be due to frames being opened in ads. Additionally, the complete version of the advertisement is the main load in phase two. The entire advertisement may have a bigger file size. It loads only after the visitor's browser has completed loading the entire webpage. Additionally, some wallpaper advertisements include an ad that modifies the page's backdrop. It comprises of a Trick Banner, a type of banner advertisement that mimics an operating system notification in an effort to fool users into clicking. The Pop-up is among the others. A new window with an advertisement or the full webpage starts up in front of the one that is open. Then there is Pop-under, which is comparable to Pop-Up but that it loads or sends behind the window that is now open, hiding it from view until the user closes one or more open windows.

3. Data Analysis

In the current digital era, the rise of internet marketing has altered our decision-making and purchasing processes. This thesis looks into how personalized content, social media ads, and other digital techniques affect our purchasing choices. We are surrounded by an interactive information universe now, rather than just seeing ads. This study explores the factors that influence our decision to click "buy" in the digital era. We'll look into how online reviews, social media, and tailored content affect our purchase choices. It's not just about companies saturating our lives with messages; it's also about how we react to these messages online. For businesses to stay competitive, they need to understand this new dynamic. In addition to advancing our knowledge of how consumers make

purchases online, this study offers helpful guidance to companies navigating the digital landscape. To put it briefly, we're looking into how digital marketing affects consumer decisions to buy, and we hope to provide some insights that will help businesses adjust to this dynamic marketplace.

Descriptive Statistics

The descriptive statistics give insight into the characteristics and digital behavior of the respondents.

Table 1. Descriptive Statistics

	N	Mean	Std. Deviation	Variance
Age	300	4.2333	.84534	.715
Education	300	2.6000	.75845	.575
Occupation	300	2.1667	.82126	.674
Income	300	2.4333	.92108	.848
Which digital devices do you use regularly for online activities?	300	4.3333	.90828	.825
On average, how many hours per day do you spend online?	300	3.2667	1.15470	1.333
Do you prefer shopping just at online stores?	300	3.3333	1.42442	2.029
How often do you encounter digital marketing while browsing online?	300	3.2667	1.09524	1.200
Which digital marketing channels do you find most influential in your purchasing decisions?	300	3.1000	1.19503	1.428
Have you made a purchase influenced by a digital marketing campaign in the last six months?	300	1.5667	.49636	.246
How likely are you to make an unplanned purchase after seeing a digital ad?	300	3.8667	1.23314	1.521
To what extent do you trust online reviews when making a purchasing decision?	300	3.8333	1.12981	1.276
How important is the credibility of the source (e.g., brand, influencer) in digital marketing content to you?	300	4.2000	.79295	.629
Do you appreciate personalized content and recommendations from digital marketing efforts?	300	3.7667	1.17622	1.384
How comfortable are you with companies using your personal data to personalize their marketing to you?	300	3.2667	1.34222	1.802
How frequently do you make online purchases?	300	3.6333	1.01768	1.036
What factors are most influential in your decision to make a purchase online?	300	3.6000	1.05374	1.110
After making a purchase influenced by digital marketing, how likely are you to engage with the brand on social media?	300	3.7333	1.21124	1.467
Valid N (listwise)	300			

In this descriptive study, the average age and educational attainment of the respondents are 2.6000 and 4.2333, respectively. Additionally, they have a wide variety of income levels (Mean Income = 2.4333) and vocations (Mean Occupation = 2.1667). The majority (Mean = 4.3333) use a range of digital devices for online activities and spend an average of 3.2667 hours each day online. The respondents had a modest preference for online purchasing (Mean = 3.3333) and are regularly exposed to digital marketing (Mean = 3.2667). The most important digital marketing channels are thought to have a modest influence, with a relatively low average of purchases affected by campaigns in the previous six months (Mean = 1.5667) (Mean = 3.1000). After seeing digital ads, respondents show a moderate propensity to make impulsive purchases (Mean = 3.8667) and a moderate degree of faith in online evaluations (Mean = 3.8333). In terms of digital marketing, there is a moderate appreciation for suggestions and tailored content (Mean = 3.7667) as well as a somewhat important perception of source dependability (Mean = 4.2000).

Businesses exploiting personal data for marketing are not well-liked (Mean = 3.2667). The respondents made somewhat frequent online purchases (Mean = 3.6333), and the variables affecting their choices to buy online were appraised at a moderate level (Mean = 3.6000). Respondents are fairly inclined to engage with the company on social media after a purchase spurred by digital marketing (Mean = 3.7333). The sample size for the analysis has to consist of 300 individuals.

Research Question 1

How does the effect of different digital marketing channels (e.g., social media, emails, online advertisements) on consumer purchase choices differ across educational backgrounds?

Univariate Analysis of Variance

Between-Subjects Factors

Among the five categories are the value table, which includes influencer marketing, email marketing, social media ads, search engine ads, and online reviews.

Table 2. Between – Subject Factors

		Value Label	N
Which digital marketing channels do you find most influential in your purchasing decisions?	1.00	Social media ads	20
	2.00	Search Engine Ads	110
	3.00	Email Marketing	20
	4.00	Influencer marketing	120
	5.00	Online Reviews	30

A univariate analysis of variance examines how different digital marketing channels affect the decisions that consumers make about what to buy. Different preferences surfaced among the participants, which are mirrored in the values that were assigned. With twenty participants in the first category (1.00), social media advertisements were found to have the greatest influence on consumers' decisions to buy. This suggests that a considerable portion of the population polled depends heavily on content distributed via social media channels. There are 110 participants in the second and largest category (2.00) who indicated that they preferred search engine ads. This group's purchasing decisions are significantly influenced by search engine content, underscoring the importance of this channel.

Twenty people thought email marketing was the most influential in the third category (3.00). Despite their smaller size, this sample demonstrates how carefully thought-out email marketing influence the choices that consumers make. With 120 participants, the fourth category (4.00) featured influencer marketing as the top contender. This implies that a sizeable percentage of the population examined is influenced by influencers when making judgments about what to buy. Lastly, thirty individuals who place the highest value on online reviews when making purchases are included in the fifth category (5.00). This highlights the significance of genuine comments and endorsements from other customers for this specific demographic.

Table 2. Levene's Test of Equality of Error Variances[a,b]

		Levene Statistic	df1	df2	Sig.
Have you made a purchase influenced by a digital marketing campaign in the last six months?	Based on Mean	13.210	4	295	.000
	Based on Median	4.902	4	295	.001
	Based on Median and with adjusted df	4.902	4	247.849	.001
	Based on trimmed mean	13.210	4	295	.000

Tests the null hypothesis that the error variance of the dependent variable is equal across groups.

a. Dependent variable: Have you made a purchase influenced by a digital marketing campaign in the last six months?

b. Design: Intercept + Channel_DM

The homogeneity of variances for the variable "Have you made a purchase influenced by a digital marketing campaign in the last six months?" was evaluated using Levene's Test of Equality of Error Variances. A statistically significant result (p <.001) was obtained from the test, suggesting uneven variances among the groups. This data is essential for

further analysis because it raises the possibility of diversity in how digital marketing channels affect consumer decisions and calls for care in interpreting the findings.

Table 3. Tests of Between-Subjects Effects

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	13.970a	4	3.492	17.258	.000
Intercept	405.445	1	405.445	2003.559	.000
Channel_DM	13.970	4	3.492	17.258	.000
Error	59.697	295	.202		
Total	810.000	300			
Corrected Total	73.667	299			
a. R Squared = .190 (Adjusted R Squared = .179)					

Using ANOVA, the effect of different digital marketing channels on the probability of making a purchase affected by a campaign during the previous six months was assessed. The independent variable, "Which digital marketing channels do you find most influential in your purchasing decisions?" was regressed onto the dependent variable, "Have you made a purchase influenced by a digital marketing campaign in the last six months?" (DM Channel). The total influence was substantial, as shown by $F(4, 295) = 17.258$, p.001. Levene's test for equality of error variances revealed a statistically significant difference in error variances between the groups (p.001). Post-hoc research may be required to examine specific variations between digital marketing channels. A considerable amount of the variation in buying impact was explained by the model ($R^2 = .190$, Adjusted $R^2 = .179$). Overall, the results demonstrate that depending on the digital marketing channel used, there are considerable differences in the chance that a purchase will be impacted by a campaign.

Research Question 2
How much do internet reviews impact unexpected purchases encouraged by digital marketing?

Table 4. Model Summary

Model	R	R Square	Adjust R Square	Std. Error of the Estimate
1	.711a	.506	.501	.87147

Table 5. Anova[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
	Regression	229.864	3	76.621	100.888	.000[b]
1	Residual	224.802	296	.759		
	Total	454.667	299			

a. Dependent Variable: How likely are you to make an unplanned purchase after seeing a digital ad?
b. Predictors: (Constant), How important is the credibility of the source (e.g., brand, influencer) in digital marketing content to you?, To what extent do you trust online reviews when making a purchasing decision?, How often do you encounter digital marketing while browsing online?

Table 6. Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
	(Constant)	−1.608	.319		−5.035	.000
	How often do you encounter digital marketing while browsing online?	.139	.048	.123	2.902	.004
1	To what extent do you trust online reviews when making a purchasing decision?	.367	.045	.336	8.164	.000
	How important is the credibility of the source (e.g., brand, influencer) in digital marketing content to you?	.861	.066	.553	13.108	.000

a. Dependent Variable: How likely are you to make an unplanned purchase after seeing a digital ad?

Multiple linear regression analysis was used in the research to investigate the factors that influence the probability of an unplanned purchase after seeing a digital commercial. With an adjusted R2 =.501 and a significant overall fit (F(3, 296) = 100.888, p.001), the model explained a large amount of the variance in the dependent variable. The standardized coefficients demonstrated a substantial correlation between the likelihood of making an unanticipated purchase and each of the three factors. The likelihood of making rash purchases was positively connected with the frequency of digital marketing encounters while online browsing (β =.123, p =.004), the relevance of source trustworthiness in digital marketing material (β =.553, p.001), and confidence in online reviews (β =.336, p.001). These findings imply that those who are exposed to digital marketing more often, value the reliability of the information source, and place a higher value on online evaluations are more likely to make unplanned purchases after the viewing of digital advertising. The regression equation was statistically significant

when all variables were taken into account, offering valuable insights into the factors affecting consumer behavior in the context of digital advertising.

Research Question 3
What is the common influence factor for online purchasing?

Communalities

Table 7. Extraction Method: Principal Component Analysis

	Initial	Extraction
Which digital devices do you use regularly for online activities?	1.000	.689
On average, how many hours per day do you spend online?	1.000	.906
Do you prefer shopping just at online stores?	1.000	.815
How often do you encounter digital marketing while browsing online?	1.000	.709
Which digital marketing channels do you find most influential in your purchasing decisions?	1.000	.800
How important is the credibility of the source (e.g., brand, influencer) in digital marketing content to you?	1.000	.580
Do you appreciate personalized content and recommendations from digital marketing efforts?	1.000	.781
How comfortable are you with companies using your personal data to personalize their marketing to you?	1.000	.760
What factors are most influential in your decision to make a purchase online?	1.000	.665

Table 8. Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.859	31.769	31.769	2.859	31.769	31.769
2	2.165	24.055	55.824	2.165	24.055	55.824
3	1.680	18.668	74.492	1.680	18.668	74.492
4	.788	8.753	83.245			
5	.460	5.115	88.360			
6	.376	4.183	92.543			
7	.278	3.093	95.636			
8	.236	2.626	98.262			
9	.156	1.738	100.000			

Extraction Method: Principal Component Analysis.

Table 9. Component Matrixa

	Component		
	1	2	3
Which digital devices do you use regularly for online activities?	.692	.446	.105
On average, how many hours per day do you spend online?	−.397	.409	.762
Do you prefer shopping just at online stores?	.576	−.133	−.682
How often do you encounter digital marketing while browsing online?	.211	.812	.077
Which digital marketing channels do you find most influential in your purchasing decisions?	−.019	.883	−.140
How important is the credibility of the source (e.g., brand, influencer) in digital marketing content to you?	.180	.521	−.525
Do you appreciate personalized content and recommendations from digital marketing efforts?	.845	−.081	.244
How comfortable are you with companies using your personal data to personalize their marketing to you?	.725	−.106	.472
What factors are most influential in your decision to make a purchase online?	.757	−.229	.198

Extraction Method: Principal Component Analysis.
a. 3 components extracted.

Using a number of important variables as a basis, the Factor Analysis was carried out in order to determine the aspects that are most often responsible for encouraging online buying. The data indicated that three variables or components were retrieved, and that these three variables or components accounted for 74.492% of the total variance.

Factor 1 (Component 1): Shopping Preferences and Experience
One question that shows a good link with this aspect is "Which digital devices do you regularly use for online activities?" (.692), "Do you prefer shopping just at online stores?" (.576), "How often do you encounter digital marketing while browsing online?" (.211), as well "What factors are most influential in your decision to make a purchase online?" 757.47). This component captures features of the online buying experience as well as personal preferences.

Factor 2 (Component 2): Digital Interaction
What is one characteristic that positively loads on this aspect? "On average, how many hours per day do you spend online?" (.409), "Which digital marketing channels do you find most influential in your purchasing decisions?" (.883), a result that indicates "How comfortable are you with companies using your personal data to personalize their marketing to you?" (725). This feature suggests that because the purchase choice is

reliant on the affects of the marketing channel, a focus on digital interaction and decision-making is required.

Factor 3 (Component 3): Personalization and Credibility
The question "How important is the credibility of the source in digital marketing content to you?" is one that positively loads on this factor. (.521) together with "Do you appreciate personalized content and recommendations from digital marketing efforts?" 845 in. This element raises questions about the accuracy of digital material and the potency of focused advertising efforts.

Research Question 4
Does gender influence unplanned purchase?

Table 10. Group Statistics

	Gender	N	Mean	Std. Deviation	Std. Error Mean
How likely are you to make an unplanned purchase after seeing a digital ad?	Male	130	3.2308	1.42806	.12525
	Female	170	4.3529	.76469	.05865

Table 11. Independent Sample Test

		Levene's Test for Equality of Variances		t-test for Equality of Means							
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
How likely are you to make an unplanned purchase after seeing a digital ad?	Equal variances assumed	123.326	.000	−8.740	298	.000	−1.12217	.12840	−1.37485	−.86949
	Equal variances not assumed			−8.114	184.985	.000	−1.12217	.13830	−1.39502	−.84932

Table 12. Independent Samples Effect Sizes

		Standardizer[a]	Point Estimate	95% Confidence Interval	
				Lower	Upper
How likely are you to make an unplanned purchase after seeing a digital ad?	Cohen's d	1.10201	−1.018	−1.260	−.775
	Hedges' correction	1.10480	−1.016	−1.257	−.773
	Glass's delta	.76469	−1.467	−1.743	−1.189

a. The denominator used in estimating the effect sizes.

Cohen's d uses the pooled standard deviation.

Hedges' correction uses the pooled standard deviation, plus a correction factor.

Glass's delta uses the sample standard deviation of the control group.

Gender disparities in the propensity to make impulsive purchases after the viewing of a digital advertising were investigated using an independent samples t-test. The mean likelihood of female respondents was substantially greater (M = 4.3529, SD = 0.76469) than that of male respondents (M = 3.2308, SD = 1.42806), with a strong effect size (Cohen's d = 1.10201). Even when the variances were not taken to be equal, there was still a significant difference (t = −8.114, df = 184.985, p.001). As can be seen from the 95% confidence interval among mean difference, which ranged from −1.395 to −0.849, the observed difference was significant. The findings indicate that women are more likely than males to be swayed by digital advertisements to make impulsive purchases, indicating a gender difference in the impact of online advertisements on impulsive purchasing behavior.

Conclusion

We conducted a thorough investigation related to digital marketing effects on Moroccan consumers' purchase decisions present in this study. The dynamic interplay between digital marketing and customer choices has been made possible by the constantly changing digital landscape and Morocco's expanding online population. Investigating the impact of digital marketing platforms, such as influencer marketing, email marketing, and social media, was our first step. According to our research, these channels have a big influence on how Moroccan consumers make purchases. Customers are now closer than ever thanks to social media, which has made it possible for them to interact and shape each other's opinions and preferences. These platforms are increasingly necessary places for companies to interact directly with their clientele.

We also looked at the motivational elements that push Moroccan customers to shop online. The primary drivers that emerged were the availability of payment alternatives, competitive pricing, product diversity, and convenience. Moroccan customers want smooth, customized experiences in today's digital marketing tactics can deliver just that. We also looked at the importance of engagement, credibility, and trust in digital marketing campaigns. With the inherent uncertainty of online transactions, trust became an important consideration. A strong predictor of purchase behavior was discovered to be consumer trust in internet marketing. However, establishing trust online has different difficulties than it does through more conventional means.

Furthermore, we recognized that Morocco's younger population is changing, becoming more tech-savvy and drawn to internet shopping. The lifestyle and preferences of this group significantly influence their purchasing habits in the digital era. Businesses need to adjust to the constantly changing tastes and interests of youth, who predominantly influence online buying behavior. Finally, our research emphasizes how important it is to comprehend how consumers are impacted by digital marketing methods. Businesses trying to maximize their marketing budgets, improve client connections, and cultivate brand loyalty will find this knowledge to be quite beneficial. Effective digital marketing can stimulate economic growth on a macroeconomic level by expanding markets, generating new jobs, and increasing income.

This research has ramifications for academics, corporations, and policymakers. It offers useful information for Moroccan firms looking to improve their digital marketing tactics and produce win-win results for customers and companies. These insights can be used by policymakers to establish ethical digital marketing environments. In addition, academics now have a base upon which to build for further study in this developing discipline. Building trust in the digital arena, staying up to date with new dynamics, and adapting to evolving tastes are all critical as digital marketing continues to transform and redefine the consumer landscape. This paper shows tactics related to the research done in future in this dynamic industry and advances our understanding of the intricate interactions between digital marketing and consumer behavior in Morocco.

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