

The Psychological Impact of Digital Marketing and Social Media on Arab Customers in Israel

Abeer Abu Jamal¹

¹Girne American University (GAU)

Abstract

This study aims to investigate the psychological experiences of Arab consumers in Israel, and the psychological impact of digital marketing and social media on Arab consumers. The research is essential because the investigation of minority consumers in the digital marketing space is limited in the literature. As such, the aim of this research was to study the influence of digital marketing and social media on Arab consumers' emotions, cognition, mental health, trust, and shopping behavior, in a culturally relevant manner. This study used a qualitative approach, and semi-structured interviews were conducted with forty Arab participants, in Israel, through purposive sampling. The thematic analysis yielded five key findings: Arab consumers emotionally connect with culturally relevant advertisements, Arab consumers practice selective cognitive processing using language and identity, Arab consumers experienced mental anguish from digital marketing and social media, Arab consumers used culturally salient influencers to form trust, and Arab consumers are shifting towards digital purchasing, especially with younger generations. This study concluded that cultural awareness, language representation, and authenticity are the three psychological drivers of engagement in Arab consumers. The importance for marketers is to be conscious and mindful of their marketing strategies to adequately suit Arab consumers and encourage inclusive marketing techniques, through Arabic language content, and culturally relevant story-telling. Theoretically, the study has added and expanded the field of consumer psychology research by integrating identity with digital behavior and engagement, and practically this study has provided marketers actionable and practical insights into inclusive and culturally mindful digital marketing in multicultural societies.

Keywords: Digital Marketing, Social Media, Consumer Psychology, Arab Consumers, Cultural Sensitivity, Emotional Engagement, Cognitive Processing, Consumer Trust, Shopping Behavior, Israel

1. INTRODUCTION

The main aim of this research is to examine the psychological effects of digital marketing and social media on Arab consumers in Israel. More specifically, this research aims to analyze how emerging digital technologies, such as "new" digital marketing platforms and social media, impact the emotional responses and coping mechanisms, cognitive decision-making processes, mental health and well-being, trust development, and consumer behaviors of Arab consumers. The overarching research question that guides this study is: "What is the psychological effect of digital marketing and social media on Arab consumers in Israel?" In order to answer this question, a series of sub-research questions examine emotional and cognitive effects; cultural sensitivity and linguistic representation; trust; and behavior. Qualitative method was used to make a contribution to the emerging area of consumer psychology that gives culturally specific insight to Arab consumers, especially given the problem that the consumer psychology of Arab consumers is often overlooked in digital marketing literature. This study illustrates how cultural representation, language, and authenticity inform the digital experience of Arab consumers in Israel, as well as their consumption behaviors.

Digital marketing generally refers to the promotion of products and services through the use of digital channels, such as social media, websites, email, and search engines (Mocanu & Szakal, 2023). Social media marketing is advertising aimed at a user on social media platforms such as Facebook, Pinterest, Instagram, or TikTok using sponsored personalized content and influencer marketing (Khanom, 2023). The present study is focused on Arab consumers living in Israel who use digital media on a regular basis. The psychological concepts that are discussed in this study, include: emotional engagement, cognitive processing, consumer trust, and cultural identity (Solomon, 2019; Al-Qaysi et al., 2021). The research is based on concepts of consumer psychology including theories such as the Theory of Planned Behavior (Ajzen, 1991) to understanding how internal attitudes and external cultural influences inform the choices made in situations. Given the growing use of personalized advertising and influencer content it is imperative that we analyze how these strategies may impact the psychology and purchasing behaviors of minority consumers.

A qualitative methodology using semi-structured interviews was used to explore Arab consumers' experiences. A purposive sampling technique was undertaken to focus on 40 Arab consumers. The research identified five predominant themes: emotional experience with marketing, cognitive impacts on

decision making, mental health effects, cultural sensitivity in advertising, and changes in shopping habits. The Arab participants felt stronger engagement with ads that represented their identity, while expressing feelings of skepticism and uncertainty over content that felt dislocated from their culture. The developing role of culture in establishing tenure and trust is noted. Informed by the findings of the study, it is recommended that marketers create culturally relevant digital marketing campaigns and leverage local Arab influencers and cultural stories with local and Arabic language social media platforms. The findings of this study provide important insights for digital marketing professionals, brands, and policy stakeholders seeking to market inclusively and with the intent of inclusivity to the Arab consumer in a multicultural nation-state like Israel.

2. LITERATURE REVIEW

2.1 Digital Marketing

Digital marketing is a broad toolset of tactics and technologies designed to reach consumers through digital channels. Online platforms, social media, email, search engines, and websites can provide businesses the opportunity to communicate with current and prospective customers (Ana Alexandra & Szakal, 2023). Digital marketing offers businesses unique opportunities for targeted marketing not available with traditional marketing methods - enabling specific content and messages toward specific demographics, interests, and consumer purchase behaviors. The specific types of targeted marketing that can happen with digital marketing usually increases the success rate of the Effectiveness and Efficiency of advertising and can lessen marketing spend that potentially increases marketing spend on tactics rather than waste on ineffective tactical executions (Paşcalău & Urziceanu, 2020). Analytics from digital marketing offer measuring tools in real-time for campaign performance, customer, and conversion behaviors, enabling marketers to learn and adapt campaign tactics in real-time (Mero & Karjaluoto, 2015).

Digital marketing has transformed consumer expectations and behavior. Today's consumers are more knowledgeable and expect greater levels of personalization as well as account for convenience throughout their brand interactions. Digital consumers will regularly encounter multiple touchpoints prior to joining the consideration set or finally committing to a purchase. Therefore, contemporary marketing strategies need to integrate multiple digital touchpoints to effectively change consumer behavior (Gujrati & Uygun, 2020). They will also want to share their experiences and opinions in an easily accessible digital context which amplifies the power of word-of-mouth in an increasingly digital world. Therefore, digital marketing is not just digital product or service promotion, but is also creating meaningful interactions and long-term relationships with consumers (Dasić, et al., 2023).

2.2 Social Media and Marketing

Social media has greatly transformed marketing given it's channels that allow for quicker interactions, and it's multicultural transactional exchange implications. The digital platform allows firms to directly interact with their desired customers therefore allowing for a much more personalized connection that is very difficult to create with traditional forms of marketing (Khanom, 2023). By utilizing demographic targeted advertising, influencer collaboration, and interactive content, firms can more effectively customize their advertising message for a wide range of demographic audiences. Moreover, social media provides advertisers analytics features for a much clearer understanding of customers' behavior and choices to ultimately adapt the planning of advertising engagement and conversions (Moon & Iacobucci, 2022).

Social media marketing is very common, and while it does have benefits, it also brings certain psychological challenges to consumers. Regular impressions of tailored advertisements may produce unnecessary purchases or a feeling of obligation to meet the unrealistic measures typical in advertisements on platforms such as Instagram, Facebook, etc (Jamil et al., 2022s). In addition, it becomes extremely difficult to discern genuine content versus sponsored posts, and users may begin to feel uncertain about which sources they can trust. However, with careful consideration, social media marketing can improve the economy, support communities, and spur innovation. It allows brands to interact with consumers in real-time and meet their needs and feedback in a timely manner (Zhang, 2023).

2.3 Consumer Psychology

Consumer psychology studies the behaviors, attitudes, perceptions, and motivations of people as they apply to individual consumption behavior (Solomon, 2019). Consumer psychology includes psychological constructs that are likely to pertain to use: perception, learning, memory, motivation, attitude formation, and decision-making. Each of these constructs plays an important role in understanding how consumers interact with products and brands (Dirwan & Latief, 2023). One common approach in consumer

psychology is the Theory of Planned Behavior (TPB), introduced by Ajzen (1991), which argues that behavioral intention is based on attitude towards the behavior, subjective norms, and perceived behavioral control. TPB gives researchers the ability to understand and predict behaviors of consumers in a general way. Specifically, consumers making decisions to take some form of purchase action. Consumer psychology as a relatively emerging research field, but the area of business research that focuses on consumption and consumption behavior is broad and complex and will continue to require research attention in our evolving marketplace. Solomon (2019) identifies consumer psychology as the study of individuals' behaviors, attitudes, perceptions, and motivations related to individuals' individual consumption actions. Consumer psychology has broad geography and scope; and includes perception, learning, memory, motivation, attitude formation, and decision-making constructs which are anticipated to shape the consumers interaction with products and brands (Mandung et al., 2024)

A key construct in consumer psychology for instance is the Theory of Planned Behavior (TPB) by Ajzen (1991) argues that behavioral intention is based on attitude toward the behavior, subjective norms, and The Theory of Planned Behavior (TPB), however, provides a powerful methodology for understanding and predicting consumer behavior, especially related to consumer decision-making processes for purchases. Additionally, research has contributed to our knowledge of consumer psychology and behavioral changes that reflect new trends and new phenomena that shape consumer behavior. For example, Cheung and To (2020) identified social media platforms and their ability to influence consumer attitudes toward products and brands in social media contexts. Social media is a powerful source of information, influencing peers and brands, thereby influencing consumers' attitudes and behaviors towards products and brands .

Additionally, advances in technology have increased online shopping and prompted researchers to analyze the effects of digital marketing methods on consumer behavior. Li and Kannan (2021) examined personalized marketing methods, such as advertising and recommendation systems, that determine consumer preferences and purchase intention. Personalized marketing strategies are implemented in a way that personalizes messages and offers to different consumers using data analytics and AI to enhance the consumer shopping experience and, hopefully, consumer loyalty (Chhabria et al., 2023). Along with improvements in technology, societal change, cultural shifts also influence consumer behavior in many ways. Cheng et al (2022), for example, explored consumer needs toward sustainability with regards to consumer purchases. Greater consumer awareness regarding environmental issues has gravitated consumers toward eco-friendly products and brands where Corporate Social Responsibility is demonstrated. Sustainability value must align with the marketing of products, especially when consumers drift toward societal values, ethical consumption, and sustainability as part of their purchasing.

Lastly, at least, research has examined experiential marketing and the approach to engage consumers for greater brand loyalty. Experiential marketing creates immersive brand experiences that provoke emotions and stimulate the senses, ultimately engaging consumers at a higher level as they build deeper connections (Kumar & Pansari, 2021). The brand experience incorporates memorable events, brand interactions, stimuli-based experiences, and story-telling experiences, which foster emotional ties to consumers in competitive markets .

Consumer psychology research continues to be dynamic, and the field still has many unknowns. Research also reveals a number of developing trends, technological changes, and changes and interest of societal values that change consumer behavior. Marketers can utilize insights from the most current studies to refine their marketing strategies to adapt to the evolving preferences of consumers, and to realize organizational success in an ever-changing marketplace (Dwivedi et al., 202; Podile et al., 2024).

2.4 Customer Buying Behaviors:

Customer buying behavior refers to the psychological, social, and behavioral processes consumers undergo when selecting, acquiring, using, and evaluating goods and services to satisfy their personal needs and wants. Further, now-a-days there is a digital marketplace where the digital audience interacts directly with online platforms, consequently customer buying behavior is positively influenced from each aspect of online behaviors impacted across the digital spectrum by the prior digital interactions which has influences; such as personalized advertisements, the impact of social media word of mouth, and data-driven content with regard to the associations made by the consumer which is an important function in preferences and decisions. The empirical research by Mukhtar, Mohan, and Chandra (2023), indicates that consumers are becoming accustomed to and adopt numerous digital cues that were completely absent in the consumer decision making process, including; both different types of coupon incentives, reward systems, ease of web design, and interactive website design features. Mukhtar et al.'s (2023) mean values

(mean = 4.48) and (mean = 4.20) were assigned to measuring competitive price and digital discount incentives respectively, and are not surprising, even though repeat visits and consumer reviews are strong incentives, the relevancy this holds for the current global trend is along the lines of consumer buying behavior affected proportionately less by metrics such as features and attributes and more by experiential and emotional stimuli that are inherent in all digital platforms. Interestingly, the other motivators, such as; personalization, fast and competitive shipping, return policies all had a statistically significant impact for consumers that believed they increased satisfaction and loyalty. Roy and Datta (2022) has built on this by acknowledging that consumer decision making can be affected by bounded rationality of decision-makers through internal factors of beliefs, perception, and emotion and external factors made up of social and culture factors. Furthermore, as Roy and Datta (2022) points out with regards to consumer behavior models, Engel-Blackwell-Miniard and Bettman Information Processing Model, show a clearer picture of the latest constructs of consumer behavior; take for example decision making, both internal and external factors are collectively impactful on the decision making stages. The Engel-Blackwell-Miniard and Bettman Information Processing Model models evidence consumers tend to allocate cognitive resources far less than the formal models predict, due to the decision maker does not engage through each respective component of the model processes prior to decision making in entirety; they happen to be selective and bounded by a limited range of heuristics selected at any given time, especially through the online environment. Each of these models indicate that consumers may be filtering information to the extent that they are perceptual and emotional pathways building intent to act (Roy & Datta, 2022). Digital marketing capabilities have provided real-time analytics and on-demand customer engagements that can allow firms to manage, and potentially affect the consumer decision-making process. An example of this marketing shift is seen in prior studies, such as, Herhausen, Binder, et al. (2020), and secondary data post-COVID that provided insights on the importance of brand trust and perceived value in reducing purchase anxiety and improving consumer confidence when considering e-commerce (Ilyas et al., 2021; Peng et al., 2019). Thus, customer buying behavior should be considered a multi-dimensional influencer, although multi-dimensional influencer no longer means interact with previous behavior theories, and intra and inter-connections with factors associated with technology adoption, it is also about tracking what the consumers trends and expectations are in a technology-led marketplace.

3. MATERIAL AND METHODS

This research followed a qualitative research methodology that is explicit and intended to understand the psychological implications of digital marketing and social media on customers in Israel, particularly because of the complexity of the phenomenon itself. Qualitative research has great utility for understanding complex, personal, and subjective experiences as well identifying patterns of meaning that are often missed in quantitative studies. In this sense, qualitative research enables the exploration of not only perceived meaning, but also emotional responses and cognitive processes relating to the consumption experience (Lim, 2024). The rationale for adopting this methodology reflects a view that psychological phenomena that are inherent to consumer behavior can only meaningfully exist in relation to narratives and thus can only be meaningfully understood by the participants themselves. Referencing Levitt and others (2021), qualitative research provides more latitude to describe the impact of digital content through an exploration of the individual and culturally specific nuances.

This study relied primarily on the semi-structured interview as the research tool. Semi-structured interviews provide both a guided path of questioning and enough latitude for participants to respond openly. The semi-structured interview was selected because it allowed the researcher to generate rich data that is detailed and pertinent to the research objectives, such as looking at emotions, cognitive drivers, and mental well-being (Ruslin et al., 2022). Semi-structured interviews provide the researcher with the opportunity to pursue curricular topics as they emerge in the conversation, while still providing a consistent structure across interviews (Bearman, 2019). The author of this study wrote the interview questions from the six objectives of the study, considering several themes: cultural sensitivity in marketing, decision-making, trust in consumers, and interactions on the internet.

The population for this study is Arab consumers living in Israel who use digital marketing and engage with social media content regularly. A purposive sample of 40 participants was selected from this population to assure a broad representation across several demographics (age, gender, education, and economic status). Purposive sampling was appropriate to include people who have experienced social media related to their mental health, which is important for understanding what they are likely to provide in terms of psychological effects. Using a purposive sample also contributes to the trustworthiness and

richness of the data. Our participants both support the depth of, and contribute to the richness of our data as they are the people most likely to have rich and meaningful data. The sample size of 40 provides sufficient size to achieve saturation for each theme in future data analysis, while being manageable in terms of data collection and subsequent data analysis.

4. RESULTS

The matic analysis was used and a number of themes have emerged from the interviews. The following results provide significant themes identified through thematic analysis of interview data that examined how Arab Consumers in Israel understand and engage with digital marketing overall and through social media in particular. This analysis provided insight of the emotional, cognitive, cultural, and behavioral aspects of consumer interaction with digital marketing, including how language, identity, representation, and trust mediate their attitudes and decision making. Each theme reflects separate but interrelated dimensions of Arab consumer experience with digital marketing in Israel in a rapidly digitizing society, and includes challenges but also emerging trends.

Theme 1: Emotional Responses to Digital Marketing in the Arab Cultural Context in Israel

According to the interviews Arab consumers in Israel often experience emotional ambivalence towards digital marketing, influenced by a pull between cultural identity and modern consumption trends. Many respondents reported that emotionally relevant content in Arabic or featuring Arab models offered a sense of affiliation. For example, one participant mentioned regarding the emotional engagement of the advertising, "When I see an ad in Arabic with someone that looks like me, I'm feel like they care about us. It speaks to my heart." On the other hand, some participants reported alienation from campaigns that appeared too western or did not fit the everyday fabric of their lives. This reflects Alhamad and others' (2025) finding that Arab minorities often experience emotional alienation from media content that doesn't have cultural relevance. For emotional marketing strategies to influence positive engagement, they must reflect the core values and traditions of Arab communities (Liu, 2023).

Theme 2: Cognitive Impact of Social Media Advertising on Arab Consumers' Decision-Making

Another important theme which raised from the participants answers was that social media ads have an obvious cognitive impact towards Arab consumers in Israel, and this influence can also impact their attention, evaluation, and key purchase decisions. For example, participants said it was common for them to validate these ads by also reviewing Arabic acceptances prior to associating confidence with a product. One participant remarked, "if I see an ad in Hebrew, I just scroll right past it. I have to see it in Arabic, from a person I know or trust." This perception indicates that language influence, and cultural framing impacted the cognitive processing by these consumers. Further, Al-Qaysi and others (2020) highlight that Arab consumers had a greater response to content congruency in regards to culture and language because it increased their understanding and the level of confidence in their decisions. Also, the general knowingness of social signals and in-groups and other community recommendations tangled with confirmation bias is consistent with the defined nature of social influence theory, especially as collectivist cultural type such as the Arab society in the state of Israel are preferentially more likely to align with seeking to obtain social influence.

Theme 3: Cultural Sensitivity and Representation in Digital Marketing

Cultural responsibility was a main overarching theme illuminated in this research, with respondents mentioning representation and authenticity in digital branding. A male participant in his 40s remarked, "When they refuse to acknowledge us, it feels like we don't even exist. But whenever they show something that connects with our life—that's when my respect is earned." These feelings help to expose a relational connection between representation and perception of the brand. Research by Dwivedi and others (2021) highlights that culturally adapted messaging is found to be both more effective and better designed, which in turn builds more loyalty for the brand. In a multicultural context such as Israel, where Arabs are often marginalized, inclusive advertising can impede trust gaps and enable equity of engagement amongst consumers.

Theme 4: Trust in Digital Platforms and Influencers within the Arab Sector in Israel

Trust is a key driver of digital consumption behavior for Arab customers. Participants reported skepticism toward foreign influencers or corporate advertising, but greater trust when content is from Arab voices. One participant shared, "If the influencer is Arab and speaks like us, I feel it's more honest—I can believe them." The research of Ganeshkumar and others (2024) supports these findings, illustrating how consumers from minorities are more influenced by in-group influencers based in a shared language and socio-cultural identity, in addition to the fact that consumer trust is built on transparency, relevance, and

perceived authentic—the voice of the brand matters especially for communities that have historically been underrepresented in Israeli media and commerce.

Theme 5: Shifts in Consumer Habits Among Arab Customers in Israel

Participants reported that digital means of marketing and social media are slowly changing shopping habits from traditional forms of shopping, especially among younger generations of Arabs. One young male participant reflected, “I used to go to the store with my mom, now I buy online and show her later, it’s faster, cheaper, and more modern.” The change in shopping habits reflects a larger trend or movement in digital acceptance and adoption throughout Arab sector in Israel, particularly among younger generations inclined towards technology. Salem and others (2022) noted that the Arab population is rapidly digitizing and integrating consumer behavior, specifically in online shopping and marketing. Additionally, Syamsudin and others (2025) noted that there are significantly more purchases being made online, and that there is greater reliance on digital means of correspondence for lifestyle needs, reflecting a generational divide in purchasing habits.

5. DISCUSSION

The research examined the psychological influences of digital marketing and social media on Arab consumers in Israel, with additional emergent themes including emotional engagement, cognitive engagement, cultural comfort, trust, and changing consumption. The first main findings indicated, emotional engagement with digital marketing among Arab consumers is ultimately and emotional response their identity and representation. The participants made rich emotional associations to advertisements that articulated the Arabic language or culturally relevant figures, and conversely expressed feelings of exclusion or anger if any ads were over westernized, or failed to acknowledge their identity. The participants explicitly referenced emotional alienation experienced as Arabs or minority members who are part of a media landscape that does not reflect their cultural identity; findings that were consistent with the work of Alhamad and others (2025) in that they both highlight the emotional disconnection and feelings of exclusion experienced by Arab minorities when digital marketing content lacks cultural relevance or representation. Expectedly, emotional engagement with digital marketing does not reference an immediate reality in terms of ad design, but a proxy for their meant socio-cultural recognition. The second main theme was cognitive engagement; this study illustrated the respondents demonstrate selective attention and cognitive engagement towards digital ads, especially when it was in Hebrew or in the broader foreign context. The findings were aligned with Al-Qaysi, Mohamad-Nordin, and Al-Emran (2021) who reported on the reciprocal relationship between language and culture in eliciting cognitive engagement and anecdotes of confidence in decision-making for Arab consumers. The context of social normativity and acceptance from peers also contributed to participants reliance on an Arabic-language reviews, or selected influencers, particularly for those represented collective group identities. Cultural comfort with advertisers also matters here, as participants definitely preferred brands which they felt respected and were sympathetic to their identity and cultural beliefs. The findings supported Dwivedi and others (2021), genres of culturally adapted digital marketing were credited with greater message effectiveness and brand loyalty. Trust became another prominent theme, as Arab consumers exhibited caution and skepticism around influencers, and preferred their preferred legitimate content creators (ideally from the same community). The findings were in line with Ganeshkumar and others (2024) who found minority groups tended to extend trust on digital content creators who shared language and cultural affiliation. The last theme was evidence of generational change; older consumers still regularly tended to shop in store; some younger participants have changed to be nearly exclusively online, (some integrating the online and in-store shopping experience with family). This theme was also congruent with previous findings in Arab populations, with further emphasis on an increase in digital engagement for youth (Salem et al., 2022; Syamsudin et al., 2025). Overall, this study demonstrates the nuances and intersectional identities impacted by the psychological effects of digital marketing on Arab consumers in Israel who consider representations regarding language, culture, identity and trust. The outcomes reinforced prior research, but also provided deeper, culturally-hosted understandings that unpacked dimensions of digital consumer psychology that were inclusive, and may influence, or challenge, existing theory. Future research might engage in engagement with the persistent disturbances of identity, and representation vis-a-vis online consumer behavior, and especially for minority groups who routinely navigate multiple hybrid cultural contexts.

6. CONCLUSION

The present research sought to provide insight within the field of Psychology and Consumer Behavior into the psychological effects digital marketing and social media on Arab consumers in Israel, using a qualitative methodology to shed light on their emotional, cognitive, and behavioral responses. The qualitative approach used a semi-structured interview with forty (40) subjects and discovered that, with regard to advertising, the emotional connection was strongest when the content was culturally relevant, correspondence in Arabic language, and that the depiction of Arab people or themes resonated with the subjects. When there was no reference to cultural identity or represented an unknown language, consumers lacked any emotional connection resulting in disengagement. Further, the subjects' responses indicated Arab consumers' approach to digital advertisement was cautious, as Arab consumers referenced social cues, reviews, and community approval prior to any purchasing decisions even when there was no correspondence to a linguistic or cultural context.

Another valuable insight provided by this study was the importance of cultural sensitivity, representation, and trust in shaping consumer psychology in the Arab sector in Israel. The level of trust in the digital platform and any influencers was greatly influenced by a shared cultural and linguistic identity. This study showed an inclination (noting age as a variable) of younger generations turning to the means of digital purchasing through technology in their daily consumption practice as older generations were inclined towards traditional methods of consumption.

Although the findings provide various contributions there are several aspects that need to be researched. First, although the study provided a very rich picture qualitatively, the findings were limited due to the low sample size; thus, cannot be generalized to the entire Arab population in Israel. Future studies would be well served to have a mixed methods strategy and/or larger quantitative studies measuring the psychological effects spanning multiple subgroups of the Arab community. These other sub-groups could include age, gender, and regional differences. Secondly, the long-term effects of social media marketing impacting mental health and consumer trust are unexplored. Additionally, it will be valuable to investigate the impacts on a minority consumer population as they continue to navigate a changing digital context of personalized marketing and changing algorithms. Lastly, this study supports the need for using culturally relevant inclusive marketing methods, and accentuates that in the new digital age of marketing; it is crucial to be relevant, respectful, and representative of cultural identity in any digital marketing campaign.

7. REFERENCES

1. Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179-211. [https://doi.org/10.1016/0749-5978\(91\)90020-T](https://doi.org/10.1016/0749-5978(91)90020-T)
2. Alhamad, A. A., Mujallid, A. T., & Alamri, J. M. (2025). Analysis of big data on the manifestations of cultural alienation on the X platform in Saudi Arabia. *Online Journal of Communication and Media Technologies*, 15(2), e202517. <https://doi.org/10.30935/ojcm/16181>
3. Alalwan, A., Nripendra, R., Yogesh, D. & Algharabat, R. (2017). Social Media in Marketing: A Review and Analysis of the Existing Literature. *Telematics and Informatics*, 34, 10.1016/j.tele.2017.05.00.
4. Al-Qaysi, N., Mohamad-Nordin, N., & Al-Emran, M. (2020). Factors influencing the adoption of social media advertising: A systematic review. *American Journal of Industrial and Business Management*, 13 (4), 195-214. DOI: 10.4236/ajibm.2023.134014
5. Mocanu, A. & Szakal, A.C.. (2023). Digital Marketing Strategies: A Comprehensive Literature Review. *Bulletin of the Transilvania University of Brasov Series V Economic Sciences*. 16(65). 37-44. 10.31926/but.es.2023.16.65.2.4.
6. Barari, M., Ross, M., Thaichon, S. and Surachartkumtonkun, J. (2021). A meta-analysis of customer engagement behaviour, *International Journal of Consumer Studies*, Vol. 45, Issue 4, p. 457- 477
7. Bearman, M. (2019). Focus on methodology: Eliciting rich data: A practical approach to writing semi-structured interview schedules. *Focus on Health Professional Education: A Multi-Professional Journal*, 20(3),
8. Chhabria, S. G., Gupta, S., & Gupta, H. (2023). A study on the impact of "personalized marketing" on customer satisfaction and loyalty in retail fashion in 2023. *International Journal of Computer Applications*, 185(11). <https://doi.org/10.5120/ijca2023922805>
9. Cheung, C. M., & To, W. M. (2020). How social media create social capital for firms: Evidence from Asian firms. *Journal of Management Information Systems*, 37(1), 296-321. <https://doi.org/10.1080/07421222.2020.1711281>
10. Dasić, Dejan & Vučić, Vladan & Turčinović, Željko & Tošić, Miloš. (2023). DIGITAL MARKETING -MARKETING OPPORTUNITIES AND THE POWER OF DIGITAL CONSUMERS. *Ekonomika poljoprivrede*. 70. 1187-1199. 10.59267/ekoPolj23041187D.
11. Dirwan, D., & Latief, F. (2023). Understanding the psychology behind consumer behavior. *Advances in Business & Industrial Marketing Research*, 3(1), 130-145. <https://doi.org/10.60079/abim.v3i1.201>
12. Doyle, L., McCabe, C., Keogh, B., Brady, A. and McCann, M., 2020. An overview of the qualitative descriptive design within nursing research. *Journal of Research in Nursing*, 25(5), pp.443-455.

13. Dwivedi, Y. K., Ismagilova, E., Hughes, D. L., Carlson, J., Filieri, R., Jacobson, J., Jain, V., Karjaluoto, H., Kefi, H., Krishen, A. S., Kumar, V., Rahman, M. M., Raman, R., Rauschnabel, P. A., Rowley, J., Salo, J., Tran, G. A., & Wang, Y. (2021). Setting the future of digital and social media marketing research: Perspectives and research propositions. *International Journal of Information Management*, 59, 102168. <https://doi.org/10.1016/j.ijinfomgt.2020.102168>
14. Ganeshkumar, M., Senthilkumar, S., Subathra, K., & Jinu, R. T. (2024). Cross-cultural influencer marketing: A comparative study. *Global Journal of Management and Sustainability (MAS)*, 2(1), 42–51. <https://doi.org/10.58260/j.mas.2305.0113>
15. Gujrati, Rashmi & Uygun, Hayri. (2020). Digital marketing: changing consumer behaviour. *International Journal of Forensic Engineering*. 4. 10.1504/IJFE.2020.10037784.
16. Hawi, N. S., & Samaha, M. (2017). The relations among social media addiction, self-esteem, and life satisfaction in university students. *Social Science Computer Review*, 35(5), 576-586.
17. Herhausen, D., Miočević, D., Morgan, R. E., & Kleijnen, M. H. P. (2020). The digital marketing capabilities gap. *Industrial Marketing Management*, 90, 276–290. <https://doi.org/10.1016/j.indmarman.2020.07.022>
18. Ilyas, G. B., Munir, A. R., Tamsah, H., Mustafa, H., & Yusriadi, Y. (2021). The influence of digital marketing and customer perceived value through customer satisfaction on customer loyalty. *Journal of Legal, Ethical and Regulatory Issues*, 24(2), 1–11.
19. Jamil K, Dunnan L, Gul RF, Shehzad MU, Gillani SHM, Awan FH. Role of Social Media Marketing Activities in Influencing Customer Intentions: A Perspective of a New Emerging Era. *Front Psychol*. 2022 Jan 17;12:808525. doi: 10.3389/fpsyg.2021.808525. PMID: 35111111; PMCID: PMC8803150.
20. Khanom, Musammat Tahmina. (2023). Using Social Media Marketing in the Digital Era: A Necessity or a Choice. *International Journal of Research in Business and Social Science* (2147- 4478). 12. 88-98. 10.20525/ijrbs.v12i3.2507.
21. Kumar, V., & Pansari, A. (2021). Competitive advantage through engagement. *Journal of Marketing Research*, 58(4), 542-562. <https://doi.org/10.1177/00222437211002537>
22. Levitt, H.M., Morrill, Z., Collins, K.M. and Rizo, J.L., 2021. The methodological integrity of critical qualitative research: Principles to support design and research review. *Journal of Counseling Psychology*, 68(3), p.357.
23. Li, T., & Kannan, P. K. (2021). Improving personalization with rigorous marketing knowledge. *Journal of Marketing*, 85(6), 1-27. <https://doi.org/10.1177/0022242921990039>
24. Lim, W. M. (2024). What Is Qualitative Research? An Overview and Guidelines. *Australasian Marketing Journal*, 33(2), 199-229. <https://doi.org/10.1177/14413582241264619>
25. Liu, H. (2023). Cultural influence on consumer behavior: Strategies for adapting marketing campaigns in a globalized world. *International Journal of Education, Humanities and Social Science*, 1(1).
26. Mandung, F., Sahari, S., & Razak, S. R. (2024). Exploring consumer psychology in marketing management: A strategic perspective through descriptive inquiry and literature review. *Golden Ratio of Marketing and Applied Psychology of Business*, 4(1). <https://doi.org/10.52970/grmapb.v4i1.401>
27. Mero, Joel & Karjaluoto, Heikki. (2015). The use of Web analytics for digital marketing performance measurement. *Industrial Marketing Management*. 50. 117-127. 10.1016/j.indmarman.2015.04.009.
28. Moon, Sangkil & Iacobucci, Dawn. (2022). Social Media Analytics and Its Applications in Marketing. *Foundations and Trends® in Marketing*. 15. 213-292. 10.1561/17000000073.
29. Mukhtar, S., Mohan, A. C., & Chandra, D. (2023). Exploring the influence of digital marketing on consumer behavior and loyalty. *International Journal of Research - Granthaalayah*, 11(9), 1–18. <https://doi.org/10.29121/granthaalayah.v11.i9.2023.5308>
30. Paşcalău, V. & Urziceanu, R. (2020). Traditional Marketing Versus Digital Marketing. *AGORA INTERNATIONAL JOURNAL OF ECONOMICAL SCIENCES*. 14. 10.15837/aijes.v14i0.4202.
31. Peng, L., Zhang, W., Wang, X., & Liang, S. (2019). Moderating effects of time pressure on the relationship between perceived value and purchase intention in social e-commerce sales promotion. *Information & Management*, 56(2), 317–328. <https://doi.org/10.1016/j.im.2018.11.007>
32. Podile, V., Abhishek, L. N., Sameer, B. S., Komal, A. V., Bollareddy, G. R., & Kunche, K. (2024). Consumer psychology and its impact on modern marketing strategies. *Journal of Emerging Technologies and Innovative Research (JETIR)*, 11(11). <http://www.jetir.org>
33. Roy, P., & Datta, D. (2022). Theory and models of consumer buying behaviour: A descriptive study. *SSRN Electronic Journal*. <https://doi.org/10.2139/ssrn.4205489>
34. Ruslin, Mashuri, S., Abdul Rasak, M. S., Alhabsyi, F., & Syam, H. (2022). Semi-structured interview: A methodological reflection on the development of a qualitative research instrument in educational studies. *IOSR Journal of Research & Method in Education (IOSR-JRME)*, 12(1 Ser. V), 22–29. <http://www.iosrjournals.org>
35. Salem, M., Baidoun, S., Sharekh, N., Sammour, N., Alnajar, G., Alasttal, F., Alghusain, I., & Saqer, H. (2022). Factors affecting Arab consumers' attitudes toward online shopping in light of COVID-19: The moderating role of digital marketing. *Journal of Enterprise Information Management*. <https://doi.org/10.1108/JEIM-04-2021-0175>
36. Sirola, Davor & Sudac, Martina. (2021). The impact of the psychological marketing factors (tricks) on consumer's buying decisions. *EDUCATION FOR ENTREPRENEURSHIP*, 11(2). 82-91. 10.38190/ope.11.2.9.
37. Solomon, M. R. (2019). *Consumer behavior: Buying, having, and being*. Pearson.
38. Syamsudin, A., Sabirin, & Elliyana, E. (2025). Generational differences in online shopping: Millennials vs. Generation Z. *Journal of Production, Operations Management and Economics*, 5(1), 51–62. <https://doi.org/10.55529/jpome.51.51.62>
39. Zhang, Guoqing. (2023). The Influence of Social Media Marketing on Consumers' Behavior. *Advances in Economics, Management and Political Sciences*. 20. 119-124. 10.54254/2754-1169/20/20230181.