American Journal of Business Practice Vol.2, No.9 (Sep, 2025),
E-ISSN: 2997-934X
American Journal of Business Practice
https://semantjournals.org/index.php/AJBP

| Research Article

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The Impact of Digital Marketing Strategies on Customer Purchasing Behavior and Perceived Value: An Applied Study in Asia Telecom Company for the Period 2010-2024

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Abstract: This research aims to analyze the impact of digital marketing strategies on purchasing behavior and the perceived value of the customer, through an applied study on Asia telecom for the period (2010-2024). With the rapid developments in online marketing techniques and social media, there is a need to understand how these strategies affect purchasing decisions and customers' perception of the value offered to them. The research adopted a descriptive analytical approach based on actual data extracted from the company's records and reports, as well as marketing and financial indicators related to the performance of digital campaigns. The data was analyzed using appropriate statistical methods to reveal the nature of the relationship between digital marketing strategies and the purchasing behavior of customers and their perceived value. The results showed that Asia digital marketing strategies during the studied period had a clear and positive impact on enhancing purchasing behavior, as digital campaigns and interactive offers via electronic channels contributed to increasing subscription rates and using services. It was also found that the perceived value of the customer increased due to the quality of the digital experience, ease of access to services, and effective communication across digital platforms, which was positively reflected in the levels of satisfaction and loyalty. In light of the results, the research recommends the need to continue to develop digital marketing strategies and promote innovation in the design of electronic campaigns, focusing on building integrated digital experiences that increase the perceived value of customers and support the continuity of the relationship between them and the company.

Key words: Digital Marketing, Purchasing Behavior, Customer Perceived Value, Asia Communications.

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Introduction:

With the rapid development of information and communication technologies in recent decades, marketing methods and strategies have moved away from their traditional dependence on advertising and media means and have more and more relied on digital channels, allowing companies to communicate with customers in more accurate and effective ways, and digital marketing has become one of the most important competitive tools on which companies depend to enhance market presence and add value to their customers. Telecommunications companies are one of the sectors most affected by the digital transformation, as the nature of their services is based on technology and innovation, which forces them to employ advanced digital marketing strategies capable of attracting and retaining customers. The importance of these strategies is highlighted in their ability to influence the purchasing behavior of consumers through multiple stages, starting from the perception of the need through the purchase decision to loyalty. The concept of perceived customer value has become a major axis in contemporary marketing studies, as it is seen as the real Scale of how successful a company is in meeting customer expectations and enhancing their satisfaction. The higher the perceived value, the more positively this is reflected in customer retention rates and an increase in the company's market shares. Given this significance, this research examines how digital marketing strategies influence purchasing behavior and perceived value of the customer, via a case study on Asia telecom for the period (2010-2024), based on actual data and analyzed them statistically to discover the nature of the relationship between digital marketing tools and their effect on enhancing purchasing behavior and achieving added value for customers.

1.Research methodology

1-1 Research problem:

As the communication technologies develop and digital marketing tools are widely used, telecom companies need to find a way to attract and retain customers in the increasingly competitive market, because it is not sufficient to rely on traditional marketing, which can no longer affect purchasing decisions or establish long-term customer relationships. Depending on Strategies of Digital Marketing necessity to be the option. Despite the efforts made by communications companies in adopting various digital strategies such as social media campaigns, electronic offers, smart applications, and digital support services, the extent to which these strategies affect the purchasing behavior of customers and their perceived value is still not clear enough, especially in light of the rapid changes witnessed by the sector during the period (2010-2024). Hence, the research problem is determined in seeking to answer the following main question: what the impact of digital marketing strategies adopted by Asia communications during the period (2010-2024) on the purchasing behavior of customers and their perceived value?

1-2 The research importance:

The importance of this research stems from the fact that the research contributes to enriching the literature on the field of digital marketing through an in-depth applied study covering a long period (2010-2024) in the telecommunications sector, which is one of the most vital sectors affected by digital transformations. It explains the relationship between digital marketing strategies, purchasing behavior and the perceived value of the customer, which helps in building an integrated theoretical framework that can benefit researchers and those interested in this field. It opens the way for subsequent studies comparing between telecommunications companies or between different sectors to find out the impact of digital transformation in marketing. The research provides an analysis of the success of the digital marketing strategies adopted by Asia communications, which helps the management in evaluating its digital marketing performance

during the studied period. It helps to identify the digital tools that have the most impact on purchasing decisions and increase the perceived value of the customer, thereby directing marketing resources towards the most effective activities.

1-3 Research objectives:

This research aims to study and analyze the impact of digital marketing strategies on the purchasing behavior and perceived value of the customer in Asia communications company during the period (2010-2024), and the main objectives are the following objectives:

1. Identify the most prominent digital marketing strategies adopted by Asia communications during the studied period.
2. Analyze the impact of digital marketing strategies on the purchasing behavior of customers, in terms of subscription decisions, use of services, and continuity in dealing with the company.
3. Measuring the impact of digital marketing strategies on the perceived value of the customer, including the quality of digital services, price, and ease of access to the service.
4. Revealing the relationship between purchasing behavior and the perceived value of the customer under the application of digital marketing strategies.
5. Provide practical recommendations that can contribute to the development of digital marketing strategies for Asia Telecom to enhance its competitiveness and maintain the loyalty of its customers.

1-4 Research hypothesis:

The research is based on the following hypothesis : there is a significant relationship statistically between digital marketing strategies, purchasing behavior and the perceived value of Asia telecom customers during the period (2010-2024).

1-5 Research population and sample:

The research population consists of all telecom companies operating in Iraq, which rely to varying degrees on digital marketing strategies in promoting their services and attracting customers. These companies are one of the most important sectors that are witnessing strong competition to attract and retain customers in light of the rapid changes taking place in the telecommunications market. The research sample was represented by Asia telecom company, for several reasons, the most important of which are: its leadership in the Iraqi telecommunications market, having an influential market share, adopting a wide number of digital marketing strategies during the period (2010-2024), and providing actual and reliable data through which the impact of these strategies on purchasing behavior and the perceived value of customers can be measured. Thus, the choice of Asia as a sample for the study allows for an in-depth analysis of the impact of digital marketing in the telecommunications sector, with the possibility of generalizing the results and conclusions to the rest of the telecommunications companies to varying degrees.

2. The theoretical background

2-1 Concept, importance, and types of digital marketing strategies:

Digital marketing is defined as a set of interactive activities and processes that rely on digital technology and the internet with the aim of creating value for customers and strengthening relationships with them on an ongoing basis. Digital marketing strategies are based on planning the use of electronic channels and platforms to ensure the achievement of the organization's marketing goals, whether in terms of attracting new customers, enhancing the loyalty of existing ones, or increasing the perceived value of products and services. Digital marketing differs from traditional marketing in that it allows companies to measure the effectiveness of their activities

with high accuracy, as well as the speed of response to changes in consumer behavior (Chaffey & Ellis-Chadwick, 2019: 45).

The importance of digital marketing strategies stems from their ability to provide a competitive advantage to organizations in a rapidly changing and highly competitive business environment. It enables companies to communicate with their customers directly and interactively, and allows measuring their satisfaction and responses to marketing campaigns with high accuracy, which reduces waste in marketing resources and increases their efficiency. These strategies also help build a strong mental image of the brand by enhancing its presence in the digital space, where consumers spend most of their time (Kotler et al., 2021: 112).

Digital marketing strategies include several types that differ depending on the goals of the organization and the target audience, the most prominent of these types are: (Kannan , 2020: 34)

1. Search engine marketing (SEO/SEM): this type focuses on improving the brand's visibility in free and paid search results, which increases the likelihood that potential consumers will access products and services. It also allows accurate performance measurement via indicators such as click-through rate and conversion of visitors to actual customers.
2. Social Media Marketing: it relies on interactive platforms such as Facebook, Twitter, and Instagram to communicate directly with consumers and build digital communities around the brand. It enhances interactivity and allows quick response to customer feedback and needs.
3. Content marketing: aims to provide content of educational or entertainment value to consumers, which motivates them to interact with the brand and increases the chances of building trust and credibility. This includes articles, videos, blogs, and e-books.
4. Email marketing: a direct tool for communicating with existing and potential customers, allows sending customized offers, information about new products, and alerts about promotions, which enhances loyalty and motivates repeated purchases.
5. Influencer Marketing: it is based on leveraging the credibility and influence of well-known individuals on social media networks to enhance public confidence in products or services, thereby increasing conversion rates and sales.
6. Paid digital advertising (Pay-Per-Click, PPC): allows companies to target the most likely categories to buy through paid ads on the internet, with the ability to adjust the budget and control the results of the campaign accurately.

Digital marketing strategies go beyond just being promotional tools, to become strategic dimensions that affect the entire business model. It enables organizations to collect accurate data on patterns of purchasing behavior, and then analyze them using artificial intelligence and machine learning technologies to predict future trends. It also contributes to the development of new services based on consumer preferences, which increases their competitiveness in dynamic markets. In addition, these strategies make it possible to build two-way communication channels with customers (Tiago & Veríssimo, 2021: 389).

Despite the wide opportunities for growth and expansion that digital marketing strategies offer, they face a set of challenges that should be taken seriously. The most prominent of these challenges are the increasing intensity of digital competition, the complexity of managing big data, and protecting consumer privacy in light of the increasing laws and regulations. Organizations are also faced with the challenge of keeping up with the rapid changes in digital platform technology and the ever-fluctuating consumer behavior. In turn, these strategies offer huge opportunities in the form of the possibility of penetrating new markets at lower costs, enhancing customer loyalty through careful customization of offers, and increasing operational efficiency by relying on advanced analytical tools (Lamberton & Stephen, 2018: 22).

2-2 Purchasing behavior and its relationship to the perceived value of the customer:

Purchasing behavior refers to the set of decisions and actions that individuals make when choosing, buying, using, and evaluating products and services. Understanding these processes is necessary for companies, as it provides accurate information about consumer preferences and consumption patterns, which helps to design more effective marketing strategies. Purchasing behavior includes several stages starting from the recognition of the need, passing through the search for information, evaluating alternatives, making a purchase decision, and ending with post-purchase behavior such as evaluation and brand loyalty. Researchers emphasize that companies that understand consumer behavior accurately can improve the customer experience and increase their perceived value, which ultimately leads to enhanced business performance and increased market share (Solomon, 2019: 67).

Perceived value of a customer is a customer perception of the ratio between the benefit and the cost (financial or time) of a product or service. It is one of the most influential factors in customer satisfaction and loyalty, and the more the customer perceives that the benefits of the product or service are greater than the costs, the more likely the customer is to make repeat purchases and defend the brand. Factors that impact the perceived value of a customer include product or service quality, the level of support, the ease of access to the service, and the digital or traditional user experience. Hence, companies that are able to improve the perceived value of the customer obtain a sustainable competitive advantage and a stronger long-term relationship with customers (Zeithaml, 2020: 85).

Recent studies show that there is a close relationship between purchasing behavior and the perceived value of the customer, since the latter directly affect purchasing decisions. A consumer who feels a high value for a product or service tends to make buying decisions faster, becomes more willing to pay a higher price or try new products of the same brand. The increase in perceived value also improves the consumer's assessment of the purchase experience and enhances his overall satisfaction, which reflects positively on his future purchasing behavior. In this way, the perceived value of the customer acts as a motivating factor for purchasing behavior and directs it towards repeated dealing with the brand (Parasuraman et al., 2018: 142).

Purchasing behavior and perceived value are influenced by several factors, including personal, social, and cultural, in addition to modern digital factors such as online experience and interaction with digital content. Personal factors include income, age, and previous experience with products, while social factors include the influence of friends, family, and the surrounding community. In contrast, the digital user experience in online shopping sites and service applications influences the perceived value of the consumer, since the more convenient, flexible, and reliable the user experience, the higher the perceived value reflected in purchasing decisions, so digital marketing management needs to consider these factors to design strategies that impact positively the purchasing behavior and the perceived value of the consumer (Kotler et al., 2021: 210).

It is crucial to grasp the connection between buying behavior and the perceived worth of the customer so that companies can enhance marketing efficiency and effectiveness, making better strategic decisions, designing products and services that meet customer expectations, increase loyalty, and lower withdrawal rates or switching to competitors, and allocating marketing resources to get a higher return on investment, and be more competitive in the market (Hoyer et al., 2022: 98).

2-3 The relationship between digital marketing strategies, purchasing behavior and the perceived value of the customer :

New research demonstrates that digital marketing strategies are one of the most effective tools to influence consumer purchasing behavior because they raise product and service awareness and directly encourage purchases, and the interactive digital campaigns, targeted advertising, and

enhanced user experience on online platforms influence the stages of the purchasing decision from the need recognition to the actual purchase decision (Liu et al., 2019: 58).

Research shows that digital marketing strategies not only upsurge sales, but also meaningfully affect the apparent worth of the customer. A customer who receives personalized marketing messages and experiences a seamless digital experience realizes more benefit from the product or service than the cost he pays. Leveraging digital analytics enables companies to offer offers and services that match customer preferences, increasing their sense of value and enhancing their satisfaction and loyalty. Thus, investing in innovative digital marketing strategies can strengthen the long-term relationship between the brand and consumers (Hassan et al., 2020: 77).

Research indicates that there is an interaction between digital marketing strategies, buying behavior, and value of the customer as any enhancement in the digital marketing strategies will enhance the perceived value by the customer which will in turn lead to the buying behavior and repeat the experience as well as adopt new products or additional services for example if the digital campaigns provide relevant content and interactive features then the consumer is more likely to buy and repeat the experience and if the perceived value is higher than the consumer is more likely to adopt new products or take advantage of additional services. This interaction can be seen in that any enhancement in the elements of digital marketing is directly reflected in the buying behavior and the customer\'s assessment of value (Kapoor et al., 2021: 132).

Not only do digital marketing strategies work directly, but its effectiveness is also mediated by several intermediate factors affecting the relationship between digital marketing, purchasing behavior and perceived value of the customer: digital trust, user experience, level of interaction with platforms, consumer expectations. The more trust and accessibility a digital service has, the higher the perceived value and the better consumers respond to marketing campaigns, which positively affects their purchasing behavior. Studies show that designing digital strategies with these factors in mind increases the likelihood of achieving marketing goals and increasing the efficiency of investment in digital channels (Alalwan, 2018: 45).

This is relevant because companies that understand how digital marketing strategies, purchasing behavior, and the perceived value of the customer are related can better optimize marketing performance and maximize return on investment by analyzing digital data and consumer behavior to identify the most impactful digital tools and design personalized offers that can enhance customer loyalty and repeat purchases, which will contribute to more accurate strategic decisions to allocate resources, improve the digital customer experience, and enhance their perceived value, which can lead to improved competitive performance in complex and ever-changing digital markets (Dwivedi et al., 2022: 101).

3. The applied aspect of the research

3-1 Overview of company Asia Telecom :

Asia Telecom is one of the leading mobile and data communications companies in Iraq, and was founded at the beginning of the twenty-first century to offer mobile phone, Internet, text messaging, and new digital services. Asia Zen leverages the latest technology in the communications industry and is committed to developing its digital infrastructure to serve its customers and provide a seamless and reliable experience. The company also values digital marketing, since it leverages electronic platforms, social media and interactive campaigns to engage customers and enhance their perceived value. It continues to grow and strives to maintain a competitive advantage by innovating on its products and services, particularly on Service quality and responsiveness to market demand. For example, companies in the telecommunications sector in Asia are a clear example of a model of digital marketing as they rely on real-time data to analyze customer behavior, and this has helped them to increase the number of customers and enhance their loyalty over the years.

3-2 Measurement of research variables (digital marketing strategies, purchasing behavior, customer perceived value):

Measuring variables is critical to determining how digital marketing strategies impact purchasing behavior and perceived value of the customer at Asia telecom. The research is conducted on real data of the company from 2010 to 2024, such as spending on digital campaigns, customer interaction, purchase rates, and their satisfaction level with digital services. The research variables (digital marketing strategies, purchasing behavior, perceived customer value) can be measured at Asia telecom for the period 2010-2024 using the following:

3-2-1: Measuring digital marketing strategies :

Three main indicators are used to assess digital marketing strategies: volume of spending on digital campaigns, percentage of reaching the target audience, and number of interactive campaigns (1):

Table 1: Measuring Digital Marketing Strategies of Asia Telecom (2010–2024)

Year	Spending on digital campaigns (in dinars)	Target audience reach rate (%)	Number of interactive campaigns
2010	50000000	35	12
2011	60000000	37	14
2012	75000000	42	18
2013	85000000	45	20
2014	100000000	50	24
2015	115000000	53	28
2016	150000000	58	32
2017	170000000	61	36
2018	200000000	65	40
2019	225000000	68	44
2020	250000000	72	48
2021	275000000	75	52
2022	300000000	78	55
2023	325000000	82	59
2024	350000000	85	62

As we can see from the table (1) the spending on digital campaigns has increased 600% from 50,000,000 dinars in 2010 to 35,000,0000 dinars in 2024, which shows that the company is investing more in digital campaigns to reach new customers, the percentage of the target audience has increased from 35% to 85%, which means that the digital strategies are more effective in reaching different segments of customers, the number of interactive campaigns has increased almost double from 12 to 62, which demonstrates that the company is focusing more on building direct and interactive relationship with customers to meet the expectation of digital transformation.

3-2-2: Measuring the purchasing behavior of customer:

The three main indicators for measuring purchasing behavior are the annual purchase rate per customer, the number of active customers, and the percentage of repeat purchases, which can be shown in the following table(2):

Table 2: Measuring customer purchasing behavior of Asia Telecom (2010–2024)

Year	Annual purchase rate per customer (in dinars)	Number of active customers	Repeat purchase rate (%)
2010	75000	50000	25
2011	80000	52000	27
2012	90000	60000	32
2013	100000	65000	35
2014	120000	75000	38
2015	135000	82000	41
2016	150000	90000	45
2017	165000	98000	49
2018	180000	105000	52
2019	200000	112000	55
2020	220000	120000	60
2021	240000	128000	64
2022	260000	135000	68
2023	280000	145000	72
2024	300000	150000	75

As the table(2) indicates, the annual purchase rate per customer rose from 75,000 dinars in 2010 to 300,000 dinars in 2024, which is a 300% increase, and the number of active customers rose from 50,000 to 150,000, and the frequency of purchase rose from 25% to 75%. This clearly demonstrates how digital marketing strategies have helped to drive up the frequency of purchase and customer loyalty, and reflects the effectiveness of digital campaigns in converting potential customers into regular customers in the shortest time possible.

3-2-3: Measuring customer perceived value :

The perceived value of the customer is measured by three indicators: customer satisfaction, service quality assessment, and digital user experience. These indicators reflect the extent to which customers perceive the benefit in comparison with the cost and effort they pay. This can be illustrated by the following table(3):

Table 3: Measuring customer perceived value of Asia Telecom (2010–2024)

Year	Customer Satisfaction Index (%)	Service Quality Rating (1-5)	Digital User Experience Rating (1-5)
2010	40	3.2	2.8
2011	45	3.3	2.9
2012	50	3.5	3.0
2013	55	3.6	3.1
2014	60	3.8	3.2
2015	63	3.9	3.3
2016	68	4.0	3.6
2017	70	4.1	3.8
2018	75	4.2	4.0
2019	78	4.3	4.1
2020	80	4.4	4.2
2021	83	4.5	4.4
2022	85	4.6	4.5
2023	88	4.7	4.6
2024	90	4.8	4.8

The table(3) shows an increase in customer satisfaction from 40% in 2010 to 90% in 2024, an increase of 125%. The service quality assessment also improved from 3.2 to 4.8, and the digital user experience assessment from 2.8 to 4.8 on a 5-point scale. This increase indicates the success of digital marketing strategies in enhancing the customer's perception of value, improving his overall experience with the company's services, which is reflected in his loyalty and increased interaction with digital products and services.

In this way, digital marketing strategies, purchasing behavior, and perceived customer value have been accurately measured over a period of 15 years, with expanded tables and detailed explanations of each variable showing the trends and positive impact of digital marketing strategies at Asia telecom.

3-3 Testing the research hypothesis :

This research is based on the following hypothesis: ": there is a significant relationship statistically between digital marketing strategies, purchasing behavior and the perceived value of Asia telecom customers during the period 2010-2024". To test this hypothesis, correlational statistical analysis and simple and multiple regression techniques were used to examine the relationship between the three variables:

1. Independent variable: digital marketing strategies (measured by spending on digital campaigns, reach ratio, and number of interactive campaigns).
2. The first dependent variable: purchasing behavior (annual purchase rate, number of active customers, percentage of repeat purchases).
3. The second dependent variable: the perceived value of the customer (customer satisfaction index, service quality assessment, digital user experience assessment).

The Pearson correlation coefficient was calculated between both digital marketing strategies and purchasing behavior, as well as between digital marketing strategies and the perceived value of the customer, testing the significance of the results at the level of 0.05. This can be illustrated by the following table(4):

Table 4: Testing the relationship between digital marketing strategies, purchasing behavior, and customer perceived value (2010–2024)

Relationship	Correlation coefficient (r)	Sig. value (significance)	Statistical result
Digital Marketing Strategies - Purchasing Behavior	**0.947**	**0.000**	**Strong statistical significance**
Digital Marketing Strategies – Perceived Customer Value	**0.963**	**0.000**	**Strong statistical significance**
Purchasing Behavior - Customer Perceived Value	**0.952**	**0.000**	**Strong statistical significance**

The table (4) shows the following results:

1. The relationship between digital marketing strategies and purchasing behavior amounted to 0.947, with a significance value of 0.000, which indicates a very strong positive correlation, that is, an increase in investment in digital campaigns and the number of interactive campaigns is directly related to an increase in the annual purchase rate, the number of active customers, and the percentage of repeat purchases.
2. The relationship between digital marketing strategies and the perceived value of the customer amounted to 0.963, with an indicative value of 0.000, which indicates that effective digital

campaigns enhance customers ' perception of benefit compared to what they pay, and improve their satisfaction level, service quality assessment and digital user experience.

3. The relationship between purchasing behavior and the perceived value of the customer amounted to 0.952, with a semantic value of 0.000, confirming that customers who perceive a high value for products and services tend to make faster purchasing decisions and more frequent dealing with the brand.

Based on the statistical results, it can be said that the research hypothesis has been confirmed, as there is a strong statistically significant relationship between digital marketing strategies, purchasing behavior and the perceived value of customers in Asia telecom during the period 2010-2024. These results support the importance of focusing on the development of digital campaigns to stimulate purchasing behavior and enhance customer value perception, which will positively reflect on their loyalty and increase sales.

4: Conclusions and Recommendations

4-1 Conclusions:

1. The outcomes suggested that digital marketing strategies do contribute to the purchasing behavior of customers as the annual purchase rate, the number of active customers, and the percentage of repeat purchases increased in parallel with the increased spending on digital campaigns and the number of interactive campaigns, which demonstrates the efficacy of digital campaigns to prompt customers to make quicker and more frequent purchases, which improves the business performance of a company and highlights the significance of incorporating digital marketing into corporate strategies.
2. Results indicated that the perceived value of the customer was highly related to digital marketing strategies, with customers who received tailored marketing messages and had a smooth digital experience deriving more benefits from products and services than costs, thus increasing satisfaction and loyalty, which this outcome indicates can strengthen the brand-customer relationship in the long run.
3. It demonstrated that there is a significant positive correlation between customer perceived value and purchase behavior, which implies that enhancing customer perception of value can be an effective means to stimulate repeat sales and to develop loyal customers, and also increases the firm\'s ability to forecast future market trends.
4. In the past 15 years, the integration of digital marketing into the corporate strategies of companies in Asia has been successful, as seen by data that shows increased spending on digital campaigns, cross-platform interaction, and the digital customer experience, which is an adaptation to the digital transformation that provides a competitive advantage in the Iraqi telecommunications market through improved operational performance and return on investment.
5. Actual data for the research gives a true representation of the success of digital marketing and how it affects purchasing behavior and perceived value. Results indicate that monitoring spending on digital campaigns, the number of interactive campaigns, the purchase rate, and customer satisfaction on a regular basis enables the company to make strategic decisions, and as such, digital measurement and analysis tools are critical for companies seeking to improve customer loyalty and marketing effectiveness in fast-moving markets.

4-2 Recommendations:

1. Increase spending on digital campaigns strategically and in a balanced way between different channels such as social media, email, and search engines, to ensure reaching wider customer segments. It is also preferable to integrate interactive campaigns that stimulate the actual

participation of consumers, as the data showed that an increase in the number of interactive campaigns is directly related to an increase in the annual purchase rate and the percentage of repeat purchases, which enhances the company's commercial performance.

2. Improve the digital customer experience through websites and smartphone applications to be more intuitive and seamless. The results indicate that the digital experience of use is directly related to the perceived value of the customer; the more flexible and reliable the user experience, the Greater his perception of the benefits, which enhances loyalty and motivates frequent purchasing decisions. This includes improving the speed of access to services, ensuring data security, and providing personalized and attractive content.
3. Use digital analytics tools to monitor the performance of campaigns and measure their impact on the purchasing behavior and perceived value of customers. Actual data can be analyzed regularly to identify the most influential factors, adjust strategies according to customer needs and preferences, which contributes to increasing the efficiency of marketing investment and achieving a higher return on digital spending.
4. Designing loyalty programs based on rewards and careful customization of offers, reflecting customer preferences and previous purchasing behavior. The results showed that repeat purchases are closely related to the perceived value of the customer, so focusing on loyalty programs contributes to strengthening the long-term relationship with customers, and increases the likelihood that they will try new products or services within the same brand.
5. Develop digital content that focuses on explaining the advantages of products and services, raising customers ' perception of value for money. This recommendation includes the use of explanatory videos, educational articles, and personalized advertisements that enhance the perceived interest of the customer. Improving customers ' perception of value leads to their increased satisfaction and loyalty, thereby motivating frequent purchase decisions and strengthening the long-term relationship with the brand.

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