


THE ROLE OF DIGITAL MARKETING IN SHAPING CONSUMER BEHAVIOR IN E-COMMERCE PLATFORMS

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ARTICLE INFO	ABSTRACT
<p>Article history:</p> <p>Received: Dec, 26th 2024</p> <p>Accepted: Feb, 26th 2025</p>	<p>Objectives: The objective of this research is to explore how digital marketing influences and communicates with consumers which shapes consumer behavior in E-commerce platforms.</p> <p>Theoretical Framework: As a result of the significant changes that global commerce has witnessed in recent years, most notably the e-commerce industry has experienced rapid growth and transformation, largely driven by advancements in digital marketing. Digital marketing has become a cornerstone of success in the e-commerce industry, these changes have significantly impacted consumer behavior and purchasing intentions.</p> <p>Method: This study consists of a quantitative approach; thus, we have utilized the survey, which helped us clarify the critical role of digital marketing in shaping consumer behavior in e-commerce. The significant factors include compatibility, trust, perceived ease of use, and perceived usefulness impact on shaping consumer behavior and purchase intention.</p> <p>Results and Discussion: The results of 285 participants indicate that the regression analysis revealed that trust, perceived ease of use, perceived usefulness, and digital marketing computability are influential factors in shaping consumer behavior.</p> <p>Research Implications: From a managerial application perspective, an understanding of shaping consumers' behavior and purchase intention. It would assist marketers in establishing, enhancing, and maintaining these strategies in digital marketing. Marketers need to identify those factors to emphasize the impact of digital marketing tools such as social media, search engines, and email which have enhanced businesses' ability to personalize marketing messages, thereby improving consumer engagement and influencing purchasing decisions.</p> <p>Originality/Value: The research findings provide insight into shaping consumer behavior with regard to the compatibility of digital marketing strategies and suggest a way forward for further research. In particular, future research should explore these dynamics in diverse markets and investigate the role of emerging technologies such as artificial intelligence.</p>
<p>Keywords:</p> <p>Compatibility; Shaping Consumer Behavior; Easy to Use; Usefulness; Purchase Intention.</p> <div>  </div>	<p>Doi: https://doi.org/10.26668/businessreview/2025.v10i3.5420</p>

O PAPEL DO MARKETING DIGITAL NA FORMAÇÃO DO COMPORTAMENTO DO CONSUMIDOR EM PLATAFORMAS DE COMÉRCIO ELETRÔNICO

RESUMO

Objetivos: O objetivo desta pesquisa é explorar como o marketing digital influencia e se comunica com os consumidores, o que molda o comportamento do consumidor em plataformas de comércio eletrônico.

Estrutura Teórica: Como resultado das mudanças significativas que o comércio global tem testemunhado nos últimos anos, principalmente o setor de comércio eletrônico tem experimentado um rápido crescimento e transformação, em grande parte impulsionado pelos avanços no marketing digital. O marketing digital tornou-se

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a pedra angular do sucesso no setor de comércio eletrônico, e essas mudanças afetaram significativamente o comportamento do consumidor e as intenções de compra.

Método: Este estudo consiste em uma abordagem quantitativa; portanto, utilizamos a pesquisa, que nos ajudou a esclarecer o papel fundamental do marketing digital na formação do comportamento do consumidor no comércio eletrônico. Os fatores significativos incluem compatibilidade, confiança, facilidade de uso percebida e impacto da utilidade percebida na formação do comportamento do consumidor e na intenção de compra.

Resultados e Discussão: Os resultados de 285 participantes indicam que a análise de regressão revelou que a confiança, a facilidade de uso percebida, a utilidade percebida e a computabilidade do marketing digital são fatores influentes na formação do comportamento do consumidor.

Implicações da Pesquisa: Do ponto de vista da aplicação gerencial, uma compreensão da formação do comportamento e da intenção de compra dos consumidores. Isso ajudaria os profissionais de marketing a estabelecer, aprimorar e manter essas estratégias no marketing digital. Os profissionais de marketing precisam identificar esses fatores para enfatizar o impacto das ferramentas de marketing digital, como mídia social, mecanismos de busca e e-mail, que aumentaram a capacidade das empresas de personalizar as mensagens de marketing, melhorando assim o envolvimento do consumidor e influenciando as decisões de compra.

Originalidade/Valor: Os resultados da pesquisa fornecem uma visão sobre a formação do comportamento do consumidor em relação à compatibilidade das estratégias de marketing digital e sugerem um caminho para pesquisas futuras. Em particular, pesquisas futuras devem explorar essa dinâmica em diversos mercados e investigar o papel das tecnologias emergentes, como a inteligência artificial.

Palavras-chave: Compatibilidade, Formação do Comportamento do Consumidor, Facilidade de Uso, Utilidade, Intenção de Compra.

EL PAPEL DEL MARKETING DIGITAL EN LA FORMACIÓN DEL COMPORTAMIENTO DE LOS CONSUMIDORES EN LAS PLATAFORMAS DE COMERCIO ELECTRÓNICO

RESUMEN

Objetivos: El objetivo de esta investigación es explorar cómo el marketing digital influye y se comunica con los consumidores, lo que moldea el comportamiento de los consumidores en las plataformas de comercio electrónico.

Marco teórico: Como consecuencia de los importantes cambios que ha experimentado el comercio mundial en los últimos años, el sector del comercio electrónico en particular ha experimentado un rápido crecimiento y transformación, impulsado en gran medida por los avances del marketing digital. El marketing digital se ha convertido en la piedra angular del éxito en el sector del comercio electrónico, y estos cambios han afectado significativamente al comportamiento de los consumidores y a sus intenciones de compra.

Método: Este estudio consiste en un enfoque cuantitativo; por lo tanto, utilizamos la investigación por encuesta, que nos ayudó a aclarar el papel fundamental del marketing digital en la conformación del comportamiento del consumidor en el comercio electrónico. Entre los factores significativos se incluyen la compatibilidad, la confianza, la facilidad de uso percibida y el impacto de la utilidad percibida en la configuración del comportamiento del consumidor y la intención de compra.

Resultados y debate: Los resultados de 285 participantes indican que el análisis de regresión reveló que la confianza, la facilidad de uso percibida, la utilidad percibida y la computabilidad del marketing digital son factores influyentes en la conformación del comportamiento del consumidor.

Implicaciones de la investigación: Desde el punto de vista de la aplicación a la gestión, la comprensión de la formación del comportamiento del consumidor y la intención de compra. Esto ayudaría a los responsables de marketing a establecer, mejorar y mantener estas estrategias en el marketing digital. Los profesionales del marketing necesitan identificar estos factores para hacer hincapié en el impacto de las herramientas de marketing digital, como las redes sociales, los motores de búsqueda y el correo electrónico, que han aumentado la capacidad de las empresas para personalizar los mensajes de marketing, mejorando así el compromiso del consumidor e influyendo en sus decisiones de compra.

Originalidad/valor: Los resultados de la investigación proporcionan una visión de la formación del comportamiento del consumidor en relación con la compatibilidad de las estrategias de marketing digital y sugieren un camino a seguir para futuras investigaciones. En particular, la investigación futura debería explorar esta dinámica en diversos mercados e investigar el papel de tecnologías emergentes como la inteligencia artificial.

Palabras clave: Compatibilidad, Formación del Comportamiento del Consumidor, Facilidad de Uso, Utilidad, Intención de Compra.

1 INTRODUCTION

The e-commerce industry has experienced rapid growth and transformation, largely driven by advancements in digital marketing. Digital marketing encompasses a wide range of strategies designed to influence and communicate with consumers through websites, social media networks, search engine results pages, email, and mobile platforms (Bala & Verma, 2018). It is particularly noteworthy how digital marketing shapes consumer behavior, especially as the e-commerce market becomes increasingly saturated (Murdiana & Hajaoui, 2020). Digital marketing has reshaped theoretical understandings of how consumers and businesses interact and make purchasing decisions. In contrast to traditional marketing, which mainly involves one-way communication controlled by organizations, digital marketing enables two-way interactions. Consumers can now engage with companies through multiple digital channels directly, giving them increased awareness, more choices, and greater control over their purchasing decisions. For e-commerce brands, the effective implementation of digital marketing strategies offers opportunities for enhanced customer attraction, increased loyalty, and revenue growth (Jawaid & Karim, 2021).

In the rapidly evolving e-commerce industry, businesses face challenges in understanding and adapting to the changing behaviors and preferences of online consumers. Despite advancements in digital marketing tools and techniques, many e-commerce companies struggle to effectively leverage these resources to influence consumer behavior and drive sales. This challenge is compounded by the increasing complexity of consumer decision-making processes, which are influenced by factors such as personalized content, social media interactions, and mobile accessibility (Mai & Nguyen, 2023). The primary issue is that many e-commerce businesses lack a comprehensive understanding of how digital marketing strategies specifically impact consumer behavior. This knowledge gap hinders the development and implementation of effective marketing campaigns that resonate with target audiences. Consequently, businesses face challenges in optimizing marketing efforts, leading to suboptimal customer engagement, lower conversion rates, and reduced competitive advantage. Furthermore, the lack of integration between digital marketing insights and broader business strategies often results in fragmented marketing approaches, inconsistent messaging, inefficient budget use, and missed opportunities for consumer engagement and loyalty. This study aims to address these challenges by exploring the following research questions: What is the level of application of digital marketing in the e-commerce industry? What is the role of digital

marketing in shaping consumer behavior in the e-commerce industry? What is the impact of digital marketing in shaping consumer behavior in the e-commerce industry?

A major impact of digital marketing lies in creating personalized experiences. Data analysis and tracking enable businesses to understand customer behavior and market trends, facilitating highly targeted marketing messages that resonate with specific consumers. Personalized approaches, such as individualized search results, tailored advertisements, and direct email campaigns, significantly enhance the effectiveness of marketing communication (Lissy et al., 2024). Technologies like Search Engine Optimization (SEO), Paid Advertisements, and pay-per-click (PPC) models play critical roles in changing consumer behavior. SEO ensures that e-commerce sites appear prominently on search engine result pages, increasing visibility and facilitating user navigation. PPC advertising, on the other hand, allows businesses to reach their intended audiences directly, driving traffic to online stores and improving overall visibility (Elrayah & Jamil, 2023). Social media marketing has also emerged as a powerful tool for influencing consumer behavior. Platforms such as Facebook, Instagram, and Twitter enable real-time engagement, foster community connections, and build brand awareness. Social media campaigns influence partnerships, and user-generated content significantly impacts consumer perceptions and purchasing decisions. Additionally, the rise of mobile commerce (m-commerce) highlights the importance of optimizing digital marketing for mobile devices. Mobile-friendly websites, apps, and targeted mobile ads capture the attention of consumers on the go and provide seamless shopping experiences (Dang et al., 2023). Therefore, consumer behavior is shaped by several key factors, such as digital marketing compatibility, trust, perceived ease of use, and perceived usefulness. Each of these factors plays a crucial role in shaping consumer behavior by either enhancing or hindering the effectiveness of digital marketing strategies (Sahu et al., 2020), which might lead to purchase intention.

2 LITERATURE REVIEW

2.1 SHAPING CONSUMER BEHAVIOR

Consumer behavior shaping refers to the strategies and techniques that companies, marketers, and policymakers use to influence how people make purchasing decisions. This involves understanding the psychological, social, and economic factors that drive consumers' choices and using these insights to encourage desired behaviors. Individuals across the globe

make varied choices based on their distinct preferences. Consumers are more likely to purchase products that align with their familiarity and comfort. These preferences and levels of comfort are influenced by intrinsic factors that shape their decision-making processes (Kaczorowska-Spychalska, 2018). Digital marketing has transformed e-commerce by influencing consumer interactions and decision-making through platforms like websites, social media, and mobile apps. Digital marketing plays a crucial role in shaping customer experience, which, in turn, impacts loyalty. Campaigns align with consumers' preferences, habits, and lifestyles. Personalization through big data and analytics tailors marketing strategies to individual preferences, enhancing customer satisfaction and increasing the likelihood of purchase (Anand et al., 2020). Social media amplifies psychological and social factors, with social proof playing a pivotal role. Consumers are influenced by their networks, online reviews, and influencer endorsements, making platforms such as Instagram, TikTok, and other social media platforms key drivers of behavior.

The technical capabilities of an e-commerce platform, such as its speed, functionality, and innovations like AI-powered personalization, directly affect how consumers engage with it. A fast, dependable, and user-friendly platform enhances the shopping experience, making it more interactive and tailored to individual needs. Optimized technology within digital platforms, such as fast-loading websites, mobile optimization, and intuitive design, creates a positive user experience. This seamless experience leads to higher consumer satisfaction, engagement, and increased transaction rates. For example, using machine learning to offer personalized product recommendations or AI for customer support can make the platform more appealing. In addition, the adoption of mobile-friendly technologies is increasingly important as mobile commerce continues to grow. E-commerce sites that are slow, prone to errors, or difficult to navigate on mobile devices can frustrate customers, negatively impacting their loyalty (Rofi'i, 2023). Key factors include compatibility, trust, technology, perceived ease of use, and perceived usefulness. Compatibility fosters engagement by aligning platforms with consumer habits and preferences, while trust builds loyalty through secure payment options and transparent policies. Technological advancements like AI and mobile-friendly design enhance user experiences. Ease of use ensures a hassle-free shopping process, and usefulness adds value by meeting consumer goals with features like personalized recommendations and loyalty programs. The following will illustrate the important factors that influence shaping consumer behaviour.

2.2 COMPATIBILITY OF DIGITAL MARKETING

Compatibility of digital marketing refers to how well a digital platform or service aligns with the needs, lifestyle, and preferences of the customer. When an e-commerce platform is compatible with a consumer's habits, devices, and expectations, it creates a sense of comfort, encouraging them to engage more frequently. For instance, a platform that offers a seamless experience across multiple devices such as desktops, mobiles, and tablets to ensure that customers can shop whenever and wherever they prefer. Furthermore, when marketing messages, product offerings, or promotions are personalized to match individual preferences, the sense of compatibility is strengthened, fostering a deeper connection with the brand and driving customer loyalty (Attiq et al., 2021). Digital marketing strategies that are well aligned with consumer preferences, lifestyles, and purchasing habits are more likely to drive positive engagement and loyalty. This alignment encourages consumers to explore new products and enhances purchasing behaviour.

Digital marketing has provided significant advantages to organizations, particularly in terms of consumer targeting. It enables businesses to identify and engage the appropriate audience with precision by leveraging consumer profiles, preferences, and interests. It allows businesses to use digital channels such as SEO (Search Engine Optimization), social media, and email to connect with consumers worldwide. This capability is crucial for companies aiming to compete in the global market, as it enhances engagement, brand visibility, and customer relationships. Through digital marketing, companies can extend their reach to target consumers globally, while the rapid dissemination of marketing messages and promotions ensures that consumers receive information within seconds or minutes (Fitzgerald et al., 2014). Moreover, digital marketing strategies are designed to align with consumer behaviors and preferences, resulting in more tailored and effective marketing initiatives. By utilizing data analytics, artificial intelligence (AI), and insights into generational differences, brands can optimize consumer engagement and strengthen their marketing impact.

Digital marketing is a modern, innovative strategy that integrates digital tools and platforms to connect businesses with consumers. It allows organizations to attract and retain customers by leveraging data, targeted content, and personalized campaigns. Its global reach and speed make it indispensable in today's competitive economy, enabling firms to stay ahead by reaching customers quickly and effectively. For instance, digital marketing compatibility plays a vital role in influencing these factors. Personalized email campaigns based on past

purchases or browsing behavior increase both compatibility and perceived usefulness by ensuring that the messages and offers are relevant to the consumer. Content marketing that emphasizes the platform's security and reliability helps to build trust, while SEO (Search Engine Optimization) and PPC (Pay-Per-Click) campaigns that direct users to a fast, mobile-optimized, and easy-to-navigate website enhance perceived ease of use. Social media and influencer partnerships also build trust and relevance by engaging consumers through recommendations from peers or influencers they trust. Based on the above discussion, the research proposes the following hypothesis:

H1: There is a strong positive relationship between digital marketing compatibility and shaping consumer behaviour in Saudi e-commerce platforms.

2.3 TRUST

Trust can be defined as the willingness of one party to be vulnerable to the actions of another party based on the expectation that the latter will act in a reliable, competent, and ethical manner (Mayer et al., 1995). Trust involves a psychological state where individuals or organizations place confidence in others' intentions and behaviors, often influenced by perceived integrity, ability, and benevolence (Gefen, 2002). While this definition may appear outdated, it remains widely referenced in recent publications and is regarded as a foundational source for defining trust in e-commerce literature (Soleimani, 2022). In e-commerce, where customers share personal information and complete financial transactions online, trust is paramount. Consumers are more likely to remain loyal to platforms they perceive as secure and dependable. Trust is built through secure payment options, transparent privacy policies, clear return/refund procedures, and responsive customer service. E-commerce businesses that demonstrate transparency and integrity by highlighting positive reviews, trust seals, and verified badges are more likely to earn consumer trust. Trust fosters long-term relationships, as customers feel more confident that their data is safe and that the brand consistently delivers on its promises (Mariani & Fosso Wamba, 2020).

Trust plays a crucial role in shaping consumer behavior. Consumers who perceive a platform as secure and trustworthy are more likely to make purchases. When consumers trust a brand, product, or service, they are more likely to make purchases, stay loyal, and recommend it to others. Also, secure transactions and positive reviews significantly increase consumer confidence and engagement. Soleimani (2022) Illustrated that in the context of e-commerce,

trust plays a critical role due to the absence of direct physical interaction. A comprehensive review of existing literature has identified key factors that contribute to the development of consumer trust in online platforms, including website quality, security measures, and transparent business practices. Strengthening trust in e-commerce environments positively influences consumers' purchase intentions and fosters long-term customer retention.

However, trust is not static, it evolves based on various factors, including transparency, past experiences, societal trends, and digital influence. It argued that trust always develops from restricted trust with family and friends to strangers in social media platforms Soleimani (2022). Whereas perceived behavioral control refers to the extent of consumers' perceptions of their ability to perform a given behavior, and control beliefs are primarily shaped by an individual's personal experiences, information, and interactions within their social environment which that level of perceived behavioral control based on resources and opportunities individuals assume to possess, and the fewer impediments they anticipate, the greater is their perceived control over the behavior (Dierks, 2007). Hence, perceived behavioral control, in this context perceived trust, varies across situations and actions. Based on the above discussion, the research proposes the following hypothesis:

H2: There is a strong positive relationship between trust and shaping consumer behaviour in Saudi e-commerce platforms.

2.4 PERCEIVED EASE OF USE

Perceived ease of use refers to the extent to which an individual believes that using a particular system involves minimal effort. When consumers perceive technology as intuitive and easy to navigate, they are more likely to form positive attitudes toward its adoption, resulting in higher usage rates. This relationship has been widely supported by empirical research, highlighting that optimizing user interfaces and reducing system complexity can substantially enhance user acceptance (Wilson et al., 2021). Perceived ease of use is a critical determinant of shaping consumer behavior, particularly in the context of technology adoption and product selection. As illustrated in the Technology Acceptance Model (TAM), perceived ease of use and usefulness significantly shape users' attitudes toward technology, ultimately influencing their behavioral intentions and actual usage patterns. Empirical studies have consistently shown that consumers are more likely to adopt and incorporate a technology into their daily activities when they perceive it as user-friendly and easy to operate (Wilson et al., 2021).

Digital platforms that are easy to navigate and user-friendly lead to a positive consumer experience. When consumers find it easy to interact with the platform, they are more likely to engage with marketing content, leading to higher purchase intentions and satisfaction. The implementation of optimized technology in digital platforms, including fast-loading websites, mobile responsiveness, and intuitive interface design, creates the overall user experience. Seamless and efficient interaction with digital systems contributes to greater consumer satisfaction, increased engagement, and higher transaction rates. Consumers are more likely to demonstrate loyalty toward e-commerce platforms that offer a high level of usability, including intuitive navigation, efficient search capabilities, and a seamless checkout process. A smooth shopping experience enhances customer retention by encouraging repeat purchases and continued engagement with the platform (Forghani et al., 2022). In contrast, websites that are complex or difficult to navigate may deter consumers, leading them to seek alternative products or services from competitors. Ease of use encompasses not only browsing and purchasing benefits but also additional functionalities such as order tracking, returns processing, and access to customer support. The digital environment provides consumers with unparalleled access to information, enabling informed and deliberate purchasing decisions. Online platforms allow for easy product comparisons, reviews, and peer recommendations, reducing reliance on traditional brand messages (Labrecque et al., 2013). E-commerce platforms that integrate multiple channels into their customer interaction, including live chat, AI-powered chatbots, and detailed FAQs, enhance user convenience. This improved accessibility strengthens perceived ease of use, ultimately fostering greater customer loyalty (Forghani et al., 2022).

Furthermore, perceived ease of use plays a significant role in shaping consumers' attitudes and their intentions to continue engaging in online shopping, particularly in the post-pandemic (COVID-19) context. A study in online food delivery services has demonstrated that perceived ease of use has a positive impact on consumers' attitudes, perceived behavioral control, and their willingness to continue using online shopping platforms (Vo, 2023). It could be argued that if the technology platforms have been changed to be less or more easy to use, it will impact on shaping consumer behavior. Improving the perceived ease of use of products or services is essential in shaping consumer behavior, leading to increased adoption, satisfaction, trust, and loyalty. Marketers should emphasize the development of intuitive designs and user-friendly interfaces to enhance consumer perceptions and encourage positive behavior (Setiyanto & Syakir, 2019). Based on the above discussion, the research proposes the following hypothesis:

H3: There is a strong positive relationship between perceived ease of use and shaping consumer behaviour in Saudi e-commerce platforms.

2.5 PERCEIVED USEFULNESS

Perceived usefulness refers to the value that customers believe an e-commerce platform provides in helping them achieve their shopping goals. Platforms that offer relevant products, personalized recommendations, and convenient shopping tools are perceived as incredibly useful. Features such as loyalty programs, exclusive deals, and personalized suggestions based on browsing or purchase history add significant value to the customer experience. When a platform anticipates future preferences and meets immediate needs, it provides ongoing value, fostering customer satisfaction and loyalty. Customers who find the platform useful in achieving their goals are more likely to return for repeat purchases and remain loyal over time.

Perceived usefulness is a crucial factor in shaping consumer behavior. Understanding and enhancing the perceived usefulness of e-commerce platforms, technologies or media can lead to increased adoption, engagement, and satisfaction among consumers. When consumers find digital marketing content offering value through relevant information, offers, or time-saving benefits, they are more likely to engage with that platform. Perceived usefulness directly enhances customer loyalty, leading to increased transaction rates. However, if companies do not focus on and enhance how consumers perceive their e-commerce platform in relation to usefulness, it can lead to a change in consumer behavior. Based on the above discussion, the research proposes the following hypothesis:

H4: There is a strong positive relationship between perceived usefulness and shaping consumer behavior in Saudi e-commerce platforms.

2.6 PURCHASE INTENTION

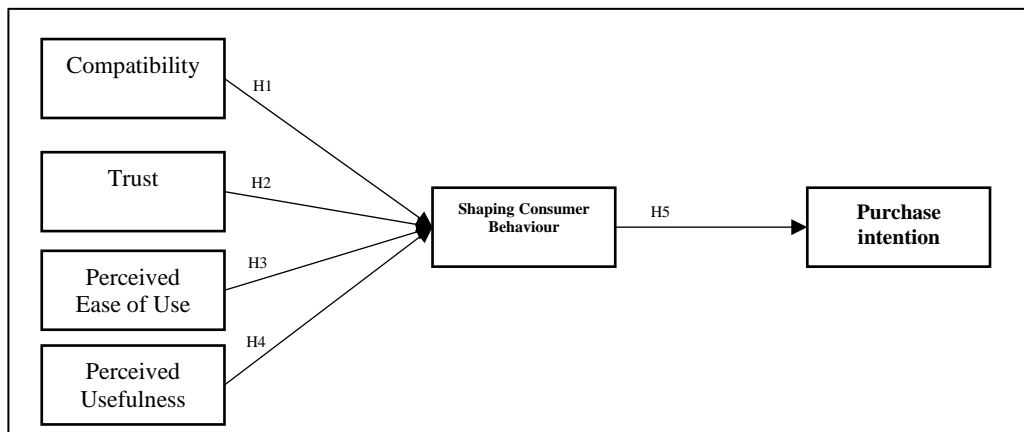
Purchase intention refers to the probability or likelihood that a consumer will engage in a future purchase of a product or service. It reflects the consumer's decision-making process, which is shaped by multiple factors, including attitudes, beliefs, social influences, and marketing strategies. Purchase intention in a prior study suggested that attitudes and subjective norms (social influences) towards a product or service directly affect purchase intentions due to the positive attitudes often stemming from perceived benefits (Ajzen, 1991). In addition,

digital marketing can create awareness and shape consumer attitudes by personalized advertisements and compatibility digital marketing can increase the purchase intention (Bapna & Umyarov, 2015). Analyzing purchase intention is essential for businesses, as it enables them to forecast sales performance and develop targeted marketing strategies to influence consumer behavior effectively. Digital marketing strategies that align with consumers' preferences, lifestyles, and purchasing habits are more likely to foster positive engagement and loyalty. This alignment encourages consumers to explore new products and enhances their purchasing behavior. Based on the above discussion, the research proposes the following hypothesis:

H5: There is a strong positive relationship between shaping consumer behavior and purchase intention in Saudi e-commerce platforms.

Figure 1

Research model



3 METHODOLOGY

3.1 RESEARCH DESIGN

The methodology of the study will be presented, including a description of the sample, the research tools used, and the method of preparation. Followed by the validity and reliability of the tools. Furthermore, it will clarify the statistical methods and treatments employed, which were primarily used to analyze the study's hypotheses, aiming to achieve reliable scientific results.

3.2 METHOD

This study was conducted to answer the questions raised, and therefore, it relied on a quantitative approach to examine the factors influencing shaping consumer behavior in Saudi E-commerce platforms. Primary data was collected through a field study where a data collection tool, namely a questionnaire designed by the researcher, was used. The questionnaire was distributed to the study sample, and the data collected was analyzed using the Statistical Package for the Social Sciences (SPSS).

3.3 MEASUREMENT

The study measures the first independent variable, digital marketing compatibility, by using five items borrowed from Chatterjee & Kumar Kar (2020), and paraphrasing to fit the research context. Second, it measures trust by using five items borrowed from Chellappa (2008) and paraphrasing them to fit the research context. It measures the perceived ease of use by using five items borrowed from Chatterjee & Kumar Kar (2020); Nuseir & Elrefae (2022) and paraphrasing it to fit the research context. It measures the perceived usefulness by using five items borrowed from Chatterjee & Kumar Kar (2020) and paraphrasing it to fit the research context. It measures the shaping consumer behavior by using six items borrowed from Elrayah & Jamil (2023) and paraphrasing them to fit the research context. It measures the purchase intention by using five items borrowed from Palvia (2009) and paraphrasing them to fit the research context. Responses were gathered using a five-point Likert scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree), allowing for detailed insights into participants' perceptions and attitudes. This structured approach ensured that data collection was systematic, reliable, and capable of capturing nuanced insights into the research variables.

4 RESULTS

4.1 DESCRIPTIVE DATA

The research collected 285 random samples with 49.5% Female and 50.5% male, as shown in the below Table 1. The average age of (18 - 29) years is 22.1%; the age between (30-40) is 35.4%; (41-50) is 16.8%; (51-59) is 16.5%; (greater than 60) is 9.1%. Regarding

educational level, the data illustrated that (High School) is 8.4%; (Bachelor's degree) is 64.6%; (Higher education) is 27%. In terms of experience, the data illustrated that (Less than 5 years) is 8.4%; (6 to 10 years) is 64.6%; (11 to 15 years) is 27%.

Table 1

Descriptive Data

Characteristics	Sub Characteristics	N	%
Gender	Female	141	50.5
	Male	144	49.5
Age Group	18 - 29 Years old	63	22.1
	30 – 40 years old.	101	35.4
	41- 50 years old.	48	16.8
	51 – 59 Years old	47	16.5
	60 or more years	26	9.1
Educational Level	High School	24	8.4
	Bachelor's degree	184	64.6
	Higher education	77	27
Years of experience	Less than 5 years	24	8.4
	From 6 to 10 years	184	64.6
	From 11 to 15 years	77	27
Total		285	100%

4.2 RELIABILITY ANALYSIS

The result shown in the table below, Table 2, reliability test that Cronbach's Alpha value for Compatibility is ($\alpha = 0.779$); the trust ($\alpha = 0.729$); Perceived easy of use ($\alpha = 0.811$); Perceived usefulness ($\alpha = 0.715$); Shaping consumer behavior ($\alpha = 0.783$); Purchase intention ($\alpha = 0.742$). The results of the reliability test for this researcher presented are reliable, as shown in Table 2:

Table 2

Measures variables

Variables	Items	Mean	Cronbach alpha
Compatibility	Digital marketing campaigns are more effective when they are aligned with consumers' lifestyles.	4.19	0.779
	I am more likely to engage with e-commerce platforms when the marketing messages match my personal values.	4.12	
	The compatibility of digital marketing messages with my purchasing habits influences my buying decisions.	3.70	
	When a marketing campaign is relevant to my current needs, I am more likely to make a purchase.	4.14	
	Digital marketing strategies that reflect my interests have a stronger impact on my engagement.	3.69	

Variables	Items	Mean	Cronbach alpha
Trust	I am more likely to make a purchase when I trust the security of the e-commerce platform.	4.25	0.729
	Positive customer reviews increase my confidence in making online purchases.	4.01	
	I value clear privacy policies when engaging with digital marketing platforms.	4.09	
	The more transparent the platform, the more likely I am to buy from it.	4.22	
	I trust e-commerce platforms that have secure payment methods.	4.44	
Perceived easy of use	I am more likely to shop on websites that load quickly and function smoothly.	4.26	0.811
	I am more likely to make a purchase when the website's design is intuitive and easy to use.	4.15	
	Mobile-friendly e-commerce platforms improve my shopping experience.	4.26	
	I find it easy to navigate through websites that have clear and simple interfaces.	4.28	
	Platforms with user-friendly layouts make online shopping more enjoyable.	4.13	
Perceived usefulness	If a platform is easy to use, I am more likely to engage with its marketing content.	4.02	0.715
	E-commerce platforms that offer simple checkout processes encourage me to complete my purchases.	4.27	
	I find it useful when digital marketing provides me with relevant product information.	4.24	
	I prefer e-commerce platforms that use advanced technology to provide seamless experiences.	4.24	
	I tend to shop from e-commerce platforms that consistently meet my expectations.	4.13	
Shaping consumer behavior	I am more likely to engage with e-commerce platforms that offer exclusive deals through their digital marketing.	4.07	0.783
	The time-saving features of a website make me more inclined to use it for online shopping.	4.10	
	E-commerce platforms that simplify my shopping experience through useful features encourage me to return.	4.10	
	A well-designed e-commerce platform enhances my trust in the brand.	4.08	
	I stay longer on websites that offer relevant and useful product recommendations.	3.82	
	I am likely to recommend an e-commerce platform that provides great user experience.	4.13	
Purchase intention	I am likely to make a purchase from an e-commerce platform that aligns with my preferences.	4.03	0.742
	I am more likely to purchase a product if I find the website easy to navigate.	3.92	
	Digital marketing efforts usually influence my decision to make an immediate purchase.	3.64	
	When a digital platform is easy to use, I feel more confident in my purchase decisions.	3.94	
	I consider digital marketing valuable when it provides timely updates about products, I am interested in.	4.09	

4.3 HYPOTHESES TEST

First, it tested the correlation between variables and then conducted a linear regression analysis to test the study hypotheses. In the table below, Table 3 shows the relationship between

the independent variables which are compatibility (COMB), trust (TRUS), perceived ease of use (PEOU), and perceived usefulness (PUSE); while the dependent variables are: shaping consumer behavior (SHPCB) and purchase intention (PI).

Table 3

Liner Regression & Correlation

Hypothesis	Relationship	R ²	β	T	P-value	Pearson correlation	Results
H1	(COMB)→(SHPCB)	0.243	0.493	9.522	0.001	0.493	Supported
H2	(TRUS)→(SHPCB)	0.346	0.588	12.238	0.001	0.588	Supported
H3	(PEOU)→(SHPCB)	0.473	0.688	15.935	0.001	0.688	Supported
H4	(PUSE)→(SHPCB)	0.575	0.758	19.570	0.001	0.758	Supported
H5	(SHPCB)→(PI)	0.464	0.681	15.640	0.001	0.681	Supported

In terms of the compatibility of digital marketing, the results show a significant and positive influence of compatibility on shaping consumer behavior (COMB→SHPCB: β 0.493; p -value 0.001); thus, H1 is supported, and confirmed that Pearson correlation coefficient ($r=0.493$) p -value=0.001, of the compatibility factor has a direct and positive relationship with shaping consumer behavior in Saudi e-commerce platforms.

In addition, the results show a significant and positive influence of consumer trust on shaping consumer behavior (TRUS→SHPCB: β 0.588; p -value 0.001); thus, H2 is supported and confirmed that Pearson correlation coefficient ($r=0.588$) p -value=0.001, of the trust has a direct and positive relationship with shaping consumer behavior in Saudi e-commerce platforms.

Regarding, perceived easy of use, the results show a significant and positive influence of perceived easy of use on shaping consumer behavior (PEOU→SHPCB: β 0.688; p -value 0.001); thus, H3 is supported and confirmed that Pearson correlation coefficient ($r=0.688$) p -value=0.001, of the perceived easy of use has a direct and positive relationship with shaping consumer behavior in Saudi e-commerce platforms. Also, the results show a significant and positive influence of perceived usefulness on shaping consumer behavior (PUSE→SHPCB: β 0.758; p -value 0.001); thus, H4 is supported and confirmed that Pearson correlation coefficient ($r=0.758$) p -value=0.001, of the perceived usefulness has a direct and positive relationship with shaping consumer behavior in Saudi e-commerce platforms.

Finally, the results find a significant and positive influence of shaping consumer behavior on purchase intention (SHPCB →PI: β 0.681; p -value 0.001); thus, H5 is supported and confirmed that Pearson correlation coefficient ($r=0.681$) p -value=0.001, of shaping consumer behavior has a direct and positive relationship with purchase intention in Saudi e-commerce platforms.

5 DISCUSSION AND CONCLUSION

The current study highlights the significant impact of digital marketing factors, including compatibility, trust, perceived ease of use, and perceived usefulness on shaping consumer behavior in e-commerce. It provides a comprehensive analysis of the impact of digital marketing factors on consumer behavior in the e-commerce industry. The regression analysis demonstrated that these factors statistically significantly influence shaping consumer behavior, highlighting their critical influence. Among these, Trust and Perceived Ease of Use emerged as the most significant predictors, emphasizing the importance of secure platforms and intuitive interfaces in shaping consumer engagement and purchasing decisions. Technology Factors and Perceived Usefulness also played vital roles, with advanced features and practical functionalities enhancing user satisfaction. Compatibility, while statistically significant, was found to have a comparatively smaller impact. These findings underscore the necessity for e-commerce platforms to adopt holistic digital marketing strategies that integrate trust-building, technological advancements, and user-centric designs to optimize consumer satisfaction and behavior.

The literature review explores the significant role digital marketing plays in shaping consumer behavior, particularly within the e-commerce sector, and how the transition from traditional marketing to digital platforms has transformed interactions between businesses and consumers. It emphasizes the impact of digital marketing tools such as social media, search engines, and email, which have enhanced businesses' ability to personalize marketing messages, thereby improving consumer engagement and influencing purchasing decisions. The review highlights the importance of personalization and data analysis, which allows businesses to track consumer behaviors and preferences, leading to more targeted and effective marketing efforts. Social media platforms are discussed as key players in shaping consumer perceptions through real-time engagement, influencer marketing, and user-generated content, helping businesses build brand awareness and foster loyalty. Additionally, Search Engine Optimization (SEO) and Paid Advertisements, such as Pay-Per-Click (PPC), are examined as essential strategies for improving visibility and driving traffic to e-commerce sites. The growing significance of mobile commerce (m-commerce) is also addressed, emphasizing the need for businesses to optimize their digital marketing strategies for mobile platforms as consumers increasingly use smartphones for online shopping. Overall, the literature review underscores the necessity for e-commerce businesses to integrate digital marketing strategies with broader business objectives to enhance consumer engagement, increase conversion rates, and maintain a competitive edge.

Today's consumers are more empowered than ever before because they can easily compare products, read reviews, and seek recommendations from peers through online platforms. This access to vast amounts of information influences their purchasing decisions, making them more informed and deliberate. Consumers no longer rely solely on brand messages or advertising; instead, they turn to third-party sources such as user-generated content (UGC) and expert reviews, significantly altering the decision-making process (Labrecque et al., 2013). Social media platforms have created an environment where consumers are influenced by their social circles and even strangers. Through platforms like Instagram, TikTok, and Facebook, consumers see what others are buying and using, which often drives their purchasing behavior. Social proof plays a significant role in this regard, as people tend to trust the opinions of others, especially those within their social networks or who are influential. This makes online reviews, recommendations, and the influencer marketing crucial elements in shaping consumer behavior. Personalization and targeted marketing also define consumer behavior in the digital age. Through big data and analytics, companies can track individual consumer preferences and behaviors to create personalized marketing strategies. This level of customization has become an expectation among digital consumers, who respond better to content, products, and services that are tailored specifically to their needs and interests. Personalization can lead to a more engaging and satisfying customer experience, which, in turn, increases the likelihood of purchase (Balasubramanian, 2024).

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