

## The impact of digital advertising channels on the customer buying behavior: The moderating task of advertising strategies

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### ABSTRACT

Regulators and recent academics are now paying attention to digital marketing because it has become a complete marketing resource that might propel a firm toward success. As a result, the current study explores the impact of several digital advertising channels, including mobile, e-mail, and digital retargeting, on customer purchasing behavior in the Information Technology (IT) business in the UAE. The current research also examines the moderating effects of marketing tactics at the intersection of mobile advertising, digital retargeting, e-mail marketing, and customer purchasing choices in the IT sector of the UAE. To collect data for this study quantitatively, questionnaires were employed to solicit information from respondents, which was then analyzed using smart-PLS. The findings showed that digital retargeting, mobile, and e-mail marketing positively affect customer purchasing behavior in the UAE's IT sector. The results also demonstrated that marketing tactics drastically reduced the associations between mobile, e-mail, and consumer purchasing decisions in the UAE's IT sector. This study gave policymakers recommendations on better focusing on digital advertising, which could boost the organization's success.

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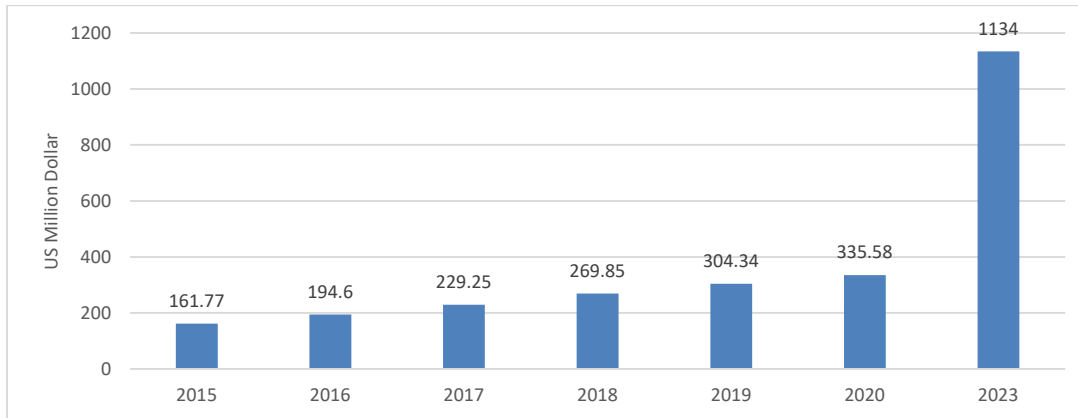
## 1. Introduction

The effort to market the company's goods and services influences its competitiveness with other businesses (Hanaysha, Abdullah & Ghani, 2016). An organization's primary goal is to make money, but this goal cannot be achieved until all items, whether bought or made, are successfully sold. In this day of intense competition, businesses that need help to market their goods and services find it difficult to compete with competitor corporations. Even without fair trade of goods and services, it is challenging for businesses to thrive (Key & Czaplowski, 2017). Even though the manufacturing of products and services providers has high quality and improvement, the business's success can only be achieved with effective sales. Consumer purchasing intentions impact sales of business products and services. Sales of the items and services are high when many customers are interested in purchasing the goods and services of the specific company organization. According to the research, every company is acting to increase customer purchasing intent and quicken the pace at which goods and services are sold (Télléz, 2017). These initiatives included raising the standard and ingenuity of the goods or services and advertising them, raising consumer awareness of the brands, expanding the audience while avoiding border restrictions, clearing the delivery routes in front of the audience, and enhancing customer service. The consumers' purchasing intent can be increased carefully by taking crucial steps to help market goods and services (Olson, Slater, Hult & Olson, 2018). An efficient method of promoting products and services has been made possible by using digital components and platforms. Several businesses have shifted their operations to digital platforms or devices during intense competition in the business sector to increase marketing for their goods and services. Using online advertising channels is an efficient way to influence buyers purchasing decisions for certain products (Aziz, 2020). Digital promotion is a subset of traditional promotion that uses the internet and other online-based devices, including computers, mobile devices, and digital media and platforms. The 1990s significantly transformed how businesses use technology to sell their goods. Digital selling and buying campaigns have prevailed thanks to integrating

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digital media and platforms into daily life, particularly in marketing strategies. These campaigns incorporate campaign marketing, Search Engine Optimization (SEO), content automation, Search Engine Marketing (SEM), social media optimization, content marketing, influencer marketing, and e-commerce advertising. Moreover, digital marketing encompasses offline mediums, including TV, on-hold cell ringtones, mobile phone messaging, and callbacks that provide digital media (Holthof, 2016). Digital advertising is distinguished from internet advertising. The relationship between companies and customers has improved because of the introduction of digital marketing channels. The contact between the business's digital representatives or influencers and consumers influences the consumer's mentality, interests, values, and behaviors, providing an appealing way for the consumer to be inspired to purchase the goods and services (Nayal & Pandey, 2020, Nuseir & Aljumah, 2020). As a result, expenditure on digital marketing is rising with time. Fig. 1 shows the highlights of UAE spending on digital marketing.



**Fig. 1.** UAE spending on digital marketing

The research investigates how using digital advertising networks such as e-mail advertising, mobile marketing, and digital platforms impacts customer purchasing intentions for goods and services from the information technology (IT) industry. United Arab Emirates (UAE) was listed as one of the world's most advanced nations in surveys released by specialized local and international businesses in December 2014 (Calinescu, 2019). These surveys show that most UAE residents and citizens are comfortable and joyful. The UAE experiences rapid annual growth in several areas, including the economy, investments, technology, manufacturing, trade, and information. One of the crucial sectors of the UAE economy is the technology sector. This sector generates the supply of IT goods for domestic and international use. IT industry earnings significantly affect economic growth (Charfeddine & Khediri, 2016. Nuseir et al., 2022). Several businesses that provide IT products have succeeded in expanding their markets by utilizing digital advertising channels (Nuseir, 2021a). Numerous businesses advertise and trade their goods and services to customers on a large scale using digital marketing channels like e-mail marketing, smartphone marketing, and others. These businesses communicate with consumers through these marketing channels, encouraging them to purchase their goods and services (Almeida & Banaji, 2019). Considering prior research, this study examines how e-mail, digital, and mobile marketing impact customers' purchasing intentions. Additionally, the study explores how marketing tactics moderate the relationship between e-mails, mobile, and digital advertising and consumers' buying intentions. It supports its ideas with relevant findings, analysis, concomitants, and a conclusion (Buchana et al., 2017).

## 2. Literature Review

Any company's principal aim is to increase earnings, which it may do by effectively marketing and selling its goods and services. To compete with competing businesses in the market and to exist, there is a persistent need to determine a high advertising level (Hanaysha, 2016). The consumer's intent to purchase determines how a business marks its goods and services (Bang, Joshi & Singh, 2016). Some marketing initiatives may have influenced consumers' purchasing intentions for a brand's commodities. Customers' interests, values, thoughts, and behaviors influence their purchasing intentions. Customers' interests, thoughts, values, and behavior can be impacted by using digital promotion platforms, which can encourage them to purchase (Aljumah et al., 2022). Many elements, such as digital marketing channels, influence consumers' purchasing inclinations. Many studies have examined how consumers' purchase intentions and, consequently, the marketing of goods and services are influenced by digital marketing channels (e.g. De Pelsmacker et al., 2018). The following research supports the study, which looks at the digital advertising channels influencing customers' purchasing intentions. One of the most well-liked and effective forms of marketing in the contemporary business sector is e-mail marketing. It uses electronic mail to transmit a commercial message, typically to a group of individuals. The tendency of brand businesses to utilize e-mail services for advertising their products results in a phenomenal rise in customers as it influences clients' propensity to make purchases. E-mail marketing messages are delivered to clients to inform them of the new product designs and the upgraded quality characteristics of the goods and services. These understanding sparks customer's purchasing intentions because most individuals seek innovative products to maintain their social grounds and better suit their wants (Aljumah, 2021). Using e-mail as an advertising tool allows businesses to influence their audience through their message and communication positively. They encourage clients to

prefer their brand over competing ones through courteous interactions. By having frank conversations with potential customers via e-mail messaging, businesses can establish positive relationships with them. These relationships impact their future purchasing intentions. The company representative communicates with customers via e-mail to provide detailed information on the selling process, price, payment method, delivery schedule, and order status. The courteous and cooperative manner of the company personnel when presenting these details to the clients has a good influence on the consumer's thinking (Nuseir et al., 2020). It ends in their positive purchasing intent for this product. From an economic standpoint, using e-mail to communicate with clients is advantageous because they do not have to visit the business again. That reduces their transportation costs. When purchasing from these companies through e-mail, a high-quality commodity is offered at a minimum cost. Thus, people favor purchasing goods from these businesses (Hanssens & Pauwels, 2016, Aljumah et al., 2023). We can speculate the following based on the debate above:

**H<sub>1</sub>:** *E-mail marketing has a favorable impact on consumers' purchasing intentions.*

Mobile marketing constantly expands in evolving economies. It is a multi-channel online advertising strategy that aims to connect with a specific audience via SMS and MMS, e-mails, websites, social networks, or other apps on smartphones, tablets, or other appropriate devices (Fritz et al., 2017; Nuseir et al., 2022b). Mobile marketing's primary goal is to advertise products and services, which has improved their overall marketing. In several parts of the world during the past years, SMS advertising has developed into legitimate promotion. In contrast to e-mail, using SMS to promote sales is quicker because it does not require an internet connection for customer involvement. Hence, businesses can communicate with customers about new product plans, features, and offers via SMS. Offers can be presented automatically or on demand (Aljumah et al., 2023; Alshawabkeh et al., 2021). Furthermore, during the sharing process, the business's buyers' services and courteous and fair dealings gratify the consumer's attitudes regarding doing business with the company (both socially and economically) (Nuseir, 2021). As a result, mobile promotion can encourage people to purchase the company's goods and services, which generates significant marketing revenue (Donaldson, 2016). Businesses that utilize multiple digital media options, like Instagram, Twitter, websites, and Facebook, could motivate the buyer's purchase intent through online content, consumer engagement, voice sharing, and reach and impression. The target audience is impressed by the positive comments, likes, favorable impressions, and ratings of the postings, which creates a strong desire to purchase, leading to the advertising of relevant commodities (Berman, 2016; Alsayed & Aqel, 2022).

**H<sub>2</sub>:** *Mobile marketing positively influences the consumer's buying intention.*

The efforts of the business to develop a marketplace for its products using digital marketing is a more effective method of motivating customers to purchase them. To market goods and services, digital marketing uses the internet, and digital techs, including computers, smartphones, and other digital media platforms (Elsaadani, 2020). Using these technologies that rely on the internet and platforms raises brand knowledge within the target market, enabling buyers to weigh the benefits and dangers of purchasing the product that affects their purchasing choices. Customers are motivated to buy when they receive the right level of brand satisfaction. When businesses use traditional marketing strategies, they can only reach a small percentage of customers that come into direct contact with them. Customers are more inclined to switch to other brands if they need to be made aware of innovative products. A corporation can reach a wide audience using digital media platforms like websites and pages since they distribute various advertisements worldwide. Simply put, we need access to the internet so that we can communicate with folks in remote locations where they cannot physically reach the band. The corporation can persuade more people to purchase its goods and services due to its diverse target audience (Dellaert, 2019). The benefits of having a positive brand image in the eyes of the online audience last for an extended time. Consumers who are satisfied socially and financially with the trademark engage in abundance with the unusual online platforms, leaving more likes, comments, and positive impressions and having a larger share of voice (Nawaz, Ahmadk, Hussain & Bhatti, 2020). This improves the brand's perception across all active social media users and increases their propensity to purchase goods and services. Digital marketing, which uses smartphones, laptops, or tablets, strengthens the bonds between businesses and customers by fostering ongoing communication. This ongoing contact increases consumer knowledge of the brand, offers, and corporate delivery on digital platforms (Jackson & Ahuja, 2016). Consequently, this hypothesis is made:

**H<sub>3</sub>:** *Consumers' buying intentions are positively impacted by digital retargeting.*

A promotion tactic aims to obtain a long-lasting competitive gain by understanding the wants and demands of customers. It is a long-lasting forecasting technique and a plan for commercial entities. Before developing these marketing strategies, a situation must be understood and evaluated, and a market-oriented competing rank that complements firm aims and advertising objectives must be chosen. The company's advertising initiatives are part of its marketing strategy, and its success impacts buyers' values, interests, and behavior (Lin, 2020; Injadat et al., 2023). These influence consumers' intentions to purchase specific goods and services. As an illustration, the advertising strategy to increase the product and service market develops content and activities that inspire customers' interest in the items and services and invoke their purchasing intention. E-mail marketing allows you to communicate with customers and keeps you in touch with them all the time. Hence, by encouraging customers to purchase, a marketing firm can advertise items and services using e-mail marketing. The nature of marketing tactics similarly influences how mobile marketing elements are implemented to boost sales. The effective use of mobile media and gadgets is encouraged by marketing techniques, which bring in more buyers. The promotion objectives and tactics

outlined in the advertising strategy support using digital platforms and media effectively to market and publicize our products (Erkan & Evans, 2016).

**H<sub>4</sub>:** Marketing tactics moderate the relationship between e-mail marketing and customers' intent to purchase.

**H<sub>5</sub>:** Marketing tactics moderate the relationship between mobile marketing and customer purchase intent.

**H<sub>6</sub>:** Marketing tactics moderate the relationship between digital retargeting and customers' purchase intentions.

### 3. Research method

This research investigates the influence of mobile and e-mail advertising and digital retargeting on buyer purchasing behavior and the moderating effects of marketing tactics at the intersection of e-mail advertising, mobile promotion, consumer purchasing behavior, and the IT industry in the United Arab Emirates. In this study, questionnaires were utilized to solicit data from respondents as part of the quantitative approach to data collection. Purposive sampling was used to choose the respondents, and the marketing staff members of the UAE's IT sector were chosen because they have sufficient expertise in digital marketing. About 540 surveys were sent to them, and they received the questionnaires personally and via mail. Two hundred ninety-five surveys—or around 54.63 percent of the total—have been submitted after one month. This study also used smart-PLS to evaluate the measurement model's validity and reliability and the structural model's assessment to determine the correlations between the variables. The smart-PLS has been used, given the sample size and the framework's complexity (Hair Jr, Babin & Krey, 2017). CBD (stands for Consumer Buying Decision) has been utilized as a dependent parameter in this study with seven things. M.S. (for Marketing Strategies) has been utilized as the moderating parameter with five components. Three forecasters have also been employed, including digital retargeting (D.R.) with five elements, mobile marketing (MM) with four things, and e-mail marketing (EMM) with six things. Fig. 2 displays these factors along with the related correlations.

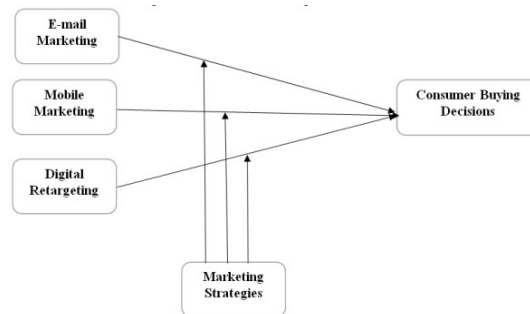


Fig. 2. Theoretical model

### 3. The results

This study analyzed convergent validity. The values showed that the alpha and composite reliability (C.R.) figures are not below 0.70, and the loadings and AVE figures are not below 0.50. These numbers demonstrated a strong association between the things and convergent aspects. Table 1 includes the numbers.

Table 1

The results of the convergent validity

Constructs	Items	Loadings	Alpha	CR	AVE
Consumer Buying Decision	CBD1	0.808	0.889	0.92	0.69
	CBD2	0.818			
	CBD3	0.854			
	CBD6	0.817			
	CBD7	0.863			
Digital Retargeting	DR1	0.88	0.909	0.94	0.79
	DR2	0.879			
	DR3	0.888			
	DR5	0.896			
E-mail Marketing	EMM1	0.912	0.944	0.96	0.78
	EMM2	0.823			
	EMM3	0.905			
	EMM4	0.904			
	EMM5	0.912			
	EMM6	0.846			
Mobile Marketing	MM1	0.958	0.966	0.98	0.91
	MM2	0.943			
	MM3	0.952			
	MM4	0.959			
Marketing Strategies	MS1	0.885	0.845	0.82	0.54
	MS2	0.67			
	MS3	0.677			
	MS4	0.677			
	MS5	0.675			

The research looked at the relationship between the parameters known as discriminant validity and utilized the cross-loading and Fornell-Larcker analysis. The graphs showed that the statistics showing links with variables were insignificant compared to those with other variables. These numbers showed a little link between the factors and effective discriminant validity. Table 2 and Table 3 both include these values.

**Table 2**  
The summary of the results of Fornell Larcker

	CBD	DR	EMM	MM	MS
CBD	0.832				
DR	0.371	0.886			
EMM	0.507	0.385	0.884		
MM	0.408	0.384	0.47	0.953	
MS	0.325	0.335	0.394	0.746	0.732

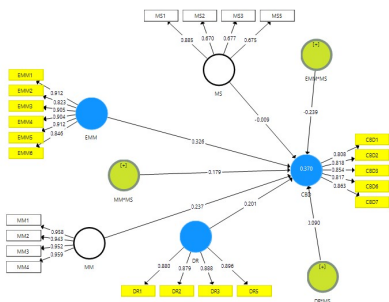
**Table 3**  
The summary of the results of cross-loadings

	BD	DR	EMM	MM	MS
CBD1	0.808	0.295	0.473	0.378	0.333
CBD2	0.818	0.306	0.455	0.35	0.288
CBD3	0.854	0.285	0.369	0.296	0.242
CBD6	0.817	0.335	0.392	0.33	0.214
CBD7	0.863	0.321	0.402	0.33	0.261
DR1	0.341	0.88	0.307	0.322	0.313
DR2	0.339	0.879	0.351	0.35	0.276
DR3	0.327	0.888	0.34	0.33	0.289
DR5	0.305	0.896	0.369	0.359	0.308
EMM1	0.447	0.34	0.912	0.391	0.331
EMM2	0.465	0.328	0.823	0.434	0.362
EMM3	0.446	0.345	0.905	0.445	0.356
EMM4	0.453	0.339	0.904	0.44	0.352
EMM5	0.434	0.336	0.912	0.381	0.327
EMM6	0.438	0.351	0.846	0.4	0.361
MM1	0.399	0.338	0.448	0.958	0.713
MM2	0.36	0.4	0.444	0.943	0.705
MM3	0.391	0.386	0.448	0.952	0.718
MM4	0.401	0.342	0.453	0.959	0.709
MS1	0.378	0.372	0.458	0.628	0.885
MS2	0.09	0.12	0.134	0.267	0.67
MS3	0.099	0.109	0.081	0.264	0.677
MS5	0.071	0.118	0.113	0.243	0.675

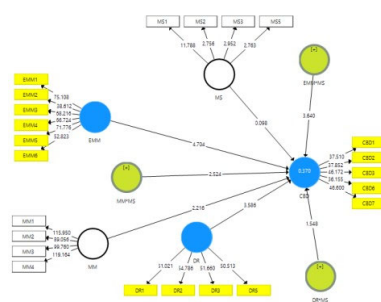
This work utilized Heterotrait Monotrait (HTMT) ratio when testing the discriminant validity aspect. Figs. 3-7 show that statistical HTMT ratios did not exceed 0.85. The numbers showed little link between the factors and the effective discriminant validity. Table 4 includes the numbers.

**Table 4**  
The results of the Heterotrait Monotrait (HTMT) ratio

	CBD	DR	EMM	MM	MS
CBD					
DR	0.411				
EMM	0.548	0.416			
MM	0.436	0.411	0.492		
MS	0.22	0.249	0.266	0.537	



**Fig. 3.** The results of the measurement assessment



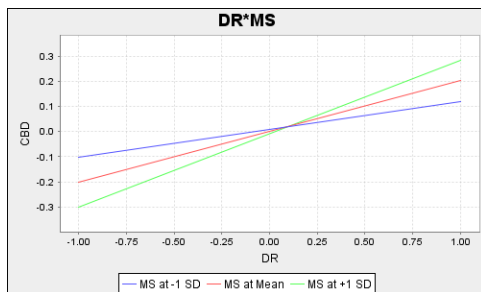
**Fig. 4.** Structural assessment model

Finally, route analysis is used in this study to look at the relationships between the variables. The findings showed that digital retargeting, mobile marketing, and e-mail marketing are all positively associated with consumer purchasing decisions in the UAE's IT sector and accept hypotheses H1, H2, and H3. The findings also showed that H4 and H5 were acceptable and that marketing techniques considerably moderated the relationships between e-mail advertising, mobile promotion, and buyer purchasing choices in the I.T. sector in the UAE. These results also showed that H6 is not supported by marketing tactics, which insignificantly attenuate the relationships between consumer purchasing and digital retargeting decisions in the IT sector of the United Arab Emirates. In Table 5, these connections are listed.

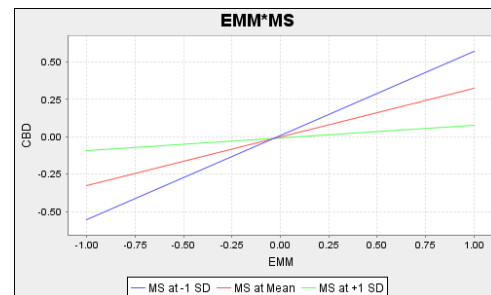
**Table 5**

The summary of the results of the path analysis

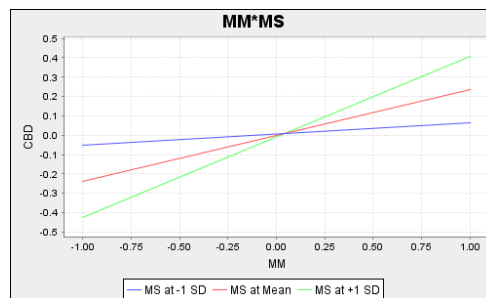
Relationships	Beta	S.D.	T Statistics	P Values	L.L.	U.L.
DR → CBD	0.201	0.06	3.586	0.000	0.105	0.292
DR×MS → CBD	0.09	0.06	1.548	0.062	-0.000	0.185
EMM → CBD	0.326	0.07	4.704	0.000	0.197	0.444
EMM×MS → CBD	-0.24	0.07	3.64	0.000	-0.37	-0.13
MM → CBD	0.237	0.11	2.216	0.014	0.033	0.407
MM×MS → CBD	0.179	0.07	2.524	0.007	0.053	0.262



**Fig. 5.** The results of DR×MS



**Fig. 6.** The results of EMM×MS



**Fig. 7.** The results of MM×MS

#### 4. Results and implications

According to the report, e-mail advertising is the preferred digital advertising strategy. The start and use of e-mail marketing and company transactions with consumers assist businesses in sharing their products and expressing their info to present new consumers to persuade them to purchase their goods (Hartemo, 2016). To improve the company's position in the market, this study investigates how using e-mail to communicate with customers may help. E-mail communication with customers makes it simple to convey firm brand aspects and changes to the characteristics of the goods, let them know about limited-time or recurrent discounts, and provide many buyer benefits. This makes it easier for customers to choose items and services and, ultimately, decide whether to acquire them. These findings are consistent with a previous study by Smadi, Aslam, and Zhang (2018), which found that straightforward and direct communication with customers is essential for influencing their purchasing intentions and choices (Zhang et al., 2017). A simple digital method for interacting with clients and influencing their purchasing intentions and decisions is e-mail marketing.

The study also showed that mobile advertising is a digital promotion channel that positively influences consumers' purchasing choices. Companies may maintain contact with their clients via mobile marketing on smartphones and tablets. It makes it easier for them to communicate with potential customers and their present ones, expanding their marketing budget and influencing their purchasing decisions. These findings are corroborated by a prior study by Mukerji (2019), demonstrating how mobile advertising on websites like Facebook, Instagram, and Twitter helps businesses shape consumer perceptions of their goods and services. Mobile marketing offers businesses the chance to influence customers' purchasing intentions. These findings are backed by a prior study by Scholz and Duffy (2018), which found that using mobile devices for marketing is a less expensive advertising method and a powerful tool for encouraging consumers to make purchases of goods and services.

The study's findings showed a positive relationship between digital media marketing and customers' propensity to purchase. Companies can motivate customers to purchase goods and services by interacting with them through the internet and social media to increase marketing. The earlier research on these outcomes proves this (Kannan, 2017). This study demonstrates that using digital methods of communication is beneficial for marketing because it encourages more consumers to make purchases. These findings corroborate a study by de Ruyter et al. (2018), which found that advertising via digital channels, including Instagram, Twitter, TikTok, Facebook, and mail, can encourage customers to purchase goods and services directly from businesses. The study's findings indicate that marketing tactics moderate the relationship between the e-mail marketing channel and customers' purchasing intentions. These findings are consistent with previous research (Chen, 2018). The creation of promotion approaches stimulates and expands e-mail advertising and consumer intentions to purchase goods and services. It also increases the relationship between e-mail marketing and consumer intentions to purchase.

The findings demonstrated that marketing tactics are an ideal moderator between mobile device marketing and consumers' purchasing intent. These findings are supported by a prior study (Agnihotri, 2019) that examines the evolution of buyers' purchasing intentions through promotion campaigns on tablets and smartphones. Consumers may be more inspired to purchase if the business develops and employs successful marketing strategies. The study's findings indicate that marketing methods have little influence on how consumers' intentions to purchase goods and services are developed in response to digital re-targeting. These findings are corroborated by a prior study (Lettieri, 2020), which suggests that the creation and application of efficient advertising strategies encourage promotion through various digital platforms and improve consumers' purchasing intentions. However, this case needs to be included in the IT sector of the UAE. When successful marketing methods are implemented, marketing using digital platforms can effectively sway customers' intentions to purchase goods and services.

The research has tremendous theoretical value since it contributes to the writings focused on advertising. Three marketing channels have been identified in this study as the main influences on customers' purchase intentions. The effects of e-mail promotion, mobile device promotions, and promotion via various online platforms on the formation of customers' purchasing intentions are examined in this study. This research advances marketing by introducing marketing techniques as a mediator between e-mail promotions, mobile device advertising, and advertising via online channels and the growth of buyers' purchasing intentions. This research gave policymakers recommendations on better focusing on digital marketing, which could increase organizational success. Coupled with the theoretical implications, this research has an experimental one. This study is crucial for businesses that want to improve the marketing of their goods and services since it gives them advice on how to get customers to acquire their goods and services. According to this study, businesses can increase their customer base by encouraging consumers to purchase their goods and services using any marketing channels: e-mail advertising, mobile device promotion, and advertising and sale using digital channels. According to the research, using the right marketing tactics can improve the effectiveness of the marketing channels that influence buyers' purchasing decisions.

## 5. Conclusion and limitation

The study discusses marketing using digital platforms to promote marketing, which is the most significant issue of the modern era. It examines how e-mail advertising, mobile promotion, and digital advertising affect the growth of buyers' purchasing intentions. According to the study, the company's efforts to sell its goods and services via e-mail increase the number of consumers by making them aware of the product features and engaging pleasantly. This marketing method is effective for communicating with clients because it keeps them informed about the progress of their orders and encourages them to remain with the same product. Similarly to this, the majority of established organizations nowadays have included online marketing in their operations. Via convenient mobile devices, they are promoting their goods and services to carry anywhere at any moment. As a result, there is a stronger than before relationship between businesses and customers. This marketing method is useful because it encourages consumers to purchase the goods. The results of this study suggest that utilizing digital marketing methods to advertise a brand is a prosperous approach to attracting a large customer base, as it can effectively reassure individuals that their social and economic expectations with the brand will be met. Furthermore, the study highlights that marketing through various channels, such as e-mail, digital platforms, and mobile phones, can have more impact encouraging consumers to make purchases when marketing professionals have established and effectively implemented marketing strategies in their companies.

Despite its theoretical contributions and importance in practice, the ongoing study has several limitations. These restrictions enable the academics to replicate the study propositions in the future while demonstrating their writing skill. The writer has gathered quantitative statistics for this research from one source. As a result, more than the data gathered is needed to satisfy the requirements. Future researchers are encouraged to gather information from various sources to support their study hypotheses further. This research analysis inspects the effects of many digital advertising channels on customers' purchasing intentions. Other economic and cultural elements, such as income or cultural attire, impact customers' purchasing intentions, but this study has yet to address them. Therefore, it is advised that researchers broaden the study's focus in the future by including a few more aspects influencing customers' purchasing intentions.

Additionally, the study analyzes consumers' marketing and purchasing intentions in the developed economic status of the United Arab Emirates. This research analysis only applies to some developing countries because consumers' use of online advertising channels depends on their living standards. Hence, research on purchasing intent and digital marketing platforms will need to be done in developed and emerging countries in the future.

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