Impact of online marketing tools on customers' purchasing decisions

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CHRONICLE	ABSTRACT
	The purpose of this study is to explore how various online marketing tools, including Content Marketing, Email Marketing, Social Media Marketing, and SEO, affect customers' decisions to purchase Internet services. The study utilized a survey distributed through simple random sampling, with 410 questionnaires given to Zain Telecom customers in Zarqa city. After excluding incomplete questionnaires, 385 were analyzed using multiple regressions, descriptive analysis, and reliability tests. Results showed that all independent variables had a significant impact on customers' purchasing decisions of Internet services, with Email Marketing having the strongest relationship. The study recommends further investment in Email Marketing strategies to improve customer retention and acquisition.

1. Introduction

Today, businesses can take advantage of amazing opportunities in online marketing. Businesses can increase the number of their customers, attract them, and be able to increase their Return on Investment (ROI) by using a variety of online marketing tools in addition to simply sharing their products and services online. Online marketing strategies have replaced traditional marketing strategies as markets and technologies have advanced and become more fiercely competitive with the use of the internet (Alnsour et al., 2018). Furthermore, a sizable portion of the global market is covered by online marketing, which also includes business models that use digital technologies to expand companies' markets while reducing costs (Rafiq & Malik, 2018). Customers are more satisfied with online shopping than with traditional marketing, and they perceive it as being safer. This gives online marketing a greater potential for business growth in the future (Alzyoud, 2018). In addition, every year new customers enter the market in Jordan for Internet marketing, which provides marketers with a promising opportunity to market their products through Internet marketing, as it is known that consumers carry their mobile phones constantly wherever they go and thus they can access anything and at any time. Online marketing is also regarded as a new approach to advertising and offers businesses growth. Jordan's mobile market is one of the fastest growing because of the rise in middle-class users. Millions of people are expected to use it over the following decades. As a result, studies on advertising on digital platforms will greatly affect how business is conducted. Therefore, online marketing is seen as a marketing strategy that develops with technology and offers businesses novel ideas to try. Additionally, marketing activities conducted through digital channels give marketers the chance to speak with potential customers directly, regardless of where they are in the world. Additionally, online

marketing uses a number of channels, such as social media, websites, multimedia ads, online advertising, E-marketing, and mobile marketing, to reach the desired target market (Garg et al., 2021). To get the data they require from customers, marketers can, however, conduct online surveys. They can then analyze the responses and take the necessary actions based on the responses to meet their needs. Finally, this study evaluated online marketing tools for marketers, including Content Marketing, email marketing, social media marketing, and SEO. It examines how these tools affect the customers purchasing decisions of internet service of Zain telecom in Zarqa city – Jordan. Due to Jordanians' increasing comfort with the internet and a digital lifestyle, businesses must prepare for the future of online marketing. As consumer behavior changes, businesses must also redesign their digital marketing campaigns.

This study aims to evaluate how online marketing tools affect Zain customers' purchasing decisions of Internet services in the Jordanian market. By focusing on four online marketing tools—content marketing, email marketing, social media marketing, and SEO—the study will fill a gap in the scant body of literature on the impact of these tools on customers' purchasing decisions in the Jordanian market.

2. Literature Review

2.1 Online Marketing tools

Modern Jordan has seen a rise in the importance of online marketing and marketers use this new kind of marketing strategy to boost sales of products and services. As a result of the expansion of online marketing, businesses and brands now use different online platforms and technologies for their marketing efforts (Rai, 2018). People, instead of visiting physical stores, use digital devices and, as a result, the most widespread and effective marketing campaigns are online (Khanfar et al., 2022). This is because digital platforms have been gradually integrated into marketing strategies and people's daily lives.

Content marketing involves the production and dissemination of relevant and valuable content to attract, acquire, and engage with a target audience, and build brand loyalty (Lou & Xie, 2021). This definition emphasizes the significance of creating and disseminating useful content that promotes user interaction. It aims to create a long-lasting profitable partnership for both parties, as opposed to just immediately increasing sales (Pulizzi, 2014). By attracting, involving, acquiring, and keeping customers with relevant content marketing, brands can create value and high financial revenue. A specific audience is targeted when creating valuable content, and content marketing is the process of distributing that content to that audience through interactive, syndicated, and targeted channels (Content Marketing Institute, 2019). Since the goal of content marketing is to increase a company's profitability, relationship marketing principles (attracting and retaining customers) are also used in this process. In fact, Pulizzi (2014) emphasized the distinction between the production and sharing of online content and content marketing, pointing out that the latter reflects the goals of the organization in terms of commerce or finances.

Email marketing is a technique used in digital marketing for timely delivery of orders or personalized letters to the same recipients. According to Ugonna et al. (2017), companies can use email to send messages that are specifically suited to the requirements of their clients. Email marketing is another type of direct marketing that links audiences (Lodhi & Shoaib, 2017). Sending emails or disseminating sales-related information are both part of email marketing, Email marketing can broadly be defined as any email sent to clients, whether they are present or future customers (Rai, 2018). For firms utilizing marketing technologies, email is a crucial method of communication since it enables them to connect brand value recommendations with the desired target market. Customers can also contact organizations' upstream departments via email (Reimers et al., 2026).

Social media marketing, which makes it quick and simple to target niche markets, is gaining popularity. Another way that social media marketing can be broadly defined is using social media platforms to promote a company and its goods (Bansal et al., 2014). According to (Omar & Atteya, 2020). A subset of online marketing activities, such as email newsletters and online advertising campaigns, can be thought of as supporting this type of marketing. As a result, new and improved channels for businesses are being developed through this new outreach and marketing strategy. Since analytics applications have been adopted by the official social networking website platform, the insights that social media marketers are currently receiving have improved and gained more impact (Nur, 2021; Al-Shaikh & Khanfar, 2023). Lastly, the term "social media" refers to any software platform that encourages and facilitates discussion participation. Thus, prevalent social media websites like Facebook, Twitter, LinkedIn, and YouTube are examples. Social media platforms currently serve as a conversational space for both consumers and businesses. Furthermore, businesses are now utilizing social media to draw in customers (Budiman, 2021; Khanfar et al., 2022).

Search engine optimization: According to Kaukoranta (2015), SEO promotes more and better search engine traffic. The visibility of a website is improved by using organic search engine results. This approach is also known as search engine optimization. Is the process of building websites that perform well for specific keywords? Additionally, while we are doing this, we may use better keywords to improve the quality of the organic search results to increase the quantity of website visitors (Iskandar & Komara, 2018). There are many different strategies for using SEO, but the two main strategies involve the on-page and off-page elements. Everything that takes place on a website that is under the owner's control is called on-

page SEO of the website, including the heading, content, images, and meta description, are evaluated (Lopezosa et al., 2020). Sekaran (2023) asserts that a website must be user-friendly, offer original content, and have a well-written Meta description to rank higher and receive significant traffic from search engines. Additionally, longer content on a website takes longer to read, which further increases the amount of time spent there. According to Kaukoranta (2015), this phenomenon frequently elevates the website in search results.

2.2 Customers' purchasing decisions

Buyers consider the advantages and disadvantages of various options before deciding. Customers favor certain brands over others when purchasing goods and services (Stefan, 2019). According to Kotler and Keller (2014), the process of choosing before making a purchase is known as a consumer's buying decision, and it begins as soon as the consumer indicates their willingness to do so. The consumer then decides where to make the purchase, the brand, model, size to be purchased, when to make the purchase, how much can be spent, and how to pay. Where the marketer tries to sway each of these choices by supplying data that could be considered consumer evaluation. Numerous factors can influence a customer's decision to buy a good or service. Purchasing decisions involve five steps that must be recognized: information search, alternative evaluation, purchasing decision, and post-purchasing behavior.

2.3 Research Hypotheses

The following hypotheses were enhanced & developed based on reviews of the literature & the theories listed above:

H_1: *Content marketing significantly has an impact on customers' purchasing decisions of Internet services.*

H_2: *Email marketing significantly has an impact on customers' purchasing decisions of Internet services.*

H_3: *Social Media Marketing significantly has an impact on customers' purchasing decisions of Internet services.*

H_4: *Search engine optimization (SEO) significantly has an impact on customers' purchasing decisions of Internet services.*
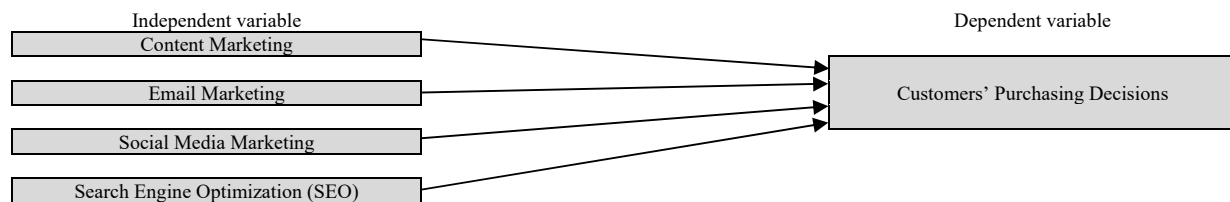
Fig. 1. The proposed study

3. Study Methodology

This study contains a survey of people who purchase internet services of Zain telecom Company in Zarqa city. The methodology of the study includes sections on survey design, reliability findings, sample size and method, population, and study design. The study will concentrate on the online marketing tools, particularly how Content marketing, email marketing, social media marketing, and SEO impacted on customers' purchasing decisions of Internet services. These four hypotheses have been proposed to explain relationships between independent variables and the dependent variable of customers' purchasing decisions. The study tries to ensure that the survey is understandable. Customers of Zain Telecom Company were made aware of the goal of the study and asked for feedback on the questions; a few respondents pointed out that some words were unclear. Aside from these comments, the pre-test survey results indicate that the questions are factually correct, precise, and easy to understand. Unclear words were removed after the pre-test, according to Mohr (1990), suitability samples are the most popular type of sample design in humanities research because it allows for the use of an accurate database and statistical system. This model design approach can also be used in service marketing. All customers of Zain Telecom's internet services make up the study's population. Only 385 of the 410 questionnaires distributed to Zain telecom customers in Zarqa city were returned; the analysis was done using those 385 responses. The number 385 is regarded as suitable for data analysis (Sekaran, 2023).

4. Survey Designing

To gather data, surveys were designed. Three sections make up the survey, the first of which contains the demographic data of the respondents, including their gender, age, education, salary, and marital status. A Likert scale was used to measure the independent and dependent variables, which is a measure that is commonly used in both the sciences (marketing and the humanities). The second section includes (28 questions) to measure the independent variables (Content marketing, email marketing, Social Media marketing, and (SEO), while the third section includes (8 questions) to measure the dependent variable, the customers' purchasing decisions. However, according to most researchers, using a 5-point style is just as effective as using any other (Churchill & Iacobucci, 2004).

5. Reliability Test

The reliability threshold of 0.70 is met by all the calculated variables. There is a list of each variable's Cronbach's Alpha in Table 1 a high level of reliability is indicated by all variables. There are five distinct categories, as shown in Table 1.

Table 1
Reliability Analysis

Variables	Item number	Cronbach Alpha
Content marketing	7	0.81
email marketing	7	0.79
Social Media marketing	7	0.83
SEO	7	0.74
Customers' purchasing decisions	8	0.82

To assess the accuracy of the information gathered. The recommended range for Cronbach's alpha is greater than 0.70 (Hair et al., 2006), is the last technique for verifying the consistency of the overall scale of the current and selected conditions. The study used Cronbach's alpha to evaluate item reliability. The calculated Cronbach alpha, as displayed in the table above, ranges from 0.750 to 0.840, which is a very good result. Table 2 presents the summary of some basic statistics.

Table 2
Means and Standard Deviations

Variables	Mean	Std. Deviation
Content marketing	4.03	0.584
email marketing	4.15	0.519
Social Media marketing	3.64	0.814
SEO	4.11	0.433
Customers' purchasing decisions	4.16	0.587

By using the participants' descriptive evaluation as a study variable, one can describe or explain the participants' evaluation, descriptive analysis was used to analyze the data. The participant's evaluation criteria were also determined using an analysis of the participant's responses that is descriptive and average value scores. Finally, the minimum and maximum scores for this study were calculated as an interval evaluation, as shown in Table 2. The mean and standard deviation of each variable for 385 valid answers were examined in accordance with the data in Table 2. The variable with the highest mean score, which represents customers' purchasing decisions based on participant responses, was used to calculate the results. The results also demonstrate that email marketing is the most crucial variable. The high means suggest that participants agree that these factors have an impact on buying decisions. Finally, these results showed that there is a significant connection between purchasing decisions made by Zain telecom customers of internet services.

Table 3
Results of multiple regression analysis to test the main hypothesis

Dependent Variable	R	R^2	F	DF	SIG	Independent Variable	B	T	SIG
				4		Content marketing	0.302	0.264	0.401
Purchasing Intentions	0.641	0.404	89.219	356	0.000	email marketing	0.442	4.25	0.000
				367		Social Media marketing	0.205	0.122	0.054
						SEO	0.221	2.86	0.000

A statistical technique known as multiple regression analysis can be used to determine the relationship between the dependent variable and the independent variables (Saunders & Lewis, 2012). As it gives information related to the effect of each variable

on the general model as well as the effect based on each variable, in addition to identifying each variable distinguished in the model. In this study, multiple regression analysis was used to assess the predictability of the attributes of online marketing tools (See Table 3).

6. Conclusion

This study highlights the impact of various online marketing tools, including Content Marketing, Email Marketing, Social Media Marketing, and SEO, on customers' purchasing decisions of internet services provided by Zain Telecom Company in the Jordanian market. The findings demonstrate that all independent variables have a positive impact on customers' purchasing decisions, with Email Marketing being the most significant tool among the four. The study suggests that marketers should reevaluate the tools that target users, as customers seek more information to compare different products and alternatives before making a purchase. However, it is important to note that the study was limited to Zain Telecom customers only, and future research on larger sample sizes and other online marketing tools is recommended to obtain more accurate results. Overall, this study contributes to the body of knowledge on online marketing and its impact on customers' purchasing decisions in the Jordanian market.

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