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The Impact of Digital Marketing on Purchase Intention Via Perceived Value and Brand Experience during the Era of COVID-19 in the Telecommunication Sector[1]

Sarah Ashraf Elnahrawy
MBA Student at the Arab Academy for Science, Technology and Maritime Transport
sarahelnahrawy98@gmail.com

Dr. Heba Hassan Sadek
Associate Professor at the Arab Academy for Science, Technology and Maritime Transport
hebahassan@aast.edu

Dr. Dina Elsalmy
Assistant Professor at the Arab Academy for Science, Technology and Maritime Transport
dina.salmy@aast.edu

ABSTRACT

During COVID-19 pandemic, digital marketing has received considerable attention in the telecommunication sector, where competition is intense. Digital marketing plays a critical role in shaping customers' purchasing intention with the increased usage of digital channels such as social media, email, search engines, and mobile applications. However, there is a lack of research on how digital marketing impacts customers' perceived values and shapes a favorable brand experience. Therefore, this study aims to examine the impact of digital marketing on purchase intention via perceived value and brand experience in the Egyptian telecommunication industry during the pandemic. A quantitative approach was used, and data were collected from 391 customers using convenience sampling. Statistical analyses were conducted using Smart PLS. The results showed that digital marketing had a significant positive effect on purchase intention, with perceived value and brand experience mediating the relationship. This research adds value as it focuses on the significant role of digital marketing on purchase intention and the crucial role of perceived value and brand experience. It also encourages the service sector, specifically telecommunication companies, to deliver superior perceived value and create unique brand experiences through effective digital marketing, which will increase customer purchase intention.

Keywords: *digital marketing, purchase intention, perceived value, brand experience, telecommunication industry.*

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1. INTRODUCTION

Customers may use digital tools to compare rates and get the best deals (Akter, 2020). In accordance with the work of Akter (2020), about 81% of customers say that before buying any product, they make online searches and this may influence their buying decisions. This behavior has increased due to COVID 19 pandemic. As a result, individuals were spending more time online than ever before. Consequently, the prospective market has shifted towards digital and marketers and customers are attempting to cope with this unforeseen new reality (Akter, 2020).

Accordingly, companies began to prioritize digital marketing since it plays a key role at each stage of the customer purchase decision-making process, including searching for data, brand awareness, purchasing behavior, and post-purchase communication and assessment (Yasmin, 2015; Akter, 2020). Despite the importance of digital marketing, there is a research gap that needs to be studied in how digital marketing affects purchase intention and how the perceived value and brand experience mediate the relationship in the telecommunication industry in Egypt. Therefore, this gap in how digital marketing affects purchase intention via perceived value and brand experience during COVID-19 pandemic needs to be examined. Furthermore, the Egyptian telecommunication industry has expanded by 17% in the 2nd quarter of the fiscal year 2020/21, demonstrating resilience in the face of the COVID-19 pandemic. According to statistics, the telecommunication sector's income accounted for 4.4% of GDP, showing the direct impact of telecommunication on the economy (Emara, 2022).

Therefore, the current research aims to investigate the digital marketing effect on the customer's purchase intention in the telecommunication industry in Egypt. Additionally, this study seeks to identify the role of perceived value and brand experience as mediators between digital marketing and customers' purchase intention. The relationship between variables, conceptual framework, methodology, research findings, discussion, implications, limitations, and further directions are presented in the following sections.

2. LITERATURE REVIEW

This part includes an overview of digital marketing, and its impact on purchase intention through perceived value and brand experience, demonstrating knowledge and understanding of academic literature in this context.

2.1. Digital marketing

The digital marketing availability facilitates the interaction among marketers and customers (Yasmin, 2015). Furthermore, digital marketing provides a much easier way for business owners to track and supply whatever potential customer needs (Silbert, 2021). Therefore, digital marketing has received considerable attention which has led to many definitions. For example, Lee (2020) postulated that the digital marketing description utilizes different means of digital technology to create a platform that links potential clients to the company to attain their desires.

Based on Indumathi (2018) digital marketing is the digital identification of an agency that enables promoting its products and services through digital platforms. Digital marketing plays a critical role in building a brand because it attracts customers, thus, people today are relatively interested in digital marketing (Indumathi, 2018). In addition, the concept of digital marketing may be defined as programs of current digital technology incorporated with traditional marketing techniques to acquire the ultimate marketing desires (Lee, 2020).

Digital marketing has many forms such as social media marketing (Hien, 2022), e-mail marketing (Hien, 2022), content material marketing (Silbert, 2021), and search engine optimization (SEO) (Karjaluoto, 2009). To be more specific, social media marketing is defined as the marketing of goods and services via different social media platforms. Recently, the popularity of social networking websites and social media platforms has extended globally (Kucuk, 2007). For instance, since its start in 2004, Facebook has gained more than one billion users. Social networks are increasingly taking on an extra proportion of customer time spent online (Kozinets, 2002). Secondly, Email marketing provides custom-designed or targeted messages to precise people at the right time. With emails, companies can send emails that meet the user's desires (Nawaz, 2020). Thirdly, content marketing is described as the art of communicating with customers or potential

customers without any vending activities (Ilmi et al., 2018). Finally, Web search engines have modified the process by which people search for information. Web searches have become very common today wherever customers bear in mind when buying products or services (Dash, 2021).

2.2. Digital Marketing and Perceived Value

Customer perceived value defines an opinion of a customer on a product value. In terms of marketing, it is described as the merits and demerits of a service or product that is evaluated by the purchaser according to his/her ability to satisfy their needs or expectations (Khan, 2020). The analysis conducted previously by Khalifa (2004) and Gummerus (2013), showed that customer's perceived value is a context-specific and multifaceted phenomenon, which still needs researchers' attention (Gusti, 2021). Furthermore, as digital marketing and the level of engagement with digital platforms rise, customer perception of value regarding services and products will be affected (Ceyhan, 2019). One way that digital marketing can affect customer perceived value is by providing customers with more information about a product or service. For example, a company's website might include detailed product descriptions, customer reviews, and videos that demonstrate how the product works. This can help customers better understand the benefits of the product and make more informed purchasing decisions (Liu, 2019).

Based on Wibisurya (2018), digital marketing can also help build credibility, which can increase customer's perceived value. For example, a company that has a strong social media presence and regularly publishes high-quality content can establish itself as an authority in its industry. This can make customers more likely to trust the company and perceive its products or services as being of higher value. Additionally, digital marketing can enable companies to personalize their messaging and offers to individual customers. By tracking customer behavior and preferences, companies can deliver targeted marketing messages and promotions that are more relevant to customer's needs and interests. This can make customers feel more valued and increase their perception of the company's overall value proposition (Wibisurya, 2018). Based on the above-mentioned arguments, we can formulate the hypothesis as follows:

H1: Digital marketing positively affects customer perceived value.

2.3. Perceived Value and Purchase Intention

Perceived value has two major factors including received benefits and customer's sacrifices. The received benefits include contentment, enjoyment, satisfaction, or financial benefits. On the other hand, the customer's sacrifices would be financial, time, energy besides other things. Perceived value has an indispensable role in foretelling customers' preferences and their willingness to conduct a transaction quickly (Hidayanto, 2017). Moreover, it has a direct effect on customer satisfaction and purchasing decisions (Sosanuy, 2021).

Research has indicated the presence of a positive relationship between both purchase intention and perceived values. When customers perceive a product or service as having a high value relative to its cost, they are more likely to express an intention to purchase it. Conversely, when customers perceive a product or service as having a low value relative to its cost, they are less likely to express an intention to purchase it (Kim, 2012). Generally, the correlation found between the perceived value and the purchase intention highlights the importance of creating products and services that provide great value to the customers. By understanding what customers perceive as valuable, companies can develop products and marketing strategies that are more likely to result in purchase intention and ultimately drive sales (Sosanuy, 2021). Based on the above arguments, we can hypothesize the following:

H2: Customer perceived value positively affects purchase intention.

2.4. Digital Marketing and Purchase Intention

A customer's purchase intention is described as an individual's tendency to seek out essential items and be induced by product launches that can ignite their desire to buy (Soebagyo, 2014). In other words, purchase intention is much like decision-making (Mirabi, 2015), whereby purchasers display their willingness, likelihood, or even the planning to purchase a specific brand (Rahahleh, 2020). Furthermore, purchase intention arises because of customer confidence in a product, where the lower the customer's self-belief in a product, the lower the customer's purchase intention within the product (Vo-Thanh, 2020).

Khan (2020) has similarly proposed the positive effect of digital marketing on purchase intentions, which is greatly influenced by the new interaction options of social media. Furthermore, digital marketing tools like social media marketing

activities can impact customers' purchase intention (Kim, 2012). Digital marketing tools add a positive contribution to customers for anticipating both the brand's values and luxuries. It has an extensive reach because it enables both buyers and sellers to communicate smoothly. Besides, it helps them to understand the product and facilitates the purchase process (Rahahleh, 2020). Therefore, digital marketing is regarded as a good approach for customers to explore and review the product before purchasing it (Świeczak, 2016). According to the above-mentioned arguments, the following hypothesis is proposed:

H3: Digital marketing positively affects purchase intention.

2.5. Digital Marketing and Brand Experience

Brakus et al. (2009) define brand experience as the sensation, feeling, cognition, and reaction of customers caused by a brand, relative to the stimuli brought by a brand's design, brand identity, marketing communications, people, and environment. Brakus (2009) developed four dimensions for brand experience: sensory, affective, intellectual, and behavioral experience, to visualize what customers experience about the brand. In this study, brand experience is regarded as the cumulative perception that people have of a brand based on their encounters with it throughout all touchpoints, including digital platforms (Lemon, 2016).

Moreover, one way that digital marketing can impact brand experience is by providing customers with a consistent and seamless experience across all digital channels. For example, a company that uses consistent branding, messaging, and design across its website, social media accounts, and email marketing campaigns can create a cohesive and memorable brand experience for customers (Vo-Thanh, 2020). Digital marketing can also enable companies to create more engaging and interactive brand experiences. For example, a company might use social media contests, interactive website features, or virtual reality experiences to create unique and memorable brand experiences that customers will remember and share. Additionally, digital marketing can provide companies with valuable data and insights about customer behavior and preferences, which can help them improve the brand experience over time. All things taken into account, digital marketing has the potential to have a big impact on brand experience by offering a positive and distinctive customer experience at every touch point, developing

memorable encounters, and delivering insightful data that can be utilized to continuously enhance the brand experience (Bambauer, 2011; Vo-Thanh, 2020). Based on the above arguments, the following hypothesis is developed:

H4: Digital marketing affects positively brand experience.

2.6. Brand Experience and Purchase Intention

Gabisch (2011) indicated that brand experience in the digital world via marketing channels may have a strong effect on real-world purchasing decisions, which shows that brand experience has an impact on purchase intention. Therefore, brand experience and purchase intention are closely related concepts in marketing. The goal of creating a positive brand experience is to build brand loyalty and create a connection between the customer and the brand. Purchase intention, on the other hand, refers to the likelihood that a customer will purchase a particular product or service (Verhoef, 2009).

Furthermore, brand experience can increase purchase intention by creating a positive emotional connection with the brand through building trust and credibility with the customer (Homburg et al., 2015). Customers who have had a positive brand experience are more likely to consider the brand when making purchasing decisions and to recommend the brand to others (Homburg et al., 2017). In more detail, customers who are satisfied with the brand are more likely to make a purchase. Positive brand experience creates emotional connections, leading to increased purchase intention. However, when the impression is not good, the chances of buying new products are reduced (Ansari, 2019). Based on the above arguments, we can hypothesize the following:

H5: Brand experience positively affects purchase intentions.

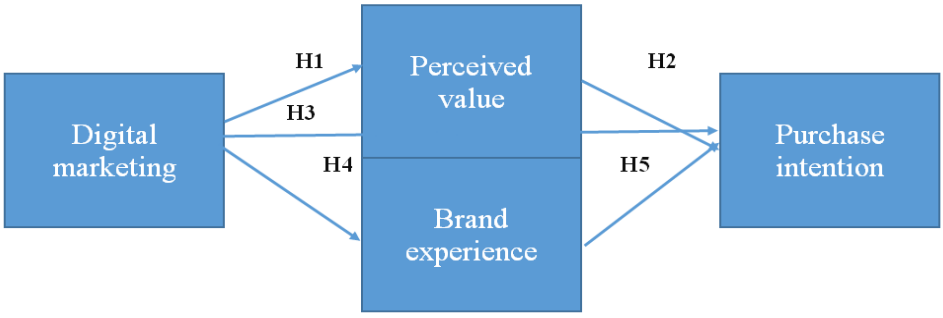

Figure 1: The conceptual framework.

3. METHODOLOGY

This section presents the research design, variables' measurement, population, sampling, and data collection method.

3.1. Research design

This is an explanatory research that aims to explain the relationship between variables. A quantitative approach was used by distributing an electronic questionnaire.

3.2. Variables and measurement

The current research includes four variables, with digital marketing as an independent variable which was measured by four items that were adopted from Khan (2020). The mediator variables are perceived value and brand experience. Perceived value was measured by four items that were adopted by Khan (2020) and the brand experience was measured by six items that were adopted by Morgan-Thomas and Veloutsou (2013). Finally, purchase intention, which represents the dependent variable, was measured by four items adopted from Khan (2020).

3.3. Population and Sample techniques

A convenience sampling technique was used, which is a type of nonprobability sampling technique due to the difficulty of obtaining a sampling frame and the response rate was 97.75%.

3.4. Data Collection

An electronic questionnaire was distributed using Google Forms in Alexandria and Cairo. A total of 400 questionnaires were distributed. 9 questionnaires were incomplete and were excluded. The remaining questionnaires (391) were analyzed using smart PLS, a software tool with a graphical user interface for partial least squares path modeling of variance-based structural equations. Additionally, bootstrapping was used in Smart PLS to assess the significance of estimated path analysis and process coefficients. The questionnaire consists of 24 questions classified into three sections as follows. The first section is an introductory part that helps us choose the appropriate sample to fill out the questionnaire. The second section is the main part which comprises the research

variables. Finally, the third section contains the demographic questions that will provide background information on the participants.

4. DATA ANALYSIS AND FINDINGS

This part includes descriptive statistics, reliability and validity analysis; model fit analysis, testing hypotheses, and indirect effect analysis.

4.1. Descriptive Statistics

Descriptive statistics explain the properties of a particular data set. 391 Egyptian telecom customers made up the sample size. 40% of the sample were between the ages of 20 and 35, 42.2% of which were females and 57.8% were males. 35% of the respondents had incomes between 5000 and 10,000 L.E., and 55.2% had college degrees.

4.2 Reliability and Validity

Testing reliability is very important as it shows the degree to which a scale produces consistent results if measurements are made repetitively. The results of Cronbach's alpha coefficient are presented in table (1). Additionally, the Validity of the scales was tested through confirmatory factor analysis as shown in Table (1).

Table 1: Validity and Reliability Analysis

	Convergent Validity					Reliability Analysis
	Items	Loading Factor	Kaiser-Meyer-Olkin Measure of Sampling Adequacy KMO	Bartlett's Test of Sphericity Chi-Square	AVE% Extraction Sums of Squared Loadings	Cronbach's Alpha
Digital Marketing	1	0.499	0.792	522.339* (<0.001*)	64.118	0.810
	2	0.724				
	3	0.656				
	4	0.686				
Online Purchase intention	1	0.583	0.750	535.594* (<0.001*)	64.140	0.813
	2	0.724				
	3	0.599				
	4	0.659				
Brand Perceived Value	1	0.497	0.787	444.691* (<0.001*)	61.603	0.790
	2	0.650				
	3	0.660				
	4	0.658				
Online brand experience	1	0.434	0.863	964.644* (<0.001*)	59.174	0.861
	2	0.619				
	3	0.626				
	4	0.584				
	5	0.668				
	6	0.620				

From the above table, Cronbach's alpha values ranged between 0.790 and 0.861, which is acceptable based on Hair (2014). For validity, factor loadings of 0.30 or more are significant for sample sizes of 350 or greater (Hair, 2014). In this research, the factor loading of each item was above the recommended level showing the significant contribution of the items in measuring their variables. Additionally, the confirmatory factor analysis was used to detect the unidimensionality of each construct. Based on Hair (2014), the Average Variance Extracted (AVE) should be greater than 50% (Hair, 2014). In this research, the AVE was greater than 50%, which indicates an adequate level.

4.3 Discriminant Validity

The square root of AVE for each variable was compared with the correlation of the variable with other factors to evaluate the discriminant validity of the research variables (Sharma, 1999). Comparisons were made between the square root of the AVE (internal correlations) for each variable and its correlation coefficients with other variables, as indicated in Table (2). Significant correlations between the variables studied are found based on comparisons, but none of these correlations is higher than the square root of AVE.

Table 2: Correlations & Internal Correlations

	AVE%	Digital Marketing	Online Purchase intention	Brand Perceived Value	Online brand experience
Digital Marketing	64.118				
Online Purchase intention	64.140	0.568*			
Brand Perceived Value	61.603	0.423*	0.446*		
Online brand experience	59.174	0.512*	0.466*	0.590*	

4.4 Model Fit

The model fit analysis is used to find similarities between the sample covariance matrix and the covariance matrix implied by the model.

Table 3: Model fit

	Saturated model	Estimated model
SRMR	0.073	0.110
d_ULS	0.919	2.061
d_G	0.280	0.333
Chi-square	636.724	709.375
NFI	0.807	0.785

The confirmatory factor analysis model fit is computed, and it was found that the minimal discrepancy or chi-square is 709.375; the Bentler-Bonett normed fit index (NFI) is 0.785. The standardized root mean square of approximation

(SRMR) is 0.110, defined as the difference between the observed and model implied correlation matrices. As a result, it is possible to use the average magnitude of the differences between observed and expected correlations as an absolute measure of the (model) fit requirement. The SRMR was introduced by Henseler et al. (2014) as a goodness-of-fit measure for PLS-SEM that can be used to avoid model misspecification. A value less than 0.08 or 0.10 is regarded as a good fit (Hu & Bentler, 1999). It is evident from the above table that the suggested model's measurement model suggests an adequate level.

4.5 Hypotheses Testing

Table 4 as shown below displays the PLS output for the estimated model parameter values. Any number with a p-value less than 0.05 is considered significant in the model, according to Hair (2014). The regression coefficient and p-values of the proposed relationship are displayed.

Table 4: Testing hypotheses

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
H1:digital marketing→perceived value	0.441	0.445	0.049	8.979	0.000
H2:perceived value→purchase intention	0.190	0.192	0.056	3.372	0.001
H3:digital marketing→purchase intention	0.408	0.408	0.049	8.238	0.000
H4: digital marketing→brand experience	0.525	0.527	0.050	10.553	0.000
H4: brand experience→purchase intention	0.156	0.155	0.062	2.513	0.012

From the above table, it is shown that there is an effect of digital marketing on the perceived value (H1) as the P-value is equal to 0.000 and the standardized regression coefficient is equal to 0.445. This result indicates that digital platforms enable customers to gather detailed information that improves their perceived value. For the second hypothesis (H2), the results confirmed that the customer's perceived value has a significant effect on the purchase intention (H2) as the P-value is 0.001 and the standardized regression coefficient is 0.192, which indicates that when customers perceive a product or service to have high value, they are more likely to be motivated to make a purchase. Furthermore, digital marketing has a significant impact on purchase intention (H3) as the P-value is 0.0000 and the standardized regression coefficient is 0.408. This shows that by reaching a wider audience and effectively promoting products or services, digital marketing positively influences their purchase intention. In addition, the impact of digital

marketing on brand experience (H4) was significant as the P-value is 0.0000 and the standardized regression coefficient is 0.52. This shows the crucial role of digital marketing in creating a favorable brand experience across its channels. For (H5), brand experience positively influences purchasing intention as the P-value is 0.0012 and the standardized regression coefficient is 0.155. This result showed that when customers have positive experiences with a brand, it increases customers' potential for purchase.

4.6. Indirect Effects

This section investigates the indirect effect of digital marketing and online purchase intention via perceived value and brand experience. The table demonstrates an indirect relationship between digital marketing and purchase intention through perceived value and brand experience, with standardized regression coefficients of 0.085 and 0.082 and a P-value of 0.002 and 0.015, respectively.

Table 5: Indirect effects

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
Digital Marketing -> Perceived Value -> online Purchase Intention	0.084	0.085	0.027	3.135	0.002
Digital Marketing -> Brand Experience -> Online Purchase Intention	0.082	0.082	0.034	2.434	0.015

5. DISCUSSION

The present study examines the impact of digital marketing on purchase intention via perceived value and brand experience in the Egyptian telecommunication industry. A quantitative approach was used and data was collected from customers using a convenience sample. Overall, PLS analysis findings supported all hypotheses proposed. For more details, the obtained results confirmed that digital marketing affects perceived value (H1), which matches with Reshanggono (2021) who reported that digital marketing helps organizations promote their goods and services; and enhance customers' perception of value by allowing them to assess the benefits and features of a product or service more comprehensively.

For the second hypothesis (H2), the findings supported the hypothesis that customers' perceived value significantly influences their intention to purchase (H2), which is consistent with Febriani's (2022) findings that customers'

intentions to purchase a product are affected by its high perceived value. In other words, when customers perceive a product/service to have a high value, they are more likely to make a purchase.

Furthermore, digital marketing has a significant effect on purchase intention (H3), this result matches with Khan (2020) who found that digital marketing has a great influence on purchase intention by interacting with customers and providing valuable information. In addition, the impact of digital marketing on brand experience was supported (H4) and this matched with the findings of Beig (2018) who stated that digital marketing is an important antecedent of brand experience, by enabling multi-channel engagement.

For (H5) it was found that brand experience can positively influence purchase intention and this matched the findings of Ungarala (2021) who stated that brand experience has been viewed as a crucial predictor of consumer purchase intention.

Therefore, the results of this study have shed light on the effect of digital marketing on customers' purchase intention through brand-perceived value and experience in the increasingly digital-driven marketplace in Egypt.

5.1. Academic Implications

Particularly in developing nations like Egypt, the effect of digital marketing on customer's purchase intention is still in the early stages of development. Therefore, this study is valuable for academics as it adds more value to the field of digital marketing and consumer behavior since it examines the impact of digital marketing on customer purchase intention via brand experience and perceived value in a developing country.

Consequently, this study's results include several implications. First, the findings clarify the crucial role of digital marketing in the business field and emphasize the significance of digital marketing as a powerful way to connect with the target market. Second, the results show how businesses can build brand value and create unique experiences, which ultimately increase sales. Third, it has been implied that the importance of digital marketing will likely continue to grow as technology and consumer behavior evolve in the digital age.

5.2. Practical Implications

This study's findings help the service sector including the telecommunication industry, banking sector, and healthcare sector to understand the crucial role of digital marketing. Digital marketing includes techniques such as search engine advertising, social media, email marketing, and content marketing in shaping customer's purchase intentions. More specifically, via increased online presence, it will be easier for potential customers

to find the organization's products/service and by tailoring their advertisements to their target customers; businesses can deliver superior customer value, increase the likelihood of capturing customer's attention and develop a unique brand experience. Thus, marketing plans should emphasize improving perceived value and brand experience via product reviews, emotional connection, personalized engagement, and effective digital marketing communication.

In today's competitive business landscape, digital marketing is no longer optional but a must to stay competitive. Businesses that fail to include digital marketing may lose out to their competitors who are effectively leveraging digital channels to reach their target customers, build superior value, and deliver a unique experience, which will influence their purchase intentions.

5.3. Limitations and further directions

Convenience sampling was applied. Future research can use a probability sampling technique. Only a quantitative approach was used. Further studies can use mixed methods to gain more insight and more explanation from the customers. This study focused on the telecommunication sector, other studies can test the same model in different industries. Moreover, upcoming research may take account of other factors that can affect the relationship between digital marketing and purchase intention. Customer's attitude is among those variables. Also, it can investigate other factors that could affect Internet users' behavior and their intention to make a purchase.

5.4. Conclusion

This research examined digital marketing and its effect on purchase intention via both perceived value and brand experience within the Egyptian telecommunication sector during the COVID-19 pandemic. This study used an online questionnaire, with 400 distributed and 391 usable questionnaires, resulting in a 97.75% response rate. This research tested the five hypotheses in the Egyptian telecommunication sector. The results indicated that digital marketing plays a crucial role in influencing customer purchase intention, especially in today's digitally connected world. Customers spend a lot of time using electronic devices and it is more convenient for them to purchase the service and to know more about it online as most people today have busy lifestyles.

To conclude, businesses should focus more and more on the role of digital marketing to deliver superior customer value and unique experiences, which lead to positive online purchase intention.

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تأثير التسويق الرقمي على نية الشراء من خلال القيمة المدركة وتجربة العلامة خلال فترة كوفيد 19 في قطاع الاتصالات

أ. سارة أشرف النحراوى د. هبة حسن صادق د. دينا السالمي

ملخص البحث باللغة العربية

خلال جائحة كوفيد-19، حظي التسويق الرقمي باهتمام كبير في قطاع الاتصالات، حيث تشتد المنافسة. يلعب التسويق الرقمي دورًا حاسمًا في تشكيل نية الشراء لدى العملاء من خلال زيادة استخدام القنوات الرقمية مثل وسائل التواصل الاجتماعي والبريد الإلكتروني ومحركات البحث وتطبيقات الهاتف المحمول. ومع ذلك، فإن البحث لم يتناول كيفية تأثير التسويق الرقمي على القيم المدركة للعملاء وخلق تجربة فريدة للعلامة التجارية. لذلك، هدفت هذه الدراسة إلى دراسة تأثير التسويق الرقمي على نية الشراء من خلال القيمة المدركة وتجربة العلامة التجارية في قطاع الاتصالات المصرية أثناء الوباء. وتم استخدام النهج الكمي، وتم جمع البيانات من 391 عميلاً باستخدام أخذ العينات الملائمة. أجريت التحليلات الإحصائية من خلال Smart PLS. وأظهرت النتائج أن التسويق الرقمي كان له تأثير إيجابي كبير على نية الشراء حيث توسطت القيمة المدركة وتجربة العلامة التجارية في العلاقة. يضيف هذا البحث قيمة لأنه يركز على الدور الهام للتسويق الرقمي في نية الشراء وعلى الدور الحاسم للقيمة المدركة وتجربة العلامة التجارية. كما أنه يشجع شركات الاتصالات على تقديم قيمة متفوقة وخلق تجارب فريدة للعلامة التجارية من خلال التسويق الرقمي الفعال، مما يؤدي في نهاية المطاف إلى زيادة نية الشراء لدى العملاء.

الكلمات الدالة: التسويق الرقمي، نية الشراء، القيمة المدركة، تجربة العلامة، قطاع الاتصالات.

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