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| Research Article

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The Impact of Digital Marketing Strategies on the Success of Shopping Through Online Store Offers and Mobile Applications

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Abstract: The impact of digital marketing strategies on the success of shopping through e-commerce stores and mobile applications is what this research seeks to find out. There were one hundred participants to whom questionnaires were given in the descriptive analytical approach adopted by this study, with results analyzed using SPSS software. In three main sections, the paper discusses the research problem, its significance, and objectives in the first section; it gives a summary of earlier studies as well as providing a descriptive aspect of the study in the second section; finally, it presents the analytical methodology together with an explanation about that tool (questionnaire) used for conducting this survey along with resultant findings out comes Digital Marketing Strategies have positive effect on user experience & shopping success. SWOT analysis has been conducted to determine the challenges, strengths, opportunities and possible threats. Based on this several recommendations have been proposed to cater each challenge. The study is concluded by providing the recommendations to enhance digital marketing and user experience.

Key words: Digital marketing strategies, E-commerce stores, Mobile applications, User experience.

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Introduction:

Marketing has become a vital component for the success of mobile commerce and e-commerce with the rise of digital technology. The paper will discuss the effect of digital marketing strategies on online shopping through mobile applications and e-commerce platforms, hence determining to what extent digital marketing strategies enhance the efficiency of "e-shopping." An analysis is provided in this research paper about different marketing techniques, including digital advertising and social media marketing, along with search engine optimization (SEO) strategies, which further emphasizes how these strategies can be used most effectively by organizations seeking maximum benefits out of them. To know how best to upgrade service quality so that customer

satisfaction increases manifold times more than now, it becomes imperative first to highlight offers from e-commerce store offers/mobile applications where such strategy impacts. To investigate the causal relations, as well as the effects created due to the use of digital marketing strategies, scientific methods of research and statistical analysis will be used. The study aims at contributing to knowledge on how digital marketing can lead to success in online shopping using e-commerce platforms, and by extension, the beneficial impact in the formation and development of marketing approaches and enhancement of business performance in this dynamic and changing setting.

Section one: Research Methodology

Section two: Theoretical Background (Previous Studies)

Section three: Practical Aspect

Section four: Conclusions and Recommendations

Section one: Research Methodology

Firstly: Research Problems:

This research will review and analyze how digital marketing strategies have impacted on a successful shopping process based on the offers made by e-commerce stores and mobile applications. The title would reflect interest in the interaction between effective digital marketing and business success in the new digital environment. Therefore, our research problem is focused on analyzing the role that digital marketing strategies play towards enhancing customer experience and optimizing offer effectiveness from e-commerce stores and mobile applications.

The research questions discuss how digital advertising and digital media marketing can influence customers to attract their attention to make purchases from e-commerce stores. It will also try to understand the impact of effective integration between user experience and digital campaigns towards success in this type of shopping.

Also, the research aims to find out how all these factors interact with each other and if possibly through them companies' goals can be achieved and increased involvement in digital shopping.

It will also try to determine how all these factors interact with each other and if possibly through them companies' goals can be achieved and increased involvement in digital shopping.

The research gap is related to a wider understanding and analysis of the effect of digital marketing strategies on successful shopping in a technological environment. Some previous studies have highlighted certain aspects within this context, there are topics that need further analysis and detail.

One of them is connected with the discussion of the results of the incorporation of digital adverts and user experience into the successful shopping. In this case, we do not have a clear understanding of how this integration would impact the customer behavior and buying choices expressed in their contact with smart applications and e-commerce promotions. Further insight into these strategies with regards to the effectiveness of promotional campaigns of attracting consumers and customers is also required. In this direction, the gap between research is important to fill in analyzing the effect of digital advertising and user experience on attractiveness of service and product provided at e-commerce stores.

Secondly: Research Questions:

Main Question: What strategies and plans in digital marketing can be implemented to increase user experience and promote the success of the purchasing process of digital marketing of e-commerce stores and mobile applications?

Sub-questions:

1) What are the ways to enhance the cooperation between the promotional campaign and digital advertising in e-commerce stores and mobile applications to be able to attract and engage new customers?

2) What can be done to enhance the experience of users in dealing with the digital marketing strategies to streamline the process of decision making to make the purchase?

Thirdly: Significance of the Study: The study is significant because of a number of reasons such as:

First of all, it will be possible to find how digital marketing strategies influence the enhancement of the quality of shopping via digital platforms. Secondly, it examines the efficiency of digital campaigns and determines the factors that contribute to the success of the promotion offers in terms of their spreading on mobile applications. Thirdly, the study will assist in offering new insights into the way to improve user experience and reach customer satisfaction by applying digital strategies of shopping. Fourthly, as a result of the analysis and discussion of the findings, a number of recommendations will be provided to enhance the effectiveness of electronic marketing that will deliver positive results to businesses in the context of e-commerce and mobile applications efficiency.

Fourthly: Research Objectives:

The objectives of the research are summarized as follows:

- Understanding the impact of digital marketing strategies. How digital marketing strategies can influence consumer behavior and improved success of shopping through e-commerce stores and mobile applications.
- Analyzing user experience. How user experience can be improved in digital platforms through marketing strategies, and how the decision-making process can be facilitated for customers.
- Ads and User Experience Integration: Study on how to better integrate digital ads with user experience to attain greater success in the purchasing process and accomplishing marketing objectives.
- Effective Strategies: Factors that lead to the effectiveness of digital marketing strategies. Practical recommendations on improving such strategies to attain business objectives.

Fifthly: Research Outline:

Sixth: Research Hypotheses:

"Improving the integration of digital ads and promotional campaigns with enhancing user experience in e-commerce stores and mobile applications leads to improving the efficiency of digital marketing strategies, which contributes to enhancing the success of purchasing processes."

Sub-hypotheses:

- Increasing the integration of digital ads and promotional campaigns makes products and offers more attractive to customers within e-commerce stores and mobile apps.
- Improved user experience helps customers better understand products and makes them able to take better and faster purchasing decisions.
- Proper integration between digital ads and user experience will increase customer satisfaction and return customers to e-commerce stores and mobile apps.

Seventh: Research Methodology:

Data has been analyzed using the descriptive analytical approach. An electronic questionnaire was used to collect data. The link was shared with the participants to collect responses. The questionnaire contained 15 multiple-choice questions based on three axes following the research framework. A five-point Likert scale has been used to measure responses (Strongly Agree, Agree, Neutral, Disagree, Strongly Disagree). The descriptive approach contains an in-depth review of previous studies that addressed the research topic.

Eighth: Research Limitations:

Spatial boundaries: Iraq

Temporal boundaries: The period between October 2023 and November 2023

Human boundaries: A group of participants from Iraqi governorates, randomly selected, consisting of 100 individuals, including users of e-commerce stores and mobile applications, marketers, and consumers.

Ninth: Data Collection Methods: The questionnaire was distributed through sharing the electronic link on social media sites, other platforms, and several mobile applications.

Tenth: Statistical Methods and Tools Used: Data will be analyzed, and results will be calculated, including percentages for participants' responses, using the SPSS Ver. 23 statistical program.

Section Two: Theoretical Background (Previous Studies)

Research on the role of e-marketing strategies in consumer buying behaviour by means of e-shopping by Al-Zoubi (2023) identified e-shopping as one of the most significant tools that have been added to the competitiveness of companies during this period. It turns into competitive advantage in case marketing strategies directed on changing and guiding purchasing behavior in consumers are established and carried out efficiently. The research aimed at establishing the influence of e-marketing strategies on the behavior of consumers who complete their shopping online. The study employed a descriptive and analytical methodology, which was used by sampling eight information technology companies in Jordan. selected randomly. Primary data were collected through questionnaires administered to 98 respondents who were heads of the marketing departments in those companies. There were several findings to the study, most notably that the use of e-marketing strategies in those companies attained a high level of agreement mean and standard deviation. However, purchasing behavior scored a moderate level of agreement. The findings concluded that e-marketing strategies positively affect consumer purchasing behavior and that the effect is statistically significant. The researcher came up with several recommendations,

among which was the need for Jordanian companies to study consumer behavior to determine suitable marketing strategies for each company, in addition to adopting modern software dedicated to data privacy and cyber security.

Kadyan (2020) observed that the internet has become fundamentally essential in our day-to-day living. Most of the human, business, and service activities applied digitally today include marketing and shopping among other uses. Consumers can buy goods and services directly at any time from any place without extra charges of costs. In any successful business organization, customers' satisfaction is always considered first since customers are the lifeblood of the company. The main purpose of this study was to analyze online consumer purchasing behavior by using factor analysis approach. A survey was conducted on 120 respondents to achieve the objectives of the study.

The study applied descriptive statistics, chi-square, and factor analysis in the analysis of data using IBM SPSS software. It found that online consumer purchasing behavior lies on factors of convenience, price, and customer satisfaction with an emphasis on customer satisfaction as the success factor for online shopping (Kadyan, 2020).

A study was conducted under the title, "Measuring the Quality of Government Electronic Services According to the NETQUAL Scale: An Exploratory Study of the Opinions of a Sample of Social Media Users"(2019), in which it emphasized the importance of electronic websites in delivering services to society, focusing on the level of quality provided by such websites and their enhancement to attain higher stages of development aimed at user satisfaction. Several hypotheses were proposed in Al-Afandi's study to be tested regarding the quality of these websites and whether they have achieved an adequate level in serving users. A questionnaire was administered among 186 randomly selected social media users, such as Facebook users. The responses were analyzed to arrive at findings that improving service levels should always be continuous. The researcher recommended to the administrators of these websites to become more attentive, to consider citizen reviews, and specially focus on improving transactions related to the government sector through these websites.

Methodology: The researcher used a phenomenological research design to describe and interpret the experiences and perceptions of the respondents as they lived through the central phenomenon: effects of online marketing strategies on customer behavior. Data were generated from one personal interview session with twenty-five developmental questions. The analysis assumed an essentially deductive stance in theme development.

Findings: Four major themes were generated from the data: product management, customer relationships, buyer-seller relationship, and business gains. The digital marketing strategies directly reflected on online shoppers' behavior in terms of product evaluation and trend influence, customer interests and satisfaction, and benefits they can gain from using this online business platform. The skills and attributes acquired by online shoppers that affect their purchasing behavior towards digital marketing strategies were discovered by the researcher. Digital marketing has a very substantial impact on the purchasing behavior of online shoppers who used various strategies based on actual experiences. Online product and service providers should consider it a crucial and vital matter to enhance and protect the interests of both companies and consumers to consider online shoppers' behavior determined by following responsive digital marketing strategies.

This study is important in defining indicators of e-marketing strategies since technological innovations provide tremendous opportunities for modern and advanced means. If these websites contribute to enhancing government services through monitoring the quality of services provided, and beneficiary feedback then it becomes very logical and necessary that these websites work more efficiently when employed in e-marketing to achieve customer satisfaction, and create new

horizons for marketing operations inline with this development.(Al-Afandi, 2019, 90). The core subject of this paper would be the electronic web site quality leading eventually to betterment or improvement of government service by beneficiary response or review.

A study noted by MAEd, E. (2022) stated that the transformations significantly gave rise to online shopping as well as the manner in which consumers acquire their preferred products in this technological era. The study aimed to highlight the experiences of online shoppers who changed their purchasing behaviors to more enhanced behavior, especially during this pandemic.

Methodology: This qualitative research employed a phenomenological research design to get the real experiences and views of the participants on the main inquiry, “How do online marketing strategies affect customer behavior?” An interview with twenty-five developed questions was used to obtain data, which was later analyzed using a deductive approach in theme development.

Findings: There were basically four themes under which all the data fell: product management, customer relationships, buyer-seller relationship, and business gains. Digital marketing strategies directly influenced the behavior of online shoppers in trend influence, customer interests and satisfaction, benefits they could gain from using this online business platform. The researcher found out that skills and attributes have been developed by online shoppers which affect their purchasing behavior towards digital marketing strategies. The study concluded that digital marketing has a substantial impact on the purchasing behavior of online shoppers who used various strategies reflecting their actual experiences. It was recommended that Online Product & Service Providers should consider Online Shoppers’ Behavior determined by following responsive Digital Marketing Strategies as an important & vital matter to enhance & protect both Companies’&Consumers’ interest(MAEd,E .2022).

Another study with the title, "Dimensions of Strategic Partnerships and their Impact on Enhancing Digital Maturity," exploratory study through the opinions of a sample of administrative leaders in mobile communication companies (2022), aimed at attaining an understanding of how digital maturity is achieved through 'strategic partnerships' in the sample companies which are mobile communication companies in Iraq, considered among the adopter companies that have adopted digital technologies, found results analyzed that focus on 'strategic partnerships' increases trust levels contributing to digital maturity from traditional means to digitization wherein positive relationship was established between them. Several proposals were made, mainly emphasizing investing in these partnerships to enhance capabilities exchange with partners and continuous development relying on modern technology.

Ozuem & Azemi (2018) noted that online shopping has recently and increasingly been preferred because it is accessible and easy to use. Therefore, companies offering high-quality products must sustain the same marketing success obtained by firms with inexpensive brands to be comparable with the market. Digital marketing strategies for fashion and luxury brands summarize recent scientific studies on the necessity of a myriad of new tools and techniques available to corporate and brand managers for the promotion of high-end products.

The study found that for fashion and luxury brands to sustain marketing success in the affordable online shopping brands market, digital marketers should adopt various techniques and technologies which would eventually transform into a strategy of competing techniques (Ozuem & Azemi, 2018).

Another study, "The Role of Marketing Functions for Wholesale Consumer Products in Enhancing Retailer Loyalty" (2019), aimed at examining the marketing functions and their importance in enhancing loyalty among retailers as a dependent variable besides the contribution of marketing functions among wholesalers as an independent variable. The research tool was a questionnaire distributed randomly to 200 participants in the Baghdad market. Results have also indicated a significant positive relationship between these variables at different levels. In suitable

integration, it recommended focusing efforts on improving marketing function performance to gain consumer and customer loyalty. It can be inferred from here that the more comfortable and technologically advanced way of performing marketing processes ensures easier customer satisfaction and loyalty.

Our study pays attention to electronic shops and smartphones, which are the most significant technical means now to facilitate the shopping process and reaching a large number of customers if utilized efficiently with proper care. Opportunities for managing and creating marketing have attracted the interest of researchers significantly. The study revealed that the business world is rapidly and highly advanced developing based on technology that seems to make this world appear like one village. This development instills a highly competitive environment where every firm strives to secure its standing spot above rivals in the marketing environment. Evidence was found on a practical relationship between market opportunities and the product. The study came out with a manufacturing strategy related to marketing strategies, companies' abilities to adjust expected changes, and alternatives forming as clarifications of important top challenges.

A 2020 study aimed at examining important marketing concepts which include marketing excellence and marketing agility indicated a correlation and impact relationship. The methodology applied in the research was a descriptive analytical approach wherein private pharmaceutical companies were selected as a sample for the field study.

Fifty-four administrative leaders and employees of the marketing department comprise the sample for ease in statistical analysis. The researcher has arrived at several findings, among which is very important: there exists a positive relationship between market agility and the achievement of marketing excellence; this relationship happens to be “direct” positively (Mohamed, 2022).

The Impact of Creativity Strategies on the Marketing Mix of Banking Services (2022)by Ali Jassim Rasan aimed to test the “creativity strategies” on sub-dimensions of pricing, distribution, promotion, service, human element and physical components. The researcher analyzed the data qualitatively especially on “governmental” banks. 3 banks form the sample size: Iraqi Trade Bank (TBI), Al-Rashid bank and Al-Rafidain bank. They have been chosen for their importance in the Iraqi banking market together with commercial banks as Al-Islami, Al-Khaleej and Al-Tanمية for their vital role in achieving the marketing mix. 88 managers form a sample population and analysis to reveal internal banking processes and how it can be enhanced through creativity strategies for banking marketing mix. The study relied on SPSS analysis software. The results stated that there is an influence of these strategies on all the banks in the sample population, with the exception of TBI Bank and Al-Islami Bank, where the influence was 'not significant'.(Rasan, 2022).

Section Three: Practical Aspect

First: Research Tool and Gathering Data

The descriptive analytical approach was chosen to analyze the data collected through the research tool, which is an electronic questionnaire distributed via a link to participants. The questionnaire consisted of three axes following the research axes and included 15 multiple-choice questions based on the five-point Likert scale (Strongly Agree, Agree, Neutral, Disagree, Strongly Disagree). The descriptive approach involved an in-depth review of previous studies that addressed the research topic.

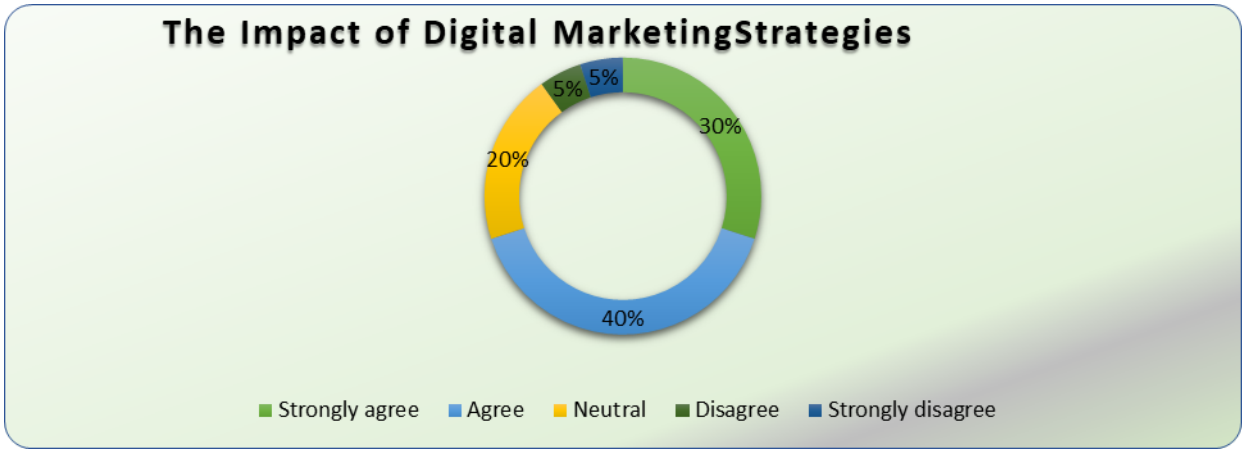
The questionnaires were shared with 100 different participants from different Iraqi governorates. The sample included users of e-commerce and mobile applications, marketers, and general consumers. Their responses have been analyzed statistically through SPSS Ver. 23.

Second: Discussion of results

The tables below will show the participants' responses and a statistical analysis to determine trends of the participants on the research axes:Table 1: Axis one - The Impact of Digital Marketing Strategies

disagree	Strongly disagree	neutral	agree	Strongly agree	First Axis	
%5	**%5**	**%20**	**%40**	**%30**	**Do you notice the impact of digital marketing strategies in acquiring better knowledge about offers and products in ?e-stores and smartphone applications**	1
%10	**%15**	**%15**	**%35**	**%25**	**Do you believe that digital ads and promotional campaigns play a role in encouraging you to make purchasing decisions through digital platforms?**	2
%5	**%10**	**%15**	**%30**	**%40**	**Do you think that increasing the integration of digital ads and promotional campaigns enhances the attractiveness of products in e-stores and mobile apps?**	3
%5	**%15**	**%20**	**%25**	**%35**	**Do you prefer using promotional offers that come through digital marketing strategies while shopping online?**	4
%10	**%15**	**%20**	**%25**	**%30**	**Would you be interested in participating in promotional events on E-stores or mobile apps?**	5

This illustrative figure shows the proportion analysis for the first axis: Digital Marketing Strategies.



Results ratios in the first axis were as follows:

- Strongly Agree (30%): Indicates a high percentage of people strongly believing in the impact of digital marketing strategies on acquiring knowledge about products and offers. This may be linked to individuals' preference for information that comes through these strategies.
- Agree (40%): This category represents the highest percentage, indicating that many participants see digital marketing strategies as contributing positively to acquiring knowledge.

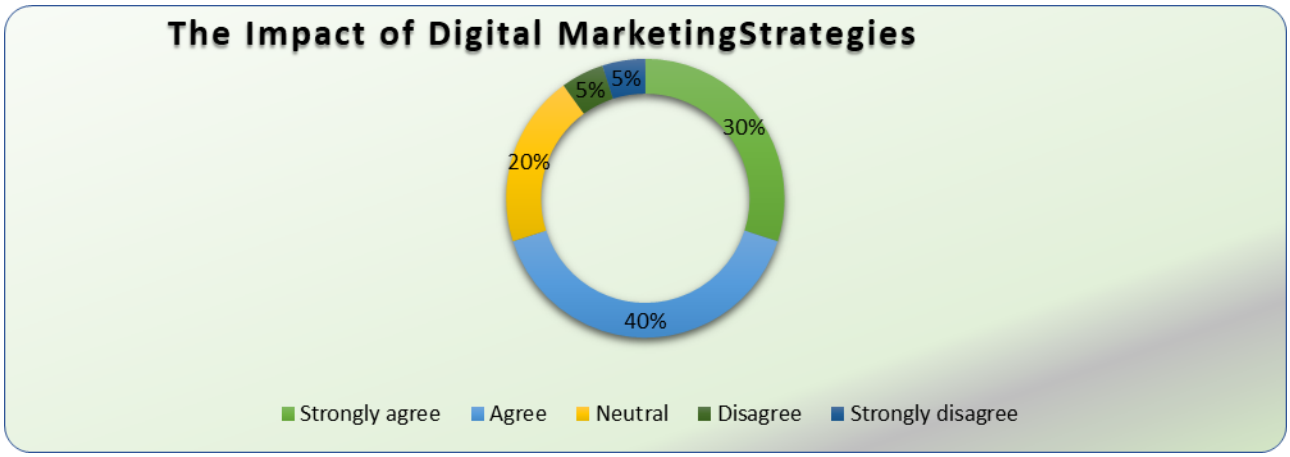
Neutral (20%): This percentage depicts those respondents who felt no considerable influence of the digital marketing strategy on their knowledge about the products.

Disagree (5%) and Strongly Disagree (5%): Both categories showed minimal percentages. This means that a very small minority strongly and very strongly agree that digital marketing strategies have no impact on their knowledge.

Table No. (2): Second Axis: Enhancing User Experience on E-store Offers and Mobile Applications:

The percentages of participants' responses on the second axis						
%5	**%10**	**%15**	**%30**	**%40**	**Do you think that improving your experience as a user can help make purchasing processes easier and more convenient?**	1
%5	**%15**	**%15**	**%30**	**%35**	**Do you believe that your experience as a user contributes to enhancing your comfort and satisfaction during the marketing process through digital platforms?**	2
%5	**%10**	**%20**	**%35**	**%30**	**Do you use smartphone apps that provide an enhanced user experience while shopping via mobile?**	3
%5	**%15**	**%20**	**%35**	**%25**	**Do you believe that the integration of smartphone app services contributes to making the shopping process more effective?**	4
%5	**%10**	**%20**	**%30**	**%35**	**Do you feel that companies that focus on improving the user experience deserve more support and loyalty?**	5

The following figure illustrates the analysis of the percentages of participants' responses on the second axis.



The results of the second axis are as follows:

- Strongly Agree (40%): Indicates a significant impact of improving user experience on the ease of purchasing processes. This can be interpreted as individuals appreciating improvements that make shopping more convenient.
- Agree (30%): This is the second largest percentage. A large number of participants consider and acknowledge the effect of improvement which makes user experience better.
- Neutral (15%): A small percentage of respondents are indifferent. In their opinion, improving the user experience will not significantly affect their satisfaction.

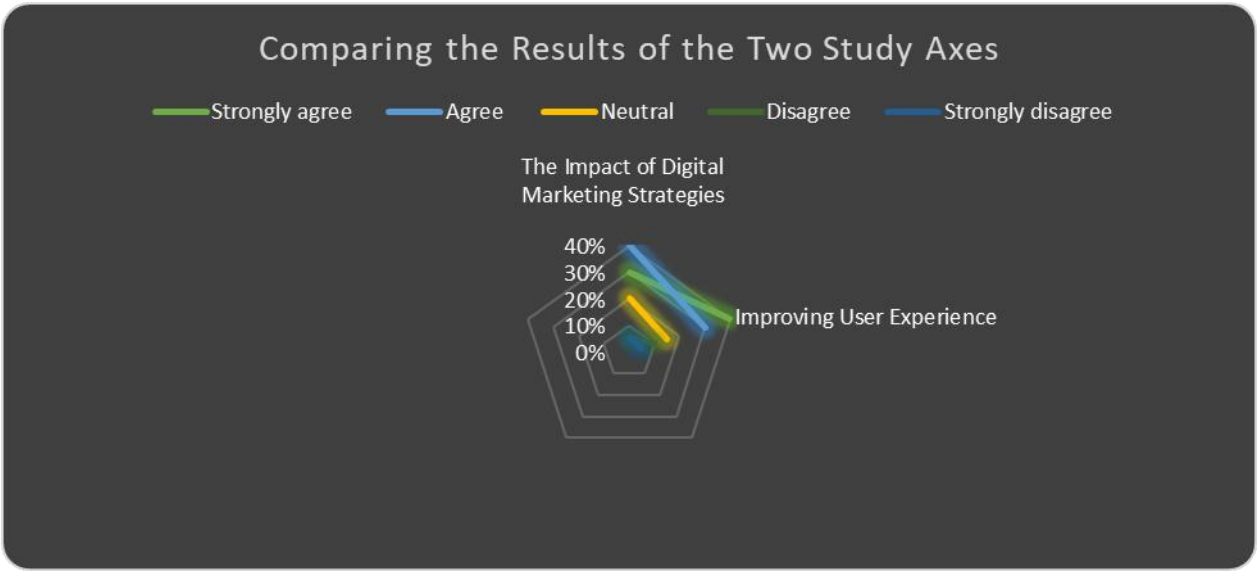
- Disagree (10%) and Strongly Disagree (5%): These two categories form the lowest percentages. They represent a small group that rejects or strongly rejects the general idea of enhancing the user experience.

Fourth Topic: Conclusions and Recommendations

Here, we can reach summary findings of previous analyses of participants' responses to proposals and recommendations at the end of our research journey:

Firstly: The Conclusions:

The most prominent finding in the previous analyses is that there is a consensus on the importance of the impact of digital marketing strategies and improving user experience among individuals. The categories that express agreement or strong agreement form the majority, reflecting a shift towards greater appreciation for digital services and enhanced user experiences. Through the following illustrative figure, we can compare the percentages of participants' responses and identify the trends related to the two axes of research: (digital marketing strategies and improving user experience in e-store offers and mobile applications). Also, based on conclusions and the illustrative figure, we can determine strengths, weaknesses, opportunities, The details are as follows.



SWOT Analysis Based on Research Axes and Findings:

Strengths Analysis: Results show digital strategies facilitate the possibility of maximizing a large volume of reach and interactions. On enhancement effectiveness by user experience, a considerable percentage ratio marks the satisfaction of users which reflects benefits in making purchasing processes easy and joyful.

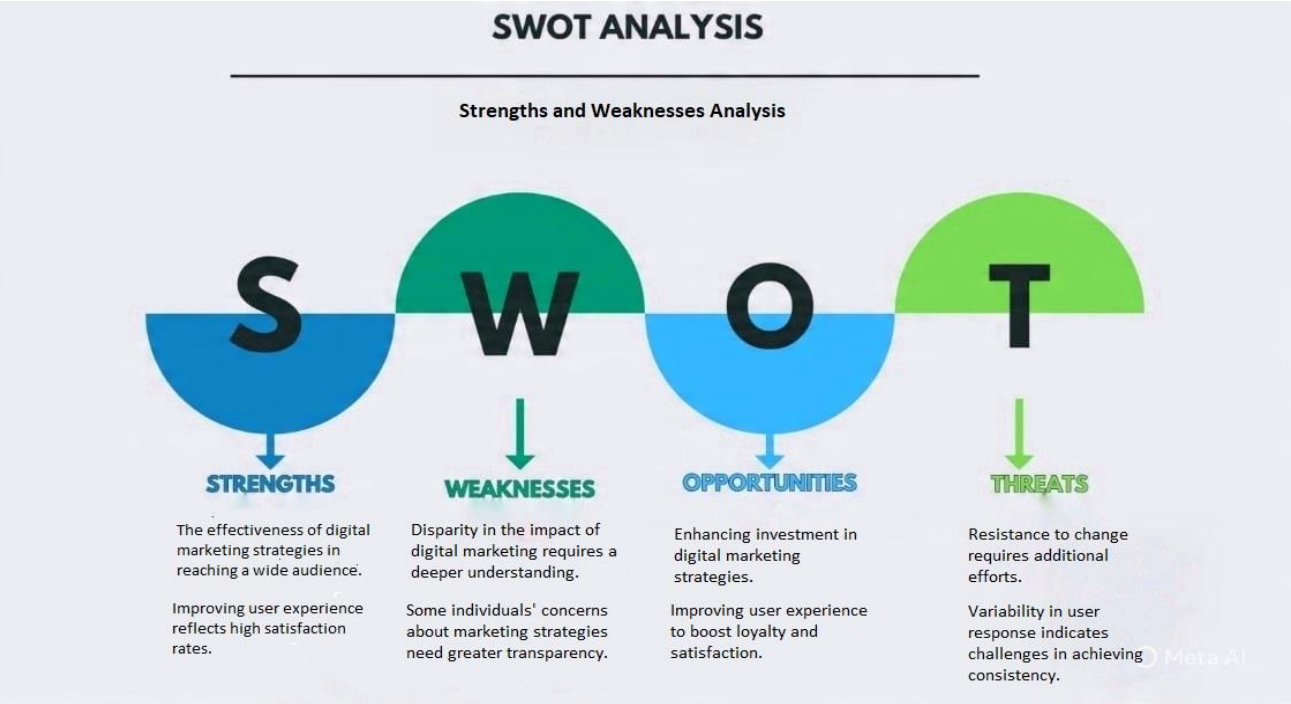
Weaknesses: The impact variance suggested by the neutral or opposite groups is actually disparity in audience response which becomes a challenge while understanding the requirements of the opposite segment.

The results also depicted that few individuals are concerned about the digital marketing strategies as is evident from a very small percentage of dissenters reflecting a need to understand and improve trust and transparency in marketing strategies.

Opportunities: Increasing and enhancing investment in digital marketing to achieve attraction and awareness. Enhancing aspects that have received positive responses indicate opportunities for the development and expansion of enhanced aspects to create loyalty and satisfaction.

Threats: Small proportion of nonconformists and of those resistant to change pose challenges in changing shopping behavior and engaging with digital marketing. Variability in user response poses a challenge in achieving consistency in improving the experience to meet expectations and needs of all audience segments.

Challenges and Recommendations:



Effectiveness of Digital Marketing Strategies :

Strength: Digital marketing strategies are effective in reaching a wide audience and increasing engagement. **Challenge:** Variability in marketing impact requires a deeper understanding of the needs of target segments.

Improving User Experience:

Strength: High satisfaction with improved user experience contributes to customers' desire for repeated interaction. **Challenge:** Variability in user response requires directing efforts towards achieving a balance in improvement.

Challenges Ahead:

Variability in Digital Marketing Impact:

The Approach: Focusing on exploring and analyzing the data to find influencing factors and orienting efforts towards enhancing the efficacy of digital marketing in fulfilling all segment needs.

Concerns of Some Individuals about Marketing Strategies:

The Approach: Increasing transparency in marketing strategies, either by providing more information or conducting awareness campaigns to ease processes and build trust.

Resistance to Change:

Approach: Focused on enabling them to understand guidance and awareness in discovering potential benefits, along with training courses and awareness resources which clarify the possible advantages of digital marketing.

Variability in User Response: Approach: Deep analysis of feedback data to be conducted on the variability and further fine-tune and adapt user experience improvement initiatives based on requirements of different segments.

Conclusion:

The research findings in this paper have largely contributed to the analysis of the impact of digital marketing strategies and enhancement of user experience on the success of shopping through e-store offers and smartphone applications. In reference to the results outlining the effectiveness of digital marketing strategies and user satisfaction from an enhanced user experience, it is clear that these factors occupy a significant role in attaining successful shopping goals. However, some challenges about change variability regarding audience response are minimal but evident. Additional steps are proposed whereby a better understanding of the diverse audience needs to be achieved and integrated with enhancing the effectiveness of digital marketing. In the future, focus on conducting a more precise analysis in determining factors which strongly influence variances of impact and also in carrying out further surveys to better understand sources of resistance and ways for improvements will be very useful. New technological tools and innovations in digital marketing can articulate messages well and enhance users' experiences with articulation messages. This paper is an initiative toward comprehending the effect that digital marketing strategies have on enhancing user experience. Future opportunities lie ahead for exploring and improving these aspects before attaining success in the online shopping world.

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