

The role of digital marketing channels on consumer buying decisions through eWOM in the Jordanian markets

Barween Al Kurdi^{a*}, Muhammad Alshurideh^{b,c}, Iman Akour^d, Haitham M. Alzoubi^e, Bader Obeidat^{f,g} and Ahmad AlHamad^d

^aDepartment of Marketing, Faculty of Economics and Administrative Sciences, The Hashemite University, Zarqa, Jordan

^bDepartment of Marketing, School of Business, The University of Jordan, Amman 11942, Jordan

^cDepartment of Management, College of Business, University of Sharjah, Sharjah 27272, United Arab Emirates

^dUniversity of Sharjah, United Arab Emirates

^eSkyline University College, United Arab Emirates

^fDepartment of Management, School of Business, The University of Jordan, Amman 11942, Jordan

^gThe British University in Dubai, United Arab Emirates

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ABSTRACT

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As a result of the advanced technological development, the businesses operations have been involved within modern marketing activities to promote their products and services. This study highlights the role of key various digital marketing channels. The study addressed the role of digital marketing channels by using some applications (such as online advertising, social media, emails marketing, and websites search engine) to be examined on the consumer buying decisions with a mediating effect of the eWOM. A quantitative research approach was used to achieve study objectives and examine the hypothesized research framework by using a customized survey questionnaire in the retailing sector. A total of 255 valid responses were considered for further analysis by using SmartPLS3 software to conduct the key analyses. The results revealed the significant effect and role of all digital marketing channels on the consumers buying decisions, with the moderated role of the eWOM on the effect of digital marketing channels on consumer buying decisions. The study offers additional contributions to the existing literature and supports the assumptions to provide a better grasp about the study topic.

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1. Introduction

Modern technological evolution has made the world dynamic quicker than before. The effects of this issue on all aspects of the businesses, and particularly in the area of marketing methods and tools have been significant (Alshurideh, 2022; Tariq et al., 2022a). The business contemporary trends are dynamic from the old-fashioned marketing approaches to integrate new advanced techniques and methods wherever the new emerging existing digital channels have a key role (Dahiya & Gayatri, 2018; Tariq et al., 2022b). Moreover, a considerable shift from the ancient marketing strategies to non-traditional marketing tools has taken place in the intense business competition (Alwan & Alshurideh, 2022; Alzoubi et al., 2022). The digital marketing channels have been seen as a revolutionary in the marketing world that offers the businesses with new innovative and dynamic applications and ideas to run sufficiently businesses (Awadhi et al., 2021; Bala & Verma, 2018). The marketing

* Corresponding author.

E-mail address: barween@hu.edu.jo (B. A. Kurdi)

activities further conducted through various new digital channels that enable the marketers to target the potential customers over wide geographic places. Understanding the ways to use and adopting the digital channels in the marketing field has exaggerated the websites, e-mails, and smart phones to promote and communicate directly with a large number of customers (Almaazmi et al., 2020; Hanaysha et al., 2020). The current marketing departments are using these channels for different functions. For example, they use to attract new customers, whereas the customers aim to serve the customers and meet their expectations (Alshurideh, 2019; Kurdi et al., 2020).

Digital marketing communications have generally been information regardless of merchandise, online advertising, and e-mail and mobile marketing (Alkitbi et al., 2021; Alshamsi et al., 2020). It looks like the channels and methods of digital marketing are widely used at both individually and operationally levels, whereas the marketers recognize the influence of the numerous digital marketing channels on customer buying decisions is still lower developed (Shamout et al., 2022; Ziyadin et al., 2019). E-mails for instance continue to be a good marketing tool, it creates astonishing returns on investment and makes it one of the most vital effective ways used to reach out marketing goals (Vidhya, 2021). Predictably, social media also represent advanced marketing communication and the feedback reviewed by the customers ultimately influence the customer buying decisions, and considerably acts a trigger whether people keep going with a purchase for a particular product or service or quit to another alternatives (Thaworn, Wei, & Wiriyawit, 2021). The websites also provide important and beneficial comments for the company's products or services and this would help to assess the quality aspect of them (Varadarajan, Welden, Arunachalam, Haenlein, & Gupta, 2021). Therefore, it is interesting to address the role of digital marketing channels and tools on how consumers make their buying purchases with considering the other influential factors such as Electronic Word Of Mouth E-WOM and whether the available information from these digital channels impact on the purchasing decision (Al Khasawneh et al., 2021; Alshurideh et al., 2022; Filieri et al., 2021).

The expansion of the internet has expanded the consumers' options for collecting related-products information by including consumers' comments and posts on the internet which has provided greater opportunities for consumers to offer consumption-related advice through engaging in E-WOM (Donthu et al., 2021). For a good understanding of this new consumer behavior, it is essential to address the underlying factors behind using the E-WOM by the consumers. There are many studies that determine the E-WOM factors and the effects on the process of purchase decision-making for consumers (Al-azzam & Al-Mizeed, 2021). However, few studies of the role of E-WOM on the relationship between online digital marketing and shopping and buying decisions especially in the developing settings e.g. markets in Jordan (Yaseen & Jusoh, 2021). According to this explanation, it can be assumed that the E-WOM can be an effective tool to promote the products and services. Therefore, the key purpose of this study is to analyze the effect of digital marketing channels on buying decisions of the consumers through the moderating effect of E-WOM.

2. Literature Review & Hypothesis Development

Generally, generating higher profits is the key aim and priority of all business organizations and this is mainly appropriate in cases of the businesses that sell products and services effectively. There is a growing need to create modern marketing methods not only to compete and survive but also to win with a large market share (Taiminen & Karjaluoto, 2015). The product's marking of an organization is mainly dependent on the consumers buying intentions and decisions. This issue can be motivated by many marketing strategies and efforts. The consumers' buying decisions are shaped by their interests, expectations, values, attitudes, and behavior. The usage of the various digital marketing channels is a way that would influence the consumers' behavior, and hence, their buying decisions can be inspired (Sonwaney & Chincholkar, 2019). Many influential factors can inspire the buying decisions of the consumers such as online advertising as a digital marketing channel. Many studies, (Shah, Zahoor, & Qureshi, 2019), have confirmed the relationship between these digital marketing channels and buying decisions of the consumers and, therefore, the support of this relation triggers the studies to involve within this area with expanding the literature and fulfilling the research gaps in this scope. Therefore, the study would postulate the following hypothesis:

H₁: *Online advertising has a significant role on consumer buying decisions in the Jordanian markets.*

Emails marketing for example is one of the most common and successful marketing methods in today's business world. It indicates the action of sending sets of commercial messages, often to many people by using electronic mails to the target groups (Waheed & Jianhua, 2018). The marketing research trends bring out the facilities used by the companies email for promoting and marketing their products and services could increase an incredible number of customers as it motivates their buying decisions and intentions towards these products and services (Tran & Strutton, 2020). The useful commercial information provided at the companies' websites and social media platforms as well the reviews of the previous customers also support the marketing efforts and encourage the potential future consumers to try the reviewed products which are stated by E-WOM (Tran & Strutton, 2020). This also would trigger the consumers' buying decisions due to the majority of the individuals looking for a product and service, which is contributed to satisfy their outstanding different needs. The involvement within the digital marketing channels as a mean of marketing communication strategy provide a great opportunity for the business to leave a positive effect on the consumers through the diversity of the marketing activities (Alomari, Maqableh, Salah, Alshaketheep, & abu Jray, 2020). Therefore, the study would postulate the following hypothesis:

H₂: *Emails marketing has a significant role on consumer buying decisions in the Jordanian markets.*

Through their attractive search engine and enrich information provided at their websites, the organizations offer a free awareness for the consumers to select their brand and compare it to what other have via the technique of search engines which enable the contemporary businesses to educate people through the amount of information about it (Altarifi, Al-Hawary, & Al Sakkal, 2015). The positive relations with the customers in general influence their buying decisions and enhance the future business success. Through digital techniques, the companies' marketers tell in detail their selling process, prices, the payment methods, delivery ways etc. (Alghizzawi, 2019). Through providing such details to the consumers, the positive impression and image about the companies' products would be lasting in the eye and mind of the people which in turn lead to meet the profits-generation goals and company's branding process (Alghzawi et al., 2020). The use of different forms of digital marketing channels on other hand would increase the levels of interaction with the customers and establish strategic customer marketing relations and this is considered a vital aspect of successful businesses and in line with the strategies to achieve the marketing objectives. The processes of purchasing from the companies are also influenced by the extent the marketing activities engage within satisfactory approaches of marketing and appropriate with the existing emerging businesses trends (Aljumah et al., 2021; Pal & Shukla, 2020). So, the study would postulate the following hypothesis:

H₃: *Websites (search engines) have a significant role on consumer buying decisions in the Jordanian markets.*

Social media is one of the influential factors assessed in the process of consumer decision-making. It is defined as informal communication between a perceived communicator and receiver regarding a product, service or a brand (Woo, Ahn, Lee, & Koo, 2015). Also, it can be seen as a volitional after-purchase interaction by customers. Most of the studies discussed social media as a factor to help whether increase or decrease the effects of the consumers while selecting a product or service. The literature considers this factor also one of the most sought-after information sources for interested people (Varadarajan et al., 2021). On other hand, the electronic word-of-mouth (eWOM), also often indicated as online feedback, reviews, online recommendation or opinions, has generated significance with the emergence of the new technological tools. The concept of eWOM referred to the all informal ways of the communications directed to the consumers through Internet-based technological tools regarding the characteristics of a particular product or services (Nagra & Gopal, 2014). It also adds that this includes interaction between producers and consumers as well between the consumers themselves. Thus, the study would state the following hypothesis:

H₄: *Social media has a significant role on consumer buying decisions in the Jordanian markets.*

The typology of this term has several dimension communications scopes such as from person to person (via email), one to many (via review sites) or from many to many (via virtual community). In addition, the asynchronous forms of the communication (email, review sites, blog, chat room, newsgroups etc.). The major differences between two concepts of WOM and eWOM can be identified in the light of reach reviews' effects (how many numbers of people can be influenced) and the speed of communication (Zamil, 2011). Regarding to this discussion, the literature confirmed that a comparison of traditional WOM and eWOM is important in terms of identify the changes and shifting in the marketing techniques which focus on the speed, convenience, and its effects of face-to-face human interactions (Dzian, Triznova, Kaputa, & Supin, 2015). However, the description of the additional reasons for consumers to give attention to WOM and eWOM are traced by their expectations of receiving adequate information which might decrease their buying decisions time and effort and mainly contribute to the achievements of satisfactory decision outcomes (Bhat & Bhat, 2020). The breadth of eWOM scope and ease in getting and accessing the information, recommendations, reviews can deeply affect the consumers' attention and interests.

Reviewing the empirical studies indicated and confirmed the role of eWOM through the reviews concerning a certain product which showed possible effects of the consumers' (Al-Dmour, Al-Qawasmi, Al-Dmour, & Amin, 2022). The eWOM on low cost services might consequently help establish a framework that can guide these services into enhancing not only the service quality but also the ways they communicate and send online marketing messages to the possible customers (Alfandi & Marco, 2022). The models of marketing channels have also become a great marketing strategy which could meet their customers' needs and satisfy their expectations (Al-Dmour, Aloqaily, Al-Qaimari, & Al-Hassan, 2021). The different forms of eWOM associated with the digital marketing channels that used to promote a wide range of commodities and services by the marketers are varied and include social media marketing, content marketing, search engine websites, emails marketing, smartphones marketing, bloggers etc. Thus, based on the above discussion, the study would postulate the following hypothesis:

H₅: *E-WOM moderates the effect of digital marketing channels on consumer buying decisions in the Jordanian markets.*

3. Method

A quantitative based research method was used in this study in order to achieve the research objectives associated with examining the digital marketing channels on consumers buying decisions with moderation effect of the eWOM. Since the current study is not interested in developing a theory or exploring the deep perspectives of the individuals towards the issue being studied in this work, thus this approach is appropriate to be conducted. Accordingly, the previous discussion of the literature triggers the study to propose a conceptual framework as illustrated in Fig. 1, which showed the hypothesized statements. The framework shows that the independent construct (digital marketing channels) which is assumed to have a significant positive role or effect and can predict the dependent variable (consumer buying decisions). Moreover, eWOM is postulated to significantly moderate the role of digital marketing channels on consumer buying decisions. The study targets the markets of

products in Jordan which include restaurants, FMCG, clothing, etc. due to the large dissemination of digital communication usage among this sector and the interests of consumers to search before deciding to purchase. The study used the sampling approach of convenience for data collection that easy to reach out the sample as well enable the studies to involve individuals in the study conveniently (Etikan & Bala, 2017), since the population of this study is infinite and the most of Jordan population consider a target sample and can participate in this study.

The study concerns selecting the participants which represent a wide range of different industries and personal demographics to ensure diverse perspectives would enrich the study findings. A survey approach was utilized and distributed to the target participants that designed based on the previous measurements largely used in the relevant literature of digital marketing and buying decision e.g (Al-azzam & Al-Mizeed, 2021; Al-Dmour et al., 2022; Alfandi & Marco, 2022; Bhat & Bhat, 2020; Nagra & Gopal, 2014) after they were validated through screening the items from sets experts and professionals in this field. The feedback of the reviewers was considered and some modifications were done to have appropriate and understandable measurements. The frame time collecting data was extended several weeks, and a total of 255 responses were involved for further analysis.

The measurements of the digital marketing channels were measured using four dimensions namely: online advertising, social media, emails marketing, and websites (search engine). All factors were measured by some adopted and adapted measuring items. Using a five-point Likert scale which ranked as (1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree and 5 = strongly agree) was the scale of these measurements and the sample was asked to indicate their agreement or not with the stated measuring items in the research instrument. Also using the approach of Partial Least Squares Structural Equation Modeling (PLS-SEM) by using SmartPLS3 program for data analysis purposes was the researchers' decision made due to the benefits would be gained of using this method and the diverse outputs extracted and options in this program.

This approach offers sets of benefits that allow the researcher to analyze the numerous variables at the same time and manage the complex models that hold various both main and sub-variables. The most recommendations among the modern empirical studies in the business studies to adopt this approach are due to its validity and reliability and the results provided and results of this method are favorable. The evidences the support the trends of marketing studies avenues during assess and compare this statistical analysis with the old traditional method which were largely depend on single-variable research framework analyses with a poor of effective mechanisms in the analysis process (Hair, Risher, Sarstedt, & Ringle, 2019). Further, the validity and reliability tests provided with using the PLS-SEM approach would help the study to analyze the important aspects of the variables that indicate the ability of the measuring items to gauge what the study wants to measure. However, the research presented also two types of models called measurement model and structural model, the first one tested the model validity through convergence and discriminant, and the second model used to test and examine the hypothesized research framework (Memon et al., 2021).

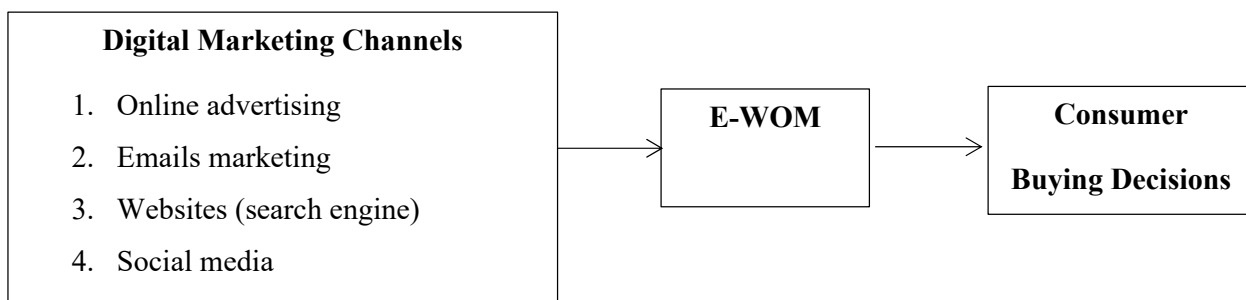


Fig. 1. Research Conceptual Framework

4. Results

The gained study results have been presented by using the approach of Partial Least Squares (PLS-SEM) that is widely suggested in the modern empirical studies, since it provides important required statistical tests that assist the study to present clear perspectives about the study results. Thus, the scholars have suggested this procedure of the analysis process due to its ability to provide great views of data processing and validate the measurements involved in the study (Sarstedt, Hair, Ringle, Thiele, & Gudergan, 2016). On other hand, the study selects this method to investigate also the moderation role of eWOM which can be tested in this analytical process and give a decision whether or not support the hypothesized modeling assumptions. Adopting PLS-SEM in the current study also would enable the study to handle the complicated issues while examining the conceptual framework with several latent variables (Hair Jr., Matthews, Matthews, & Sarstedt, 2017). Furthermore, the reasons for adopting the method of PLS are also associated with its capacity to test the research hypotheses with different options for example using the process bootstrapping which support the studies purpose to clearly make a decision about these hypotheses to accept or reject. In general, this method has two common types of models largely used in the studies called measurement and structural model that they used to check the measurements validity and testing the hypotheses.

4.1 Measurement model assessment

The process of evaluation of the measurement model is the first of the analysis requirements which aims to validate the measurements used in a study to ensure they can measure the respective constructs. The main tests of this assessment include sets of some important and required procedures as suggested by (Hair Jr. et al., 2017). For instance, the factor loadings of the indicators for all involved variables indicate the degree of these indicators to gauge the identified factors. Moreover, these indicators also need to examine their reliability, which were evaluated by using a common approach widely used in this analysis namely Average Variance Extracted AVE and Composite Reliability CR and Cronbach's Alpha. The reasons for conducting and presenting these procedures in the analysis processes are needed to check how these indicators are reliable to ensure valid results and achieve study objectives (Afthanorhan, Awang, & Aimran, 2020). Investigating the reliability of the variables also considers critical features of the process of model validity assessment that often namely internal consistency. To carry out this test, the study conducted this type of analysis in order to check the reliability issues by the available procedure found in the PLS-SEM like Average Variance Extracted AVE and Composite Reliability (CR). The findings have been illustrated in Table 1 which offer these results, they mostly met the satisfactory levels and exceeded the cut-offs. For instance, a type of the validity, namely convergent validity, was evaluated by values of AVE and CR to conduct this validity and it enables one to make a clear view about the measurement model. The results mostly got the acceptable ranges of >0.50 and >0.60 according to the convergent validity (Fornell & Larcker, 1981). Therefore, the results of the measurement model of this study have completely supported the agreed assumptions connected to the constructs' reliability and validity. The first run of the measurement model revealed no one had poor indicators with low factor loadings (<0.70) which may influence the results, hence the study accepts all indicators as they achieve greater factor loadings (>0.70).

Table 1
Descriptive Statistics, Validity, & Reliability

Constructs	Items	Mean	SD	FL	VIF	CR	Alpha	AVE
Online advertising	Q1	3.85	1.19	0.86	2.28	0.89	0.84	0.68
	Q2	3.74	1.15	0.81	1.83			
	Q3	3.75	1.19	0.81	1.93			
	Q4	3.86	1.17	0.81	2.78			
Social media	Q5	3.78	1.25	0.83	1.99	0.89	0.84	0.67
	Q6	4.02	1.08	0.81	1.21			
	Q7	3.93	1.07	0.81	1.36			
Emails marketing	Q8	3.83	1.16	0.83	1.23	0.90	0.85	0.69
	Q9	3.79	1.19	0.83	1.19			
	Q10	3.84	1.18	0.83	1.93			
Websites (search engine)	Q11	3.75	1.18	0.84	1.99	0.91	0.86	0.71
	Q12	3.71	1.19	0.82	2.04			
	Q13	3.77	1.12	0.84	2.09			
	Q14	3.80	1.13	0.85	2.15			
Consumer buying decisions	Q15	3.82	1.17	0.83	2.06	0.93	0.90	0.72
	Q16	3.81	1.21	0.85	2.23			
	Q17	3.76	1.18	0.84	2.48			
	Q18	3.84	1.16	0.85	2.57			
	Q19	3.84	1.12	0.85	2.51			
eWOM	Q20	3.73	1.18	0.85	2.61	0.91	0.88	0.69
	Q21	3.80	1.28	0.84	2.26			
	Q22	3.75	1.25	0.81	2.10			
	Q23	3.69	1.22	0.85	2.72			
	Q24	3.76	1.13	0.85	2.47			
	Q25	3.79	1.22	0.84	2.56			
Q26	3.86	1.17	0.79	1.86				

FL: Factor loading; SD: Standard deviation; VIF: Variance inflation factor

Table 2
Fornell-Larcker Criterion

Constructs	1	2	3	4	5	6
1 Consumer buying decisions	0.852					
2 eWOM	0.842	0.773				
3 Email marketing	0.827	0.763	0.729			
4 Online advertising	0.776	0.721	0.702	0.786		
5 Social media	0.777	0.618	0.646	0.633	0.700	
6 Websites (search engine)	0.832	0.535	0.543	0.523	0.631	0.762

The research has also checked another important validity of discriminant validity, which mainly focuses on evaluating the interrelationship between the latent constructs. (Henseler, Ringle, & Sarstedt, 2015) suggested that a procedure used to assess this validity through cross-loadings to conduct the discriminant validity. Moreover, this paper has provided the outputs of this analysis like Fornell-Larcker criterion as well Heterotrait-Monotrait (HTMT), which mostly indicate the correlation as presented in Table 2 and Table 3. The gained results were calculated through the square root the AVE and they stated in the bold off-diagonal cells that they were larger than the variables correlations itself as given in the respective tables (Fornell & Larcker,

1981). The measurement model confirmed good acceptable results for discriminant validity, also the study was involved within another similar required analytical procedure to check the discriminant validity by using the HTMT method. The findings presented in Table 3 showed that the HTMT gained good cuts-off (≤ 0.90). This result achieved the analysis of HTMT ≤ 0.90 (Kline, 2015), and met satisfactory indications for the discriminant validity for all study constructs.

Table 3
Heterotrait-Monotrait (HTMT) Ratio

Constructs		1	2	3	4	5	6
1	Consumer buying decisions						
2	eWOM	0.823					
3	Email marketing	0.804	0.890				
4	Online advertising	0.736	0.731	0.744			
5	Social media	0.725	0.600	0.719	0.790		
6	Websites (search engine)	0.636	0.701	0.683	0.736	0.707	

4.2 Structural model assessment

The next step of the approach of PLS-SEM analysis is testing the structural model after assessing the overall measurement. The procedure of structural model assessment is highly recommended in the scholarly works in order to test the research hypotheses within this process. As stated by Hair (2017), many essential analytical procedures are used to get the major relevant results and they are assessed to see how good the respective model is. The study has depended on the most applied outputs used to conduct this analysis, which include the path estimates, corresponding t-value as well p-value, which they mostly included in the research works by using the bootstrapping approach as given in Figure 1. The findings presented in Table 4 revealed that all digital marketing channels (Consumer buying decisions, Email marketing, Online advertising, Social media, and Websites (search engine) had a positive and significant effects on the consumer buying decisions ($p < 0.05$), therefore, the respective results supported the hypotheses of H1, H2, H3, and H4 ($p < 0.05$). The results of the moderation effect of the eWOM on the effect of digital marketing channels on consumer buying decisions showed a significant role of the hypothesized research statements.

Table 4
Hypotheses Testing

Hypotheses		Beta	T-value	P-value	Result
H1	Online advertising → consumer buying decisions	0.145	2.387	0.017	Supported
H2	Social media → consumer buying decisions	0.016	2.257	0.018	Supported
H3	Emails marketing → consumer buying decisions	0.433	4.925	0.000	Supported
H4	Websites (search engine) → consumer buying decisions	0.356	3.608	0.000	Supported
H5	Moderating effect of eWOM	0.251	2.625	0.000	Supported
R ² for consumer buying decisions				0.80	
Q ² for consumer buying decisions				0.57	

Furthermore, Hair et al. (2017) indicated that a test important to be present in the study related to the variance explained at the endogenous called coefficient of determination which symbol (R^2) and the cross-validated redundancy (Q^2) significantly to be assessed and stated to evaluate the quality of model for prediction. The gained results of the structural model explained 80.5% of the variance in consumer buying decisions. Because the findings had ranged from 0 to 1, the structural model data indicated a good explanatory power (Shmueli et al., 2019). In addition, to confirm the model goodness for predictability, the value of Q^2 for the dependent (endogenous) variable should be more than zero as presented in Table 4, so the value of Q^2 of the current study confirmed this assumption with a level of greater than zero.

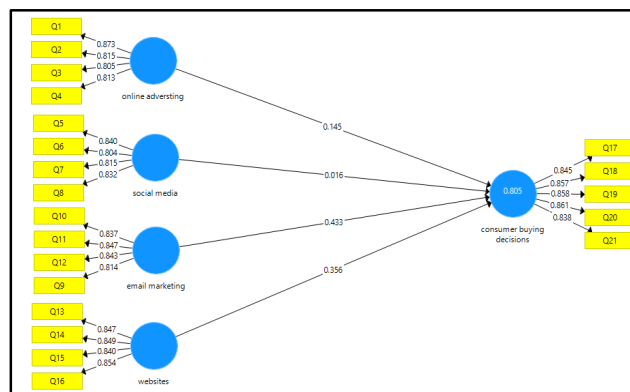


Fig. 1. Structural Research Model

5. Discussion

This study set out to address the role of channels of digital marketing influencing the buying decisions of the consumers with the mediating effect of the eWOM in Jordanian markets. More precisely, the study also focused on exploring various channels of digital marketing such as social media, emails marketing, websites, and online advertising. Not surprisingly, the findings associated with the effect of the eWOM demonstrated a familiarity and bidirectional interaction of this factor during the development revolution in the communication at social media, and the effects of the others consumers' experiences with a particular product. The study data was collected in only one context, the country of Jordan, thus no comparison was conducted among other different settings. Even though 267 responses from different industries like FMCG, restaurants and fashion retailing were collected, the incomplete responses were skipped during the analysis phase of the study. This resulted in excluding around a total of 12 responses and left 255 valid and suitable responses. As expected, the majority of the participants came from males, which accounted for 78%, and the largest age range was 20-29. When they asked about the educational level of the participants around half of them replied that they had finished secondary degree school. On other hand, the descriptive analysis showed that all measuring items were within normal distribution. The results further indicated that the social media users are mainly prone to depend on the comments they receive from friends or family members. Becoming more informed by others who the consumers know them with lower doubt of reliability.

On the other hand, the chances to interact with the reviewers of the comment are available particularly among the common communication channels such as websites of the companies and social media platforms. This provides a better understanding that the most of these channels are ultimately considered the means of effective communication to gain a lot of information on a certain product or service over the social media channels. When compared with the familiarity factors, it could be understood that the study sample takes recognition of the immediate concluding whether the comments are reliable and can provide most valuable recommended information that is needed without less efforts of communicating. The most of variables analyzed were expertise with the popularity of the products or services on the search engine and social media. The findings of these factors' variables have presented that even if they are not considered as a key important of the familiarity factors in the digital marketing topic. In addition, the roles are not as influential as being able to interact with the commenters. The statistical analyses have also revealed and proven that the significant role of the numerous involved digital marketing channels in this study are different in terms of the source information reliability which also influence the buying decisions. The bidirectional communications on social media and other sources are the popularity of the products for consumers. In addition, the level of difference in terms of the effects of the company's websites during the search engine as well as email marketing were found to be also significant.

Having a close look at the findings, it can conclude that the diversity of involvement within several sources of information generally available for all people enable the future consumers to be more informed and aware prior to making a purchase decision through exploring the other experiments and their views with this product. eWOM also has been growing concerned in this issue which has been proven to have a great role and influence on the buyers' decisions. This result is fundamentally in line with the previous relevant studies (Hu, 2015; Moran & Muzellec, 2017) which also confirmed this aspect in this business and called for more focus on the feedback of the consumers to ensure positive WOM which this in turn lead to attract potential customers. The findings of this work are also a mix of agreement as well disagreement with the previous existing literature. While some analyses of variables are consistent with the others' results some showed insignificant effects e.g (Rehman, Ilyas, Nawaz, & Hyder, 2014). In light of the significance of the factors, the findings support the assumptions discussed in the literature and in line with the discussion of the literature to point out that the communication in the digitalization era and the comments that come from close friends and family members are essential and influential factors that shape the decision making process of the customers and readers using the modern communication tools like social media. The companies can reach larger audiences through creating effective context on the digital marketing channels. Thus, today's companies should create ways that can motivate and urge the future purchasers to establish content that presents how to get a satisfactory level with the products. In short, the companies should also not compete with the users generated the review and content but instead they have to focus on spreading positive experience and communication of the products awareness (Schivinski & Dabrowski, 2016).

The results have given weight to questions linked to the importance of the communication and comments on the social media and the implications on the consumers' decision-making. The results of the study confirmed that the most of participants would make up their purchases based on the available discussions and reviews of their different acquaintances. Moreover, it was stated that the active consumers among the digital marketing tools like social media recommend a particular product or service and provide their experience freely on a regular basis. The ways that the buyers share and obtain their opinions are evolving rapidly. During the advanced technological development, the customers have the wish to be involved within social relationships in which they could share and convey their perceptions and opinions about an item. They prefer and hope to have timely access to the organizations' items and they can make a purchase decision. To make this possible, a need to create a two-way relationship in terms of the findings and discussion to be consistent with the current trends of modern marketing. The analysis also suggested that the freedom of being a contractor and commenter is an advantage for both of the social media readers and commenters. The effectiveness of the commenters' comments and expertise on others to make their purchase

decision rely on the actual and honest commenting on these sites and the degree of adopting this opinion and review also required trusted sources and more social members they fundamentally influence their close people.

As a result of the advanced modern marketing methods and tools, the internet revolution helps the marketers to closely connect and interact with customers more easily from one place to another. eWOM can also be interacted by several online forms, since the individuals can search for a lot of information and feedback about certain products and services to support and guide their possible purchasing decisions from many sources. Through exploring and reading online opinions associated with these products and services that were posted on the internet, the findings proved that individuals gain and receive some key information from different types of people who share their real purchase experiences. During their posting, they tell others with their experiences of using a product or evaluate a service provider, thus they are advisors to the potential customer by adding their own both positive or negative perceptions and attitudes about the products and services in a story of experience. It is most common for the consumers looking for prior opinions and evaluation before buying intangible products or services and read carefully the posted actual experiences of the consumers. Agreed with the literature, present their research results, the findings that online positive comment is significantly influenced and increases the sales volume of a business underpin the efforts of the firms to be more involved with non-traditional marketing tools and ways for greater both financial and non-financial outcomes. In the post-purchasing phase, the consumers who enjoyed and had a satisfactory experience may frequent the purchases of the products and services and share this satisfactory experience with others. The process of sharing and evaluating the products enable the future consumers to obviously make a lower risky decision and benefit from other's experience freely without afford any losses or opportunity to make a worn purchase decision.

6. Implications

Theoretically, the study conceptualized sets of concepts together within a unique research framework in a contextual setting to address an emerged issue in the digital marketing field. As the study does not develop a theory, rather discuss the changes in the marketing strategies integrating among the modern business. The marketers through the respective results of this study would hold more concern with the significance of diversifying the marketing tools to reach out their target consumers. However, the study supported the theories associated in this topic, which determine the influencing factors of consumer behaviors and how they make their own decisions and respond to the advanced marketing tools. This work has further confirmed a significant relationship between digital marketing channels and consumer buying decisions in Jordanian markets and supported the role of eWOM in this relationship. Moreover, the unique characteristics of the digital tools that have information accessibility might modify the consumers' behavior that follows another-based decision making.

Practically, the study results provide a buying decision support framework for the channel choices in digital marketing, and the important decision support issue requires to be tackled since the marketing channel choices have been made. The study believes the classification framework helps the marketers to understand the decision support requirement in using the various digital marketing channels. For example, high product customization generally needs comprehensive profiling and advanced tools in order to identify and target the key consumers. A good, sophisticated tracking tool also needed to monitor the changes among the consumers' preferences to necessarily maintain the flexibility of digital marketing channels. Marketing managers should perceive their buyers' profiles and the changes happening in their behaviors. The customers have different sets of attributes, and their behavior has changed toward digitalization, which also changes the marketing techniques to transform a digital application to retain current customers and attract new ones.

7. Conclusion

This research has successfully met its stated objectives to identify the role of digital marketing channels on the consumer buying decision with moderating effect of eWOM. The main findings revealed the elements of digital marketing channels had a significant positive role with consumer buying decisions. A subsequent moderating analysis showed that e-WOM moderated the relationship between the respective study variables. Among all the elements of digital marketing channels, email marketing has the strongest relationship with consumer buying decisions and most effect on buying decisions of the consumers. However, the relevance of eWOM had also a positive significant value of the beta coefficient, which indicates the significance impact on consumer buying decisions. Based on these findings, it is important for modern marketing practitioners and marketers to focus and pay more attention to their consumer e-WOM's social media communication and reviews about their products and brands, as the more social media positive reviews are, the more consumers buying decisions are influenced. The company can also set up a section on their websites with some previous customer evaluation and testimonials about the products they are selling, with some evidence like photos. This may enhance the future potential customer confidence about these products. Furthermore, another important element of digital marketing channels, so, the marketers must be more aware and sensitive to the issue of e-WOM through the social media like the false reviews and opinions posted by some irresponsible individuals would negatively influence the reputation of the business.

The marketing implications for practice provided by this research must perceive the buyers' profiles of the digital used channels and the way the consumer's attitudes and behavior has changed. Today's customers have various sets of attributes, and their behaviors have largely changed to include digital aspects. Through the post-purchase decisions, these changes will

change the businesses to transform a consumer into a devoted customer and turn to be loyal to the product or brand. The marketing managers must compel the initiated methods to retain customers through resolving their complaints. The recommendation for marketing managers is that they should progress the methods of consumer decision making due to the digital environments, and the consumers will create decisions to buy a product depending on their peer experience which has a role to decide since the people don't prefer to take a risk and be involved in a wrong buying decision. In essence, the business has got to integrate a new marketing approach to succeed in consumers' intents at the moment that the factors impact their choices. The future research recommendations assume the research might be conducted, taking into consideration a wide newly extracted channels and factors in the scope of digital marketing. It might also be contrasted to these analysis results to identify possible variations. Future analysis also would be accomplished with entirely diverse sectors and populations over different markets, and customers. The limitations of the current study would restrict the generalizability of the results to other contexts, and it is limited only to the proposed constructs being analyzed and the stated interrelationships between these constructs and the interested examined industry.

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