Impact of Digital Marketing on Consumer Buying Behavior Moderated by Artificial Intelligence

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Abstract: Objective: The objective of this study is to fill a gap in understanding how artificial intelligence (AI) enhances digital marketing strategies and influences consumer buying behavior in the Jordanian market. Specifically, the research examines the effects of key digital marketing components—content marketing, electronic word of mouth (EWOM), and personalization—on consumer purchasing decisions in online shopping. The study also explores the moderating role of AI in strengthening the relationship between these digital marketing practices and consumer behavior. **Methodology:** This study follows a quantitative research technique. For this purpose, a survey was designed and distributed to 144 individuals from Generation Z. Generation Z (Gen Z) includes young people who were born between 1997 and 2012. The survey provided essential data to further understand the connections between these variables and consumer buying behavior. The gathered data was examined statistically by using techniques like correlation and regression analysis. **Results:** Results suggest that AI serves as a complementary tool, improving the efficiency of these digital marketing approaches, but with a minimal direct effect on consumer buying decisions. Findings highlight the value of EWOM, high-quality content development, and individualized marketing approaches to affect consumers' buying choices. Even though the direct influence of AI on buying activity was not statistically significant, its ability to personalize and improve marketing efficiency is clear. **Recommendation:** This study recommends that marketers take advantage of its findings, which highlight the importance of utilizing artificial intelligence technologies to improve the effectiveness of digital marketing initiatives in the online environment, aiming to foster greater consumer interaction. Additionally, the researchers recommend conducting further studies that focus on examining the impact of integrating artificial intelligence with digital marketing strategies and consumer behavior, in order to better understand the dynamic and complex relationships between these elements.

Keywords: Digital Marketing; Consumer Buying Behavior; Artificial Intelligence (AI); Content Marketing; Electronic Word of Mouth (EWOM); Personalization.

تأثير التسويق الرقمي على سلوك المستهلك الشرائي بتأثير معتدل من الذكاء الاصطناعي

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الملخص: الهدف. يهدف هذا البحث إلى سد فجوة الفهم المعرفي المتعلق بكيفية تعزيز الذكاء الاصطناعي (AI) لاستراتيجيات التسويق الرقمي وتأثير ذلك على سلوك المستهلك الشرائي في السوق الأردني. كما تركز هذه الدراسة على دراسة أثر مكونات التسويق الرقمي المتمثلة في (تسويق المحتوى، والكلمة الإلكترونية المنطوقة (EWOM)، والتخصيص) على قرارات الشراء عبر الإنترنت. كما يتناول البحث الدور المعدل للذكاء الاصطناعي في تقوية العلاقة بين الممارسات التسويقية وسلوك المستهلك الشرائي. **المنهجية:** اعتمدت هذه الدراسة على المنهج الكمي، حيث تم تصميم استبيان وتوزيعه على عينة مكونة من (144) شخص من (Generation Z)، حيث أن الجيل Z هم الأشخاص الذين ولدوا بين عامي 1997 و2012. وقد تضمنت استبانة الدراسة بيانات أساسية لفهم العلاقة بين متغيرات الدراسة وسلوك المستهلك الشرائي. وتم تحليل البيانات التي جمعها باستخدام الأساليب الإحصائية المناسبة مثل الارتباط وتحليل الانحدار. **النتائج:** تشير النتائج إلى أن الذكاء الاصطناعي يعد أداة مكملة تعمل على تحسين كفاءة ممارسات التسويق الرقمي، لكنه لا يُحدث تأثيراً مباشراً كبيراً على قرارات الشراء لدى المستهلكين. كما تشير النتائج الى وجود أثر دال احصائيا للكلمة الالكترونية المنطوقة، وتطوير محتوى عالي الجودة، واستراتيجيات التسويق المخصصة على السلوك الشرائي للمستهلكين. وعلى الرغم من أن نتائج الدراسة أشارت الى عدم وجود أثر مباشر للذكاء الاصطناعي على النشاط الشرائي، إلا أن قدرته على التخصيص وتعزيز كفاءة التسويق كانت واضحة. **التوصيات:** توصي هذه الدراسة المسوقين بالاستفادة من النتائج التي توصلت إليها، والتي تشير إلى أهمية استخدام تقنيات الذكاء الاصطناعي لتحسين فعالية المبادرات التسويقية الرقمية في بيئة الإنترنت، بهدف تعزيز التفاعل الأكبر مع المستهلكين. كما يوصي الباحثون بإجراء المزيد من الدراسات المستقبلية التي تركز على دراسة تأثير دمج الذكاء الاصطناعي مع استراتيجيات التسويق الرقمي وسلوك المستهلكين، لفهم العلاقات الديناميكية والمعقدة بينها بشكل أفضل.

الكلمات المفتاحية: التسويق الرقمي؛ سلوك المستهلك الشرائي؛ الذكاء الاصطناعي؛ تسويق المحتوى؛ الكلمة الإلكترونية المنطوقة (EWOM)؛ التخصيص.

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Introduction

The digital marketing concept and tools are developing very fast, which leads to changing marketing strategies fundamentally. This has been supported by technological innovation and empowered by artificial intelligence (AI). Digital marketing methods involving e-word-of-mouth (EWOM), content marketing, and personalization are the main factors for reshaping consumer behavior through online shopping (Duralia, 2024). These factors concern consumers' engagement and individual experiences, thus leading to trust then buying decisions (Mehmeti-Bajrami *et al*., 2022).

Artificial Intelligence (AI) has supported digital marketing by allowing companies to offer high quantities of data and try to recognize consumer behavior and consumer buying decisions (Dai & Liu, 2024). By using AI tools, organizations can develop suitable advertising strategies and customize them to customers' needs and preferences, increasing customer engagement (Chandra *et al*., 2022). Artificial intelligence strongly affects customer relationship management, especially customer satisfaction and customer loyalty (Yahya *et al*., 2024). For example, AI tools are used to deliver personalized content, enhance recommendations, and increase customer interactions through social media platforms (Rabby *et al*., 2021). The integration of digital marketing and AI has ultimately affected consumer buying behavior by enhancing the customers' experiences (Ziakis & Vlachopoulou, 2023). Although progress has been made, there is a dearth of research on the additive impact of content marketing, EWOM, and personalization within the context of being moderated by AI in developing countries like Jordan. This paper aims to close this gap by analyzing the effects of such digital marketing elements on consumer purchasing behavior with a particular emphasis on the Jordanian situation. In prior research, understanding regional consumer behavior patterns has been acknowledged as a fundamental factor in developing effective AI-based marketing strategies (Adwan & Aladwan, 2022). Additionally, this study contributes to the research available on digital marketing by providing evidence of AI moderating the effects of marketing effectiveness. The results are anticipated to guide marketers and practitioners in using AI technologies to better leverage the effects of content marketing, EWOM, and personalization to encourage consumer engagement and purchase behavior in the competitive online world.

Research Problem

Nowadays, tracking customer journeys has become more difficult because of frequent changes. In digital marketing, both in size and intensity, the market is expanding, and the digital market presents new and unique opportunities for shopping. Customers express their opinions, wants, attitudes, and beliefs in different ways and channels due to the continuous need for an excellent customer experience in the digital world (Rabby *et al*, 2021). The effect of AI has become a focal point, mainly due to its significant impact on consumer buying behavior. AI Technologies are critical in forecasting consumer behavior from historical data and recognizing patterns (Dai & Liu, 2024). Marketing brands are employing AI for increasingly personalized and unique customer experiences, for example, email campaigns and social media marketing. AI enables marketers to obtain a better understanding of how their audience engages with the brand and identify the messaging that resonates most effectively (G, 2023). While many studies have explored AI's impact on digital marketing, there remains a notable defect in realizing how AI may affect content marketing, EWOM, and personalization in the context of consumer buying behavior, as practiced in online shopping within the

Jordanian market. This research intends to provide answers to the following questions.

1. What is the impact of digital marketing (content marketing, EWOM, and personalization) on consumer buying behavior in online shopping?
2. Does content marketing impact consumer buying behavior in online shopping?
3. How does E-WOM impact consumer buying behavior in online shopping?
4. How does Personalization affect consumer buying behavior in online shopping?
5. To what extent does AI moderate the role of digital marketing in the impact of digital marketing on consumer buying behavior in online shopping?

Research Importance

This research holds significant value for digital marketers, industry professionals, and academics by emphasizing AI's profound role in forming modern digital marketing strategies. For marketers and practitioners, it offers actionable insights into how AI can optimize consumer buying behavior across various digital platforms. By understanding AI's ability to analyze vast amounts of data, enhance content writing and creation, and deliver highly personalized experiences, industry professionals can develop more efficient, impactful, and data-driven strategies to satisfy the needs of an expanding, competitive digital landscape.

For academics, this research significantly contributes to the expanding field of literature on AI-driven consumer behavior. It examines how AI influences decision-making processes and explores its integration into digital marketing frameworks. By investigating the intersection of AI technologies with content marketing, EWOM, and personalization, this research offers valuable theoretical and practical implications. It further bridges gaps in understanding the dynamic relationship between AI advancements and their real-world applications within the Jordanian market.

Research Objectives

1. To determine the impact of digital marketing (content marketing, EWOM, and personalization) on consumer buying behavior in online shopping.
2. To analyze the influence of content marketing on consumer buying behavior in online shopping.
3. To assess the impact of E-WOM on consumer buying behavior in online shopping.
4. To find out the effect of personalization on consumer buying behavior in online shopping.
5. To determine the moderating role of AI in the impact of digital marketing on consumer buying behavior in online shopping.

Study Model

The systematic investigation of the research question itself, in conjunction with its theoretical basis and its impact, necessitates the development of a study model (Figure 1) for the dependent, independent variables in which Digital marketing is the Independent variable, Consumer Buying Behavior is the dependent, and Artificial intelligence is the moderated variable. This model was developed by the researchers based on (Alghizzawi, 2019; Kurdi *et al*., 2022; Halvadia & Menon, 2021; Stephen, 2016).
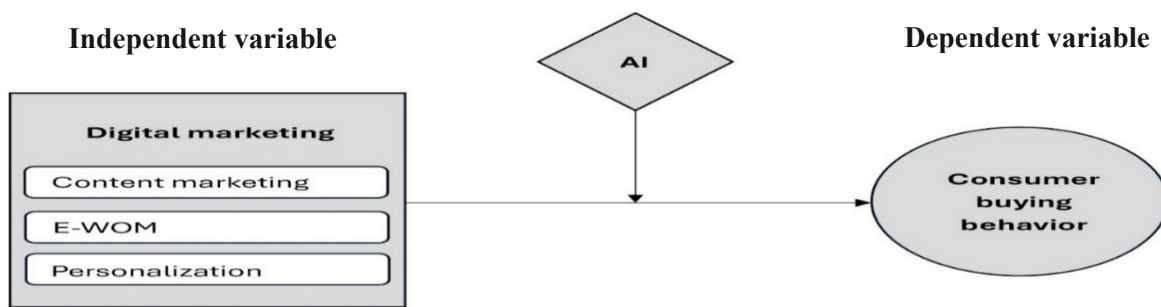
Figure (1): Study Model.

Literature Review and Developing Hypotheses

Digital Marketing and Consumer Buying Behavior

Digital marketing refers to the utilization of digital means to advertise goods and services. Its goal is to captivate and engage target audiences through different tactics, ultimately driving brand awareness and boosting sales in a digital environment (Jin *et al*., 2024). A further definition says that all marketing efforts occur on the Internet (Salim & Issa, 2024). Another definition is promoting companies' products and services on various digital platforms and channels (Halvadia & Menon, 2021). Digital marketing encompasses any marketing strategies and methods that utilize electronic devices or the web to display, advertise, and sell items or services, with businesses leveraging digital platforms to achieve success (Gkikas & Theodoridis, 2019). It is seen as a phenomenon in marketing development, and marketers use it as a crucial component when creating their campaigns and marketing plans to present their goods and services to consumers (Mehmeti-Bajrami *et al*., 2022). Moreover, the marketing initiatives through digital media support marketers to directly engage with potential customers anywhere, anytime. Furthermore, digital marketing uses different platforms for customer engagement to target, including websites, social media approaches, and ads (Al-Azzam & Al-Mizeed, 2021). These approaches facilitate the decision-making process, purchasing, and using services and goods to satisfy customers' needs. At the same time, consumer buying behavior involves how customers make decisions and take actions while purchasing and using services and products (Godwin, 2019). Nowadays, consumers can use real-time online decisions and shopping even in continuously changing environments due to digital technological advancement, which affects customers' attention (Duralia, 2024). This rapid digital marketing development impacts consumer purchasing decisions (Halvadia & Menon, 2021). Buying behavior marketing includes the process of connecting services and products with customers' buying behavior (Sivasankaran, 2017). The purchasing behavior of a person plays a significant role in overall consumer conduct, particularly among youths (Shukla *et al*., 2020). The significance of consumer behavior in mobile settings is growing, as individuals utilize mobile devices at a greater frequency (Stephen, 2016). Technological developments have updated how consumers engage with brands. Digital marketing refers to online marketing, which links consumers with sellers electronically. It covers a range of methods, for example, search engine optimization (SEO), the utilization of social media, email marketing, and the utilization of pay-per-click (Kemp, 2023). These are the tools through which companies might advertise to large but homogenous audiences in an efficient and deliverable capacity (Kotler *et al*., 2021).

H01: There is no statistically significant impact of digital marketing (content marketing, EWOM, and personalization) on consumer buying behavior in online shopping at $\alpha \leq 0.05$

Content Marketing, Electronic word-of-mouth, Personalization and Consumer buying behavior

Content marketing has emerged as the foundation of an effective online marketing strategy and the most important tool in digital marketing (Patrutiu Baltes, 2015). Content marketing is a strategy approach that emphasizes the formation and distribution of relevant, consistent, and quality content to attract and retain an exactly defined audience, hence driving beneficial consumer action (Content Marketing Institute, 2015). Content marketing involves inviting consumers to purchase products or services at the appropriate time in their purchasing process. This includes creating, recognizing, sharing, and approaching content (Järvinen & Taiminen, 2016). Content marketing involves utilizing different forms of content, such as text, photos, audio, and video, as components of large-scale marketing strategies. These include high-level marketing plans, website development and management, social media marketing, and online reputation management (Eriyanti *et al*., 2024). Content marketing's main purpose is to offer meaningful information and resources to the target customers (G, 2023). Content marketing is a dynamic tool for affecting consumer behavior (Halvadia & Menon, 2021). In competitive markets, content marketing plays a very important role in such competition. It includes providing customers with good content with convincing messages to keep customers engaged and make purchase decisions (Hamdan *et al*., 2021). In addition, the main goal of content marketing is to provide meaningful information and resources to the target customer (G, 2023; Nour & Momani, 2021). Social media uses media content to improve the image and reputation and helps to change customers' opinions (Al-Manaseer & Abo-Rashed, 2021). Content marketing helps change the economic content perception, which enhances economic values (Zouhri, 2024).

Electronic Word of Mouth (e-WOM) is developed from traditional word of mouth (WOM) but uses the web. Customer involvement positively impacts a business by drawing the attention of potential customers to its products or services through engaging content. This phenomenon, often referred to as electronic word of mouth (eWOM), amplifies brand visibility and influence online (G, 2023). The history of word-of-mouth (WOM) indicates that its popularity arose from opinion leaders, who gained recognition via their demonstration of interest and expertise in specific products and services. The primary reason word-of-mouth (WOM) is regarded as an effective marketing strategy is its beneficial influence in establishing a good feedback loop. This favorable feedback assists the company in increasing sales and enhancing brand reach (Nair *et al*., 2019). Word of mouth has transformed into an unusual type of communication that employs up-to-date technology (Almana & Mirza, 2013). Electronic Word of Mouth (e-WOM) is a modern communication method that has developed from conventional word of mouth (WOM), enabled by the wide use of the Internet. The primary distinctions between WOM and eWOM are evident in the extent of the reviews' influence (the number of individuals that can be affected) and their rate of engagement (Serra Cantallops & Salvi, 2014). A primary distinction between traditional word-of-mouth (WOM) and electronic word-of-mouth (eWOM) is that traditional WOM is ephemeral, vanishing immediately after delivery in a discussion between two individuals, whereas eWOM persists, remaining accessible to a broader

audience for an extended duration (Nair *et al*., 2019). Another distinction between WOM and eWOM is evident in the extent of the reviews' influence (the number of individuals that can be affected) and their rate of engagement (Serra Cantallops & Salvi, 2014). The Internet has facilitated the acquisition and exchange of information regarding products, including user reviews and perspectives on particular offerings (Albarq *et al*., 2020). Online word of mouth diffuses among family members and friends, which engages them on social media platforms such as Twitter, Facebook, WhatsApp, and others (Shanmugam & Sulthana, 2019). E-WOM becomes more trusted when people share information about services and or products because it is unpaid for sharing experiences, independent from any business. Electronic word-of-mouth helps to develop perceptions related to the services or products. E-WOM affects consumer purchase intentions, which influence the buying decision (Sa'ait *et al*., 2016). Positive eWOM can enhance brand trust and credibility, while negative eWOM can decrease both (Ismagilova *et al*., 2020). The reach of E-WOM is more than traditional word-of-mouth (WOM) (Sa'ait *et al*., 2016), which increases sales and brand visibility (Nair *et al*., 2019). Therefore, companies are trying to define the factors that affect the use of electronic word-of-mouth (eWOM) (Serra Cantallops & Salvi, 2014). Word-of-mouth significantly affects customer engagement (Al-Khasawneh *et al*. 2023).

Personalizing the messages about goods and services to each customer is known as personalized marketing (Chandra *et al*., 2022). Personalization includes developing unique content, marketing messages, and offers related to individual customers. Personalized marketing content improves relationships with customers, increases consumer satisfaction, enhances brand loyalty, and supports purchase intention (Chandra *et al*., 2022; Nour & Okour,

2022). In recent years, personalization capabilities have advanced significantly, enabling users to express content preferences (e.g., Facebook Like button) or modify the website's visual appeal to suit their particular tastes (e.g., Twitter) (Wessel & Thies, 2015). With the help of a customer database, a business may customize goods and services to match the interests and preferences of its clients, providing greater value to them than traditional marketing (Chandra *et al*., 2022).

H01.1: There is no statistically significant impact of content marketing on consumer buying behavior in online shopping at $\alpha \leq 0.05$.

H01.2: There is no statistically significant impact of EWOM on consumer buying behavior in online shopping at $\alpha \leq 0.05$.

H01.3: There is no statistically significant impact of personalization on consumer buying behavior in online shopping at $\alpha \leq 0.05$.

Digital Marketing, AI, and Consumer Buying Behavior

Artificial Intelligence (AI) is a field within computer science that concentrates on the design of intelligent agents qualified for a range of functions resembling those performed by human intelligence, such as reasoning, problem-solving, learning, and decision-making (G, 2023). Technological advancements and the prospect of AI in digital marketing are expanding, presenting unlimited possibilities (Rabby *et al*., 2021). Gkikas & Theodoridis (2019) introduced predictive marketing, which implies an artificial intelligence (AI) methodology that collects user behavioral data and analyzes it through data mining to identify potential correlations, including preferences and needs. Artificial intelligence has transformed the methods by which enterprises gather and utilize consumer data (Khatri, 2021). The integration of AI in digital marketing will affect marketing plans, company structures, marketing processes, and

customer service alternatives, as well as affect consumer behavior (Rabby *et al*., 2021). Artificial intelligence (AI) has become integral to digital marketing, enabling advancements in paid advertising, website customization, content creation, and the prediction of consumer behavior (G, 2023). Artificial intelligence affects the social media platforms' capabilities. The most famous networks are LinkedIn, Facebook, and Instagram, are used for connections, interactions, and other tasks to increase customers' experience (Singh *et al*, 2023). AI helps organizations gather and use real-time customer opinions to tailor special digital marketing experiences (Rabby *et al*., 2021). Artificial Intelligence (AI) and digital marketing synergy offer new opportunities to increase content creation, personalization, pay-per-click marketing, and predict consumer patterns (G, 2023). Using AI in digital marketing supports personalization, which enhances engagement and supports consumer behavior (Ziakis & Vlachopoulou, 2023). Adwan & Aladwan (2022) concluded that interactivity, accuracy, and experience are crucial for facilitating positive consumer behaviors. Dai & Liu (2024) stated that several AI aspects influence consumer purchasing behavior, and AI personalization strongly affects purchasing intention (G, 2023). Consumer insights are very important for digital marketing; they help to collect and interpret information through AI. Using both Artificial Intelligence and digital marketing facilitates decision-making automatically, through data gathering, data analysis, and interpretation. In addition, AI facilitates the collection of customer data through observation and the analysis of socio-economic trends (Khatri, 2021). Companies with efficient marketing strategies are integrating new technology to enhance their marketing initiatives, adapting to shifts in customer behavior with contemporary trends, and

employing data analytics to assess customer needs and desires (Khatri, 2021). The use of artificial intelligence helps marketers produce good digital content, making it easier for customers to obtain data (Allani & Al Sallaq, 2025).

H02: There is no statistically significant moderating role of AI in the impact of digital marketing (content marketing, EWOM, and personalization) on consumer buying behavior in online shopping at $\alpha \leq 0.05$.

Research methodology

The study utilizes a quantitative approach to examine the systematic impact of digital marketing (content marketing, personalization, and EWOM) on consumer buying behavior in online shopping and the moderating role of AI in the impact of digital marketing (content marketing, EWOM, and personalization) on consumer buying behavior in online shopping.

This study adopts the descriptive research design, which is instrumental in accurately describing characteristics related to the research problem and mapping the exact dimensions and profiles of the study population (Oreqat, 2021), which in this case includes the influence of digital marketing variables (content marketing, E-WOM, and personalization) on consumer buying behavior with AI as a moderating variable.

This study utilized the five-point Likert scale, where 1 indicated 'strongly disagree' and 5 indicated 'strongly agree,' following all studies that used the same questionnaire to measure the variables. This is advantageous in social science research because it allows credibility, flexibility, and ease of analysis. Most studies (90%) prefer using a Likert scale with an odd number of response options, with the five-point scale being the most used among researchers (Kusmaryono *et al*., 2022).

The study sample consists of 144 responses from Generation Z individuals, people who

were born between 1997 and 2012, i.e., their age between 18 and 27 years. A cross-sectional non-probability convenience sampling approach was employed; it was chosen due to the cost-effectiveness, the practical ease of reaching many respondents with the available resources, and the limited time constraints, engaging 144 respondents who completed a structured Google form. Determining the sample size is essential to ensuring the findings reflect the population under investigation. According to (Hair & Brunsveld, 2019; Sekaran & Bougie, 2019), the widely used table for calculating the size of the sample for a population of 10 million (which is approximately the population of Jordan), a convenience sample size of at least 114 must be selected for a 95% confidence level and 5% error margin. Data analysis was conducted using the statistical package SPSS version 29.0.1 for Windows (IBMSPSS Statistics Inc., Chicago, IL).

Quantitative data is statistically summarized using the following descriptive statistics: mean, standard deviation, and categorical data displayed in terms of frequencies and percentages. Concerning the inferential statistics, comparisons between numerical variables were made by Analysis of Variance (ANOVA) or the Independent Samples. The T-test is typically employed for data that follows a normal distribution, whereas the Kruskal-Wallis H test or Mann-Whitney U test is utilized for non-normally distributed data. Comparing categorical variables was done using graphical charts, like bar charts. Furthermore, correlations between study variables were evaluated for variables. In this study, the P-value is considered significant when it is less than the adopted significance level ($\alpha \leq 0.05$).

Results

Demographic statistics

Table (1): Demographic.

		Frequency	Percent	Valid Percent	Cumulative Percent
Gender	Female	93	64.6	64.6	64.6
	Male	51	35.4	35.4	100.0
	Total	144	100.0	100.0	
Age	18-22	64	44.4	44.4	44.4
	23-27	80	55.6	55.6	100.0
	Total	144	100.0	100.0	
Education Level	Bachelor's degree	118	81.9	81.9	81.9
	High school	9	6.3	6.3	88.2
	Master's degree	13	9.0	9.0	97.2
	PhD	4	2.8	2.8	100.0
	Total	144	100.0	100.0	
Daily online hours	Less than 2 Hours	3	2.1	2.1	72.2
	2-4 Hours	22	15.3	15.3	15.3
	5-7 Hours	79	54.9	54.9	70.1
	More than 8 Hours	40	27.8	27.8	100.0
	Total	144	100.0	100.0	

Table 1 shows that the SPSS analysis of gender distribution shows that the majority of the samples were 64.6% females, while males were 35.4% in the sample. This shows that the research mainly reflects the points of view and attitudes of female consumers on digital marketing and buying behavior moderated by artificial intelligence.

Analysis shows that the population has a strong representation of respondents aged 23-

27 years (55.6%), with a strong representation of respondents aged 18-22 years (44.4%). The minority of represented demographics in this study is young.

Results indicate that the sample is a highly educated sample, with more than 90% having received a bachelor's degree or above. The majority of baccalaureate. The representation of higher-level graduations, master's and PhD, contributes to the depth; however, it is still relatively low when compared to bachelor's degree holders.

According to data, most users, 82.7%, spend more than 5 hours online per day, including a high proportion of 27.8% spending more than 8 hours online per day. That implies that the surveyed population is quite weblogged; only a niche of users, 2.1% reported a low level of weblogs. The proportion of high daily screen usage may indicate patterns of lifestyle and demands for work, study, and social activity in the sample population.

Reliability Analysis

Table (2): Reliability Statistics.

Variables	Cronbach's Alpha
Content Marketing	.755
EWOM	.715
Personalization	.832
AI	.856
Consumer Buying Behavior	.719

Table 2 shows that the analysis indicates that all variables in the research are satisfied with excellent levels of reliability and internal consistency among all variables. Content Marketing with Cronbach's Alpha = 0.755, eWOM = 0.715, Personalization = 0.832, AI = 0.859, and Consumer Buying Behaviour = 0.719 are highly valid measures ensuring reliability in measurement instruments used in this research. Such results confirm that constructs captured well against the theme of investigation, empowering accuracy in evaluation regarding the roles they play in digital marketing strategies (Sharabati *et al*. 2023). The high utility of AI would then strengthen its critical moderating role in determining the effectiveness of digital marketing strategies, such as content marketing, eWOM, and personalization, on consumer engagement and buying behavior. This overall validation builds a great case for investigating the usage of AI in digital marketing to improve consumer decision-making processes and provide insights that could be applied to personalized AI-enabled strategies in the digital marketplace.

Correlation Analysis

Table (3): Correlations.

		1	2	3	4	5
1	Content Marketing	1				
2	EWOM	.565**	1			
		.000				
3	Personalization	.600**	.533**	1		
		.000	.000			
4	AI	.384**	.260**	.460**	1	
		.000	.002	.000		
5	Consumer Buying Behavior	.472**	.492**	.464**	.331**	1
		.000	.000	.000	.000	

** Correlation is significant at the 0.01 level (2-tailed).

Table 3 shows the correlation matrix in SPSS, suggesting strong associations among the variables in this study of the effect of digital marketing providers and consumer purchasing behavior moderated by AI. Content marketing is strongly positively associated with EWOM.

(r = 0.565, p < 0.01) and personalization (r = 0.600, p < 0.01), suggesting that powerful content marketing leads to electronic word-of-

mouth and personalized experiences. Personalization is also found to be positively related to consumer purchase behavior.

(r = 0.464, p < 0.01), which highlights its ability to affect purchasing choices. AI shows a moderate positive association with consumer purchasing (r = 0.331, p < 0.01) and Personalization (r = 0.460, p < 0.01), indicating that AI mediates the process of consumer Personalization and its effects on consumers' decisions. Furthermore, EWOM is strongly associated with consumer purchasing performance.

(r = 0.492, p < 0.01), emphasizing its role as a determinant in purchase patterns. Based on these results, the existing network integration of digital marketing elements is confirmed, and the influence of AI as a moderating factor in maximizing consumer engagement and choice from within digital environments is highlighted.

Table (4): Descriptive Statistics.

	Mean	Std. Deviation
Content Marketing	3.6125	.71438
EWOM	3.6708	.75890
Personalization	3.6042	.76477
AI	3.1931	.91771
Consumer Buying Behavior	3.6556	.76914
Valid N (listwise)		

The descriptive statistics table 4 shows the mean of the variables in your experiment. The Mean of Content Marketing is 3.6125, which shows a generally positive attitude toward content marketing strategies by respondents. The mean of EWOM (Electronic Word of Mouth) is 3.6708, meaning that the respondents believe EWOM is an important part of digital marketing. Personalization has a mean of 3.6042, which highlights the relevance of a personalized digital marketing experience. AI Artificial Intelligence has a slight decrease in its average of 3.1931, representing moderate expectations around the utility of AI for

improving marketing effectiveness. Lately, Consumer Buying Behavior has a mean of 3.6556, which explains how digital marketing influences consumer behavior in a beneficial way. These ratings represent a good overall response to the constructs in the domain of digital marketing and support your study of how the variables within the constructs interact and influence consumer buying behavior, where AI serves as a moderator.

Table (5): Model Summary.

Model	R	R Square	Adjusted R Square
1	.566a	.320	.306

a. Predictors: (Constant), Personalization, EWOM, Content Marketing

Table (6): ANOVAa

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	27.091	3	9.030	21.986	.000b
	Residual	57.504	140	.411		
	Total	84.596	143			

a. Dependent Variable: Consumer Buying Behavior
b. Predictors: (Constant), Personalization, EWOM, Content Marketing

Tables 5 and 6 show that regression analysis outcomes give important evidence of the association between Content Marketing, EWOM, Personalization, and Consumer Buying Behavior. The model summary shows an R Square value of 0.320, which means that 32% of the variation in consumer purchasing behavior is explained by the predictors. The model-adjusted R Square value of 0.306, accommodating the model complexity, confirms the model's overall robustness. The ANOVA table provides evidence of a significant F-ratio (F = 21.986, p < 0.001), which confirms the significance of the regression model and the significance of the predictors relative to consumer purchasing behavior. This paper underscores the respective vital roles of content marketing, electronic word of mouth (EWOM), and personalization to shape consumer decisions, which advances the hypothesis that consumer buying behavior

in a digital marketing strategy is moderated by AI.

Table (7): Coefficients.

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	**Std. Error**	**Beta**		
1	(Constant)	1.147	.315		3.646	.000
	Content Marketing	.212	.101	.197	2.108	.037
	EWOM	.277	.090	.273	3.093	.002
	Personalization	.201	.092	.200	2.196	.030

a. Dependent Variable: Consumer Buying Behavior

Table 7 shows that the beta coefficients of the model analysis indicate that content marketing (β 0.197, p 0.037), eWOM (β 0.273, p 0.002), and personalization (β 0.200, p 0.030) have a favorable impact on consumer buying behavior statistically and significantly. Among them, eWOM is the best, which indicates the crucial role of eWOM in the purchasing process decisions. Content marketing and personalization are also of paramount importance in downplaying the use of marketing, focusing on user engagement, and tailoring marketing to create a decision path. These findings confirm the relevance of the contribution of the 3 variables to consumers' purchase behavior and therefore endorse the application of these approaches to derive optimal digital marketing tactics.

Table (8): Model Summary.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.566[a]	.320	.306	.64089	.320	21.986	3	140	.000
2	.576[b]	.331	.312	.63794	.011	2.300	1	139	.132

a. Predictors: (Constant), Personalization, EWOM, Content Marketing
b. Predictors: (Constant), Personalization, EWOM, Content Marketing, AI

Table (9): ANOVA[a.]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	27.091	3	9.030	21.986	.000[b]
	Residual	57.504	140	.411		
	Total	84.596	143			
2	Regression	28.027	4	7.007	17.217	.000[c]
	Residual	56.568	139	.407		
	Total	84.596	143			

a. Dependent Variable: Consumer Buying Behavior
b. Predictors: (Constant), Personalization, EWOM, Content Marketing
c. Predictors: (Constant), Personalization, EWOM, Content Marketing, AI

Tables 8 and 9 show that the SPSS regression analysis tests the joint effect of Content Marketing, Personalization, EWOM, and AI on Consumer Buying Behavior. In the initial model, which does not include AI, the R Square is 0.320 (ie, 32% of the variance in consumer purchase behavior is predicted by content marketing, personalization, and EWOM). After including AI as a predictor in the second model, the R Square value increases slightly to 0.331, with an R Square change of 0.011, although this change is not statistically significant. (p = 0.132). ANOVA findings sustain the overall significance of both models (p < 0.001), providing evidence that the predictors, together, can affect consumer buying behavior. Analysis reveals that although the analysis allows one to explain consumer

behavior using AI, the relative contribution of AI to the model is low. This result highlights the role of content marketing, personalization, and EWOM as the core influences on

Table (10): Coefficients[a]

Model		B	Std. Error	Beta	t	Sig.
		Unstandardized Coefficients		**Standardized Coefficients**	**t**	**Sig.**
		B	**Std. Error**	**Beta**		
1	(Constant)	1.147	.315		3.646	.000
	Content Marketing	.212	.101	.197	2.108	.037
	EWOM	.277	.090	.273	3.093	.002
	Personalization	.201	.092	.200	2.196	.030
2	(Constant)	1.054	.319		3.307	.001
	Content Marketing	.188	.101	.175	1.856	.066
	EWOM	.282	.089	.279	3.165	.002
	Personalization	.156	.096	.155	1.630	.105
	AI	.101	.066	.120	1.516	.132

a. Dependent Variable: Consumer Buying Behavior

Table 10 of coefficients in the SPSS output offers information on additive contributions of Content Marketing, EWOM (Electronic Word of Mouth), Personalization, and AI to the prediction of Consumer Buying Behavior (CBB). Model 1, which did not have AI, is statistically significant with CM ($\beta = 0.197$, $p = 0.037$), EWOM ($\beta = 0.273$, $p = 0.002$), and personalization ($\beta = 0.200$, $p = 0.030$), all show their significant impact on consumer purchase behavior. In Model 2, housing AI, CM, EWOM, and personalization continue to be key predictors, with EWOM ($\beta = 0.279$, $p = 0.002$) exerting the greatest impact. AI, however, has a positive but non-significant additive ($\beta = 0.120$, $p = 0.132$) influence, meaning that though it does contribute to the model, its direct effect on consumer behavior is weak. This review supports the conclusion that content marketing, EWOM, and personalization are core influences on consumers' decisions, whereas AI might be a supporting or bridging mechanism to improve these interactions, as part of digital marketing plans.

Findings and Discussion

The research investigated the association of its digital marketing components (content marketing, personalization, and electronic word of mouth [EWOM]) and the consumer's buying behavior, moderated by artificial intelligence. Findings revealed significant impacts of such digital marketing elements in consumers' buying decisions, whereas the role of AI was in its supportive but indirect character.

Content marketing plays an important role in consumer behavior. High-quality, engaging, and informative content proved instrumental in attracting consumer interest and influencing decision-making. Thereby, firms that are engaged in the creation of custom content are better prepared to win market attention as well as increase consumer involvement. This result matches previous results, such as content marketing and personalization are the main factors for reshaping consumer behavior through online shopping (Duralia, 2024). Content marketing his an effective online marketing strategy and the most important tool in digital marketing (Patrutiu Baltes, 2015). Content marketing is a strategy to attract and retain an exactly defined audience (Content Marketing Institute, 2015). Content marketing involves inviting consumers to purchase products or services at the appropriate time (Järvinen & Taiminen, 2016). Content

marketing includes high-level marketing plans, social media marketing, and online reputation management (Eriyanti *et al*., 2024). Content marketing's main purpose is to offer meaningful information and resources to the target customers (G, 2023). Content marketing is to provide meaningful information and resources to the target customer (G, 2023; Nour & Momani, 2021). Content marketing is a dynamic tool for affecting consumer behavior (Halvadia & Menon, 2021). Social media uses media content to improve the image and reputation and helps to change customers' opinions (Al-Manaseer & Abo-Rashed, 2021). Content marketing plays a very important role in competition (Hamdan *et al*., 2021). Content marketing helps change the economic content perception, which enhances economic values (Zouhri, 2024).

Second, EWOM emerged as the most impactful factor, significantly influencing consumer buying behavior. Reportedly, positive feedback, recommendations, and user-generated content were viewed to play a role in trust and credibility, which, in turn, impacted the purchase intention. These results illustrate the role of social proof, asking customers to publicly support the company, and solicitation of customer advocacy, in digital marketing activity.

Third, personalization significantly correlated with consumer loyalty and satisfaction. Customized advertising campaigns, which adapt to personal interests, created a sense of connection and relevance that positively influenced purchasing decisions. Personalization is still one of the main drivers of companies to provide useful and lasting customer experiences.

Finally, the paper also reported that the use of AI played a minor, positive, but supportive role in improving the performance of these digital marketing approaches. Although the direct influence of AI on consumer purchasing behavior was limited, AI's potential to facilitate more personalization, make operational processes more efficient, and deliver actionable intelligence was clear. AI is employed as a supportive tool that improves both the creation and personalization of the content platforms they are used on, but it does not make purchasing choices on its own.

Generally, the findings endorse the role of brand equity, content marketing, and personalization in shaping consumers' buying behavior; meanwhile, feeling stressed, the use of AI as a supporting tool for promoting such strategies to the full extent possible. Companies should concentrate on these essential components, and when thinking of using AI to augment and help digital marketing, they need to consider the following.

Recommendations

To gain the most out of digital marketing, businesses have to pay attention to enhancing the customer experience via the use of electronic word-of-mouth (EWOM). This can be done by recompensing customers for positive feedback sharing, by working together with influencers, and by promoting shareable content. As well, companies need to spend money to do content marketing, creating good, entertaining, and meaningful content that is relevant to their target customer and is on brand. Also, personalization should be part of the focus, utilizing AI-driven technologies and analytics as a means to get customers bespoke offers, suggestions, and communication, which would enhance customer engagement and loyalty.

Although the personal impact of artificial intelligence on buying behavior may be small, it is a very powerful means for reinforcing the rest of the marketing mix, e.g., automated processes, consumer data analysis, and personalized marketing. Nevertheless, owing to

the growing use of AI and data-based approaches, establishing consumer trust has become an indispensable element. Companies would do well to use an open and ethical approach, protect data, and be responsible in applying AI in order to ensure the construction of long-lasting partnerships and customer loyalty.

Conclusion

Results indicated that elements of digital marketing are the primary determinant for consumer choices, but their direct influence was limited by the limited direct influence of AI. This modest effect could be explained by the fact that the adopted rate or knowledge of tools and applications based on AI approached the level in the studied population.

Content marketing proved essential in engaging consumers, emphasizing the importance of high-quality and relevant content in driving decision-making. EWOM stood out as the most influential factor, underlining the power of social proof and peer recommendations in shaping consumer trust and purchase intent. On the other hand, personalization increased consumer satisfaction and loyalty and foreshadowed a market tendency toward custom marketing experiences.

Despite the relatively limited direct footprint of AI on consuming behavior, the potential to support and optimize personalization and commercial effectiveness is of high value. The findings suggest that this inherent basal effect of AI could be justified by the fact that AI is relatively young in the market and that consumer use of AI-based tools for digital browsing is also relatively new.

In conclusion, this study emphasizes the vital roles of EWOM, content marketing, and personalization in influencing consumer buying behavior. Despite the current impact of AI being small, the power of AI to enhance this

kind of model of marketing strategy is high, as awareness and implementation of AI in the practice of marketing increases. Future and continuing work is necessary to look into the trajectory of AI adoption and the effects of AI-augmented changes on consumer behavior in various market environments.

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