

## The Impacts of Digital Marketing Activities on Customers' Purchase Intention via Brand Reputation and Awareness: Empirical Study

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**Abstract :** Today's billions of individuals are linked together in real-time using different types of social platforms. Despite the increasing importance of social media marketing activities in enhancing customers' intention to purchase online; still, the majority of research has concentrated on the impact of such tools on customer satisfaction or retention and neglecting its real role in enhancing brand reputation and awareness, which in turn impact customers' intention to purchase online. In response, this study aims to close this gap by conducting an empirical study using a qualitative approach by collecting a sample of data from 216 respondents in this domain. Results of the study reveal the significant impact of word-of-mouth, interactions, and influencers on a brand reputation, where the latter positively and significantly impacted customers' intention to purchase via social platforms. In addition, results show the significant impact of brand reputation on enhancing customers' purchase intention.

**Keywords :** brand awareness, brand reputation, EWOM, influencers, interaction

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