DIGITAL MARKETING AND ITS ROLE IN ACHIEVING CUSTOMER CULTURE

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ABSTRACT

This research aims to determine the relationship between the dimensions and customer culture. Consumer culture dimensions consist of social factors, personal characteristics, and customs and traditions. Digital marketing fulfills the needs of companies in modern times. In this case, the department intended to provide new services to its customers .This research adopted all of them which were subjected to validity and reliability tests. Several statistical means were used to test the hypotheses, facilitated by SPSS version 23.

Keywords: digital marketing, customer culture.

INTRODUCTION

The world has experienced rapid changes in recent times, including in technology. Modern technology contributes tremendously by bringing about a set of transformations to companies worldwide, especially those that are interested in providing the best services to consumers. Corporations are continuously looking for the best methods for developing relationships with consumers that take place through digital channels that allow direct and quick communication with customers, regardless of geographical location. Some industries have gone through rapid technological changes. Such changes, including the internet, have forced today's marketing executives to be more market driven by adopting formalized means of acquiring accurate and timely information about customers, products, the marketplace, and the overall environment. Internet marketing entails using the internet, specifically the power of electronic commerce, to market and sell goods or services. Electronic commerce supports the selling, purchasing, and trading of products or services over the Internet. Internet marketing is a subset of electronic commerce. Internet marketing gained popularity along with the rapid growth of the internet. Gradually, the growth of the Internet has allowed users to go beyond selling products on the Internet platform. Nowadays, the internet is used to share information about products, advertise products, access software programs, make auctions, perform stock trading, as well as matchmaking. Several companies.

The Problem of the Study

marketing Digital is one the important and effective communication and deal with consumers. Digital marketing entails using the virtual environment. This study finds that there is a lack of a clear vision regarding digital marketing and its role in creating a customer culture.

Importance of the Study

This study contributes to knowledge regarding digital marketing, an important topic that is gaining the interest of scholars. This interest stems from the important role that digital marketing plays in providing services to consumers. Hence, the results of this research can help the private sector formulate appropriate business strategies, thus contributing to the development of the national economy.

Research Objectives

1. To examine the nature of digital marketing and consumer culture;
2. To develop the level of digital marketing accreditation in the studied department; and
3. To present the most important studied companies.

Hypotheses of the Study

The first hypothesis of the study is:

H1: There is no statistically significant correlation between digital marketing and its dimensions and consumer culture.

 The second hypothesis of the study is:

H2: There is no significant impact of digital marketing and its dimensions on consumer culture

Theoretical Framework (Digital Marketing Concept)

Digital marketing is defined as the use of any digital technology to facilitate customer interaction and participation with the ultimate goal of taking into account all the trends., as well as smart devices such as phones, tablets, and mobile applications (Zachary, Debra, 33: 2015), and help to develop direct and personal relationships with customers (Bin Al-Taher, 2016: 24).

The Importance of Digital Marketing

 First, this study discusses the philosophy of the relationship between business and customers within the framework of the modern marketing concept. The relationship that binds a corporation to its customers in terms of intensity, extent, and profitability has become the main focus of modern marketing. Various marketing activities are aimed at creating and developing relationships with customers as an effective strategic alternative and marketing orientation, given the importance of these relationships in achieving marketing objectives and attaining positive results for both customers and corporations, interactions as a series of discrete events that are often viewed in isolation from previous exchanges without analyzing the expectations of both parties in those previous exchanges. However, in light of the new environmental challenges affecting corporations, the idea of establishing relationships between corporations and customers has become a key focus in modern marketing operations. Scholars debate the possibility of relationship marketing as a model for transformation. This relationship suggests that the seller and the buyer do not consider every transaction that takes place between them to be separate, isolated, and self-contained, but rather look at the relationship between them in the context of previous exchanges with the expectation that exchanges will also take place in the future.

There is growing awareness regarding the importance of focusing on the relationship with the customer. The school of thought based on seller behavior models looks at seller-buyer relationships as mainly revolving around reducing the selection process. From the buyer's perspective, the availability of many options requires them to spend time and effort to evaluate the competing alternatives.

The strategic importance of digital marketing in helping organizations achieve their marketing objectives has increased after the growing commercial. providing the organization with the opportunity to target buyers, shoppers, and consumers directly and individually. It is one of the contemporary methods that bridge the buyer as well as establishing and developing a relationship with the buyer. The development of information technologies (IT) has enabled organizations to bring their marketing initiatives online, where they can broadcast information to the public via their official websites. Users can also contact the organizations via these websites as well as through smartphones and various other applications available to them. Accordingly, marketing transactions through digital electronic media have attracted great interest and influenced the exchange movement in the field of marketing.

Digital Marketing Goals

Digital marketing is regarded as one of the modern marketing directives (Credit, 45: 2019).

A study identified a knowledge gap regarding the relationships between these variables (see Al-Hamami, 2017: 56). Another study examined how digital content published on the internet and online purchasing influenced customers (Kabir, 2019: 70).

Characteristics of Digital Marketing

Nowadays, many customers prefer to be informed about products or services. Marketing techniques allow them to keep abreast of the new information provided by companies. Since many consumers can access internet sites anywhere and at any time, they are constantly receiving information about products and services (Bala, 2018: 15).

Digital marketing has greatly increased consumers' involvement, allowing them to participate in various activities that are carried out by companies. In addition, consumers can visit companies' websites on the internet, read the information about products and services posted on the websites, make online purchases and sales, and leave feedback on the websites.

Effective marketing provides clear information about goods and services. Consumers benefit from relevant information about products or services, and the internet can be used to provide comprehensive information about products or services that will enable consumers to make better purchasing decisions. Digital marketing helps consumers make comparisons among products and sellers at minimum costs and time. Consumers do not need to visit several different retail stores to obtain knowledge of a product or service or to make a purchase because the internet is available 24 hours a day, i.e., there are no time restrictions for purchasing a product or service via the internet.

Digital marketing also allows customers to share information about products or services with others. Consumers can also use digital media to share their product experiences with others. Companies display the prices of their products or services through their online shopping channels. Price changes and product promotions and sales can also be updated on these

channels. By making prices clear and transparent to consumers, companies help them make instant purchasing decisions, unlike in traditional marketing where the customer first sees an advertisement and then visits a retail store to purchase the product.

Dimensions of Digital Marketing

This study covers Attraction refers to how to attract new consumers to the organization via the internet; organizations can also benefit from billboards and links from one site to another in addition to leveraging the existing marketing communications (Teo & Tan, 2002: 5).
communication with consumers to offer the best-customized products to them. A personal touch can be embedded in communication with consumers when companies want to introduce it (Toe, 2005: 211).
The participation dimension relates to users and their interests and participation, (Tan & Teo, 2002: 6)

Consumer Culture Concept

Consumer culture is the collective programming of the mind that distinguishes members of a group or class of people from others, and it is the main determinant of customers' attitudes, behaviors, and lifestyles (Meyer, 2017: 232). (Dewar , 2015: 44) defines consumer culture as a set of principles that depends on the individual and social ideas in determining the nature of consumption for the individual or for the entire family. It includes the prevailing concepts and ideas in society that are distinguished by a group of products that are commensurate with the nature of human consumption within a certain intellectual system.

Importance of Consumer Culture

(Cleveland ,2007: 3) raised several points to clarify the importance of consumer culture. First, the educated ways and methods in which a consumer behaves towards the organization', organizations must prepare all the specific requirements to achieve the objectives. Third, the organization's management is in a good position to anticipate how the consumer will behave toward the organization's future policies, and this knowledge can help the organization achieve a good understanding of the factors affecting consumer culture. In turn, this trend has resulted in the emergence of companies that produce the attires needed by these individuals. Companies have also started offering new health products with low calories and foods free from chemical additives that may affect health (Kilburn & others, 2017: 45).
Companies need to understand consumer culture. Consumer culture is considered the first line of defense to protect consumers from the dangers of inferior goods and services. It also plays a major role in combating commercial fraud, as the more aware consumers are of the products they use, the fewer opportunities there are for deception and selling fraudulent goods that rob them of their money and harm their health and property. Consumer culture focuses on informing consumers about their basic rights and duties, as well as how they execute the purchasing process and the process of consciously selecting products and services. Consumers get acquainted with the specifications of the products and services they are dealing with, especially in light of the growing commercial advertisements that play a large and influential role in pushing consumers toward consumption (Calob, 2017: 3).

Consumer culture is one of the most important preventive means and one of the other factors that improve the consumer environment. It helps the consumer reach the stage of self-protection and doing the right thing, such as refusing to buy from some stores or refusing to buy some types of products. Consumer culture also directs the consumer to respect the restrictions that the state may impose on purchasing certain goods.

Customer Culture Scorer

There is a need to identify the social, economic, and cultural factors that influence the consumer culture of the population. The hierarchical order of the importance of consumer needs among the city's population also needs to be ascertained. Customers should be familiarised with the laws to protect their rights. In addition, there is a need to discover the psychological vision of the consumer's consumption culture (Al-Murshidi, 2021: 54).

Dimensions of Customer Culture

The dimensions of customer culture consist of social factors, personality traits, and customs and traditions. The social factors dimension recognizes that consumers are social beings, and therefore their culture is subject to influences from small groups, their families, and their social roles. This dimension strongly influences consumers' responses (Lysonski, 2013: 32).

Personality traits refer to the individual's internal structure which represents the connection of experience and behavior in a regular manner. How the behavior and experience of the individual are organized will give the individual a certain personality with distinct traits. Various personality traits, such as a strong personality, affect a customer's culture. Personality traits are a set of mental, physical, and psychological characteristics that appear on a person in a specific situation and that distinguish that person from others. Different personality traits also influence people to buy different types of products (Patel, 2014: 4).

Customs and traditions are the cultural and social phenomena represented in new social and cultural practices that contribute to the formation of awareness. They are often viewed as one of the components of one's cultural identity. In addition, customs and traditions are among the most important cultural elements (Purdon, 2015: 6).

Correlation Test

To identify the nature of the relationships between the study's main variables and to interpret the field results. A correlation test could be used in this study because the data are normally distributed. Statistical Package for the Social Sciences (SPSS Version 23) was used for this test. as. To determine the strength of the correlation coefficients, the correlation coefficient values were divided into five categories, as shown in Table 1 below.

Table 1: Interpretation of Correlation Coefficient Values

T	Interpretation	Correlation coefficient value
1	T no C	$r = 0$
2	C P C	$r = \pm 1$
3	Wp C	$(0.30–0.00) \pm$
4	S P	$(0.31–0.70) \pm$
5	V P S	$(0.71–0.99) \pm$

Testing the correlations between the research variables

We tested the hypothesis that there is no statistically significant association between digital marketing and consumer culture. Results in Table 2 indicate the existence of a significant correlation between digital marketing and consumer culture, as the correlation coefficient is .595 at the significance level of 1%. Hence "There is a significant correlation between digital marketing and customer culture" can be accepted.

Table 2: Correlation Coefficients Between Digital Marketing (and its Dimensions) and Customer Culture

Variables		attraction	communication	Share	digital marketing
customer culture CusCul	Pearson Correlation	.511**	.490**	.542**	.595**
	Sig. (2tailed)	.000	.000	.000	.000
	N	125	125	125	125

Based on the results in Table 2, it is possible to test the sub-hypotheses of the relationships that emanate from the main hypothesis, as follows:

Table 2 shows that there is a significant relationship between attraction and consumer culture, as the value of the correlation coefficient is .511 at the level of significance of 1%. Hence, "There is a significant correlation between attraction and consumer culture", can be accepted.

(2) Second sub-hypothesis: There is no significant correlation between communication and consumer culture

Table 2 shows that there is a significant relationship between communication and customer culture, as the value of the correlation coefficient is .490 at the level of significance of 1%. Hence, "There is a significant correlation between communication and consumer culture", can be accepted.

(3) Third sub-hypothesis: There is no significant correlation between participation and consumer culture.

Table (2) shows that there is a significant relationship between participation and consumer culture. Hence, the null hypothesis can be rejected and the alternative hypothesis, "There is a significant correlation between participation and consumer culture", can be accepted.

that the value of the coefficient of determination (R^2) is 0.35. This result means that digital marketing explains 35% of the variability in customer culture, and the remaining percentage 65% is explained by other variables not included in the study model. The results for the indicators match the model designated for them in the acceptance rule, as the value of the root mean squares of the residuals (RMS) is .076, which is less than the acceptance value of .08.

Table 3: Effect of Digital Marketing on Customer Culture

		Path	S.r.w	Estimate	s.e	c.r	P
Cus Cul	<---	dig Mar	.595	.635	.081	7.876	***

Source: Amos V. 23 program output

Based on the results, the null hypothesis can be rejected and the alternative hypothesis, "There is a significant influence of the digital marketing dimensions on consumer culture" can be accepted.

There is a broad effect of the banking operations dimension on customer culture. Note that the value of the standard regression coefficient is .51, indicating that attraction affects consumers' culture by 51%. This value is significant because the critical ratio value (C.R.) of 6.577, as shown in Table 4, is significant (0.000). Figure 22 shows that the value of the coefficient of determination (R^2) is .26, which means that attraction explains 26% of the variability in consumer culture, and the remaining 74% is explained by other variables not included in the study model. The results for the indicators match the model designated for them in the acceptance rule, as the value of the RMS is .062, which is less than the acceptance value of .08.

Table 4: Effect of Attraction on Customer Culture

	Path	S.r.w	Estimate	s.e	c.r	P
CusCul	<--- Attr	.509	.438	.067	6.577	***

Source: Amos V.23 program output

Based on the above, "There is a significant effect of the attraction dimension on customer culture" is accepted.

Since the value of the standard regression coefficient is .49, communication affects customer culture by 49%. This value is significant because the value of the critical ratio (C.R) of 5.766 in Table 5 below is significant (0.000). shows that the value of the coefficient of determination (R^2) is .24, which means that communication explains 24% of the variability in customer culture, and the remaining 76% is. The results for the indicators match the model designated for them in the acceptance rule, where the RMS value is .070, which is less than the acceptance value of .08.

Table 5: Effect of Communication on Customer Culture

	Path	S.r.w	Estimate	s.e	c.r	P
CusCul	<--- Co	.490	.431	.075	5.766	***

Source: Amos V.23 program output

Based on the above, the null hypothesis can be rejected and the alternative hypothesis "There is a significant impact of the communication dimension on customer culture" can be accepted.

Since the value of the standard regression coefficient is .54, it means that participation affects customer culture by 54%. This value is significant because the value of the critical ratio (C.R.) of 6.909 shown in Table 6 is at a significant level (0.000). Further, shows a coefficient of determination value (R^2) of .29. It means that participation explains 29%. The results for the indicators match the model designated for them in the acceptance rule, as the value of the RMS is .073, which is less than the acceptance value of .08.

Table 6: Effect of Participation on Customer Culture

	Path		S.r.w	EST	s.e	c.r	P
Cus Cul	<--	Sh	.542	.562	.081	6.909	***

Source: Amos V.23 program output

"There is a significant effect of the participation dimension on customer culture".

CONCLUSION

The scarcity of research that examined the variables of the current motivated the researchers to conduct this study. This study's results highlight the importance of paying attention to the dimension of attraction by providing quality services to customers through mediums such as the Internet to encourage them to do business with the company. The also one of the best digital that companies can use for communication with customers.

RECOMMENDATIONS

Companies should adopt digital marketing because it is considered one of the modern methods for attracting customers. Digital marketing must be used extensively to reduce the dependency on existing resources in organizations. Nonetheless, customer culture needs to be considered when developing digital marketing programs.

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