

The Demographic and Psychological factors (Targeting Segmentation) Effect on the Effectiveness of Digital Advertising Campaigns in Arab Markets

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Abstract

This study examines the effect of the demographic and psychological factors (targeting segmentation) process into demographic groups, interested groups, and ad display time scheduling on the success of digital advertising campaigns in Arab

markets. A literature review has been conducted, and a framework illustrating the research case has been provided. A sample of (N = 384) respondents, using an electronic questionnaire distributed to Google ads and social media networking marketers in Arab countries (Jordan, Saudi Arabia, Egypt, Iraq, Palestine, Kuwait, Oman, United Arab Emirates, Algeria, Morocco, Tunisia, Qatar, and Bahrain). This study's empirical findings are presented. The statistical technique is used to conduct the analyses. This study adheres to the widely accepted PLS-SEM analysis reporting style. The study discovered a strong relationship between age group segmentation and the success of advertising campaigns. There is also a strong correlation between the success of advertising campaigns and the scheduling of displaying advertisements during the day and through weekends. The study also discovered a moderate relationship between interest groups and advertising campaign success. Therefore, we recommend that users divide their advertising campaigns into ad sets during the campaign preparation process. Each group comprises ten years of age with the same interest and focuses on displaying the advertising campaign for each age group separately, and at different times for each age group, after researching the dominant culture in each region.

Keywords: Demographic, Psychological. Targeting, Segmentation, Digital Advertising Campaigns, Arab Markets.

I. INTRODUCTION

The fact that the vast majority of people use one or more social networks and spend a significant amount of time on them has made it imperative for companies to be represented on these networks. Company rivalry is fierce nowadays. Companies must now employ social media in their operations, such as customer relations, brand, sales, and marketing. Marketing has taken on a new dimension with the advent of digital and social media. Traditional marketing techniques are inadequate for both brands and customers. Traditional marketing techniques such as television, newspaper, magazine, radio, brochures, and posters are no longer adequate in today's marketing understanding. Social media offers a more convenient and cost-effective environment than previous technologies (Keke, 2022).

Digital platforms create significant datasets that can be used to promote in novel ways. Because data is routinely collected across devices used by parents to access health information, connect with family and friends, and research baby products, consumers can seldom prevent data collection. Social media activity advertisements or search engine queries now trigger targeted advertising across a person's digital devices. This type of "cross-device tracking" is primarily unregulated. Another report

described how "social listening" collects and analyzes personal data to improve campaign reach and engagement and drive sales. There is evidence that digital marketing is being done in an integrated and strategic manner across a broad range of electronic networks and platforms. That visibility in digital marketing is also typical (Jones et al., 2021). Companies have experienced significant changes in the microenvironment (economy, social equality, climate, and digitalization) and the microenvironment over the last decade (communication and distribution channels and consumer behavior). These developments provide new opportunities for the marketing profession in strategic decisions such as segmentation and selection and the deployment of marketing tools. However, these developments call into question the role of marketing in organizations: marketing must develop capabilities that enable it to make the best possible use of extant and anticipated opportunities to deliver value to clients while respecting stakeholders, society, and the environment (Walmsley, 2016). Digitalization and increased access to online information have made it easier for business-to-business (B2B) buyers to research, compare, and order offerings, transforming their purchasing processes and the marketing landscape (Terho et al., 2022). According to Gartner (2020), B2B buyers devote most of their purchase journey to independent online research, spending roughly 60% more time on this than meeting potential suppliers and using a better metric. In addition, 77% of Online shoppers consume three or more digital content before contacting a seller. As a result, influencing today's B2C buyer-directed purchasing processes necessitates using digital resources that effectively assist sellers in progressing along their sale process (DemandGen, 2020).

2. RESEARCH PROBLEM

According to Gao & Gao (2013), advertising on search engines has become one of the most crucial revenue models in e-commerce. If the system displays the correct pages, it significantly impacts users' likelihood of clicking on ads next to the search results page. To maximize search engine revenue and improve the visual representation of those ads, it is critical to comprehend the factors that affect the click-through rate (CTR) on those ads. The use of digital campaigns provides a variety of online services such as enhanced Internet, mobile, telecommunications, and online advertising. However, more research on how to precisely target digital advertisements is required. Nadlifatin et al. (2022) Focus on customer behavior to achieve the best results through e-commerce, where they are easy to reach, communicate with, and target as a previous audience. Jayaram, et al., (2015). The marketplaces On only one hand, these countries have a significant number of technically inclined young consumers. However, markets must also consider a country's macro-environment and market

conditions that make using specific market techniques more feasible and appealing than others. It is certainly true in terms of the timing of various technological introductions. This study examines the ten market characteristics: the digital connectivity divide, economic power, demand type, privacy laws, demographics, competitive conditions, attitude toward technology, organizational maturity, corporate responsibility, and corruption. The research includes ten marketing technologies: digital profiling, segmentation, search engine marketing, digital marketing, content management, social media, mobile applications, digital collaborations, and analytics. Dumitriu & Popescu, (2020). Artificial intelligence-based systems only reduce the complexity of traditional targeting and personalization processes. In many cases, the platforms used for online promotion include algorithms for determining the best configurations; in other cases, businesses take the initiative to develop and implement in-house customized systems.

3. LITERATURE REVIEW

Dumitriu et al., (2015) mentioned that the latest technological evolution has effected the companies positively, in terms of communications with the target customers. Marketing has evolved to the point where reacting to digital trends is a must. Although it appears to be a push for marketers, all automated applications and systems based on artificial intelligence reduce the complexity of traditional targeting and personalization operations. In many cases, the platforms used for online promotion include algorithms for determining the optimum combinations; in other cases, businesses take the initiative to build and deploy in-house tailored systems.

Haikal et al., (2020) examined the impact of the affiliate marketing variable on increasing e-commerce demand in Jordan's cosmetics sector in 2019. Affiliate marketing variables have a favorable influence that managed to raise the demand for e-commerce within the Jordanian cosmetics sector. Furthermore, affiliate marketing impacted e-commerce by increasing demand and usage of e-commerce and affiliate marketing would likely become the primary mainstream marketing approach among Jordanian consumers.

Zhang & Erturk. (2022) stated that digital marketing is an essential topic, especially during and after Covid-19 epidemic, as online purchasing has grown in popularity. On the other hand, digital marketing techniques have yet to get enough attention in a dynamic and vast market such as the Chinese market. According to previous studies, the following two researches issues are being addressed in this study: p. 1. How are Chinese SMEs implementing digital marketing tactics and platforms? 2. Can New Zealand SMEs benefit from Chinese SMEs' adoption of digital marketing? To acquire insights about digital marketing applications used

by Chinese SMEs, a survey and semi-structured interviews were conducted with Chinese participants. After collecting data from Chinese participants and developing a framework of internet marketing strategies and platforms in China based on data analysis, semi-structured interview questions were devised and performed with New Zealand professionals. According to the findings of this study, Chinese SMEs boost their online consumer traffic through three primary channels: e-commerce platforms, social media, and private traffic, which is a controlled traffic pool of loyal customers or the brands' social media followers. Furthermore, digital marketing technology from China has the potential to be exported to New Zealand. However, the procedure may be lengthy due to cultural and mindset hurdles. Based on the Technology Acceptance Model, this study also provides a preliminary model for analyzing the transfer probability (LOT) (TAM).

4. RESEARCH METHODOLOGY

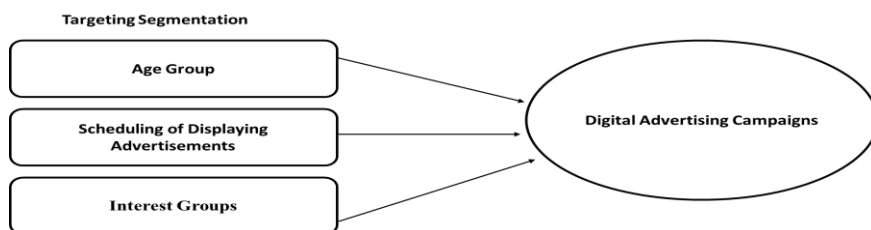
The quantitative research methodology underpins this research methodology, which collects data numerically. The research design, (A. Y. A. B. Ahmad, 2023), serves as a framework and master plan for achieving research goals and objectives that is based on a variety of factors, data collection, and measurement methods. This study employs a cross-sectional research strategy. A cross-sectional study is built on observational research. It was decided to conduct a cross-sectional correlation study. Used to investigate the effect of targeting segmentation on the efficacy of digital advertising campaigns in Arab markets

4.1 Sample Data: This study is based on distributing 384 quantifiable questionnaires to marketers in thirteen Arab countries, which were distributed online and fully recovered.

4.2 Research Tool: A scientifically valid questionnaire was developed and delivered to investigate the effect of targeting segmentation on the effectiveness of digital advertising campaigns in Arab markets. After accurately targeting and identifying the marketers, social media collected the questionnaires electronically.

4.3 Research Model:

Figure:1. Research Model



H1: There is a significant impact of age group on the effectiveness of digital advertising campaigns in Arab markets.

H2: There is a significant impact of scheduling of displaying advertisements during the day and through weekends on the effectiveness of digital advertising campaigns in Arab markets.

H3: There is a significant impact of interest groups on the effectiveness of digital advertising campaigns in Arab markets.

5. DATA ANALYSIS AND RESULTS

This section presents the empirical results of this research. The statistical method is used to conduct the analyses. This section adheres to the accepted PLS-SEM reporting style that previous studies have recommended (Chin, 2010). To ensure conformity, the data sets are screened for multivariate assumptions before proceeding with the structural equation modeling procedures. This is followed by a model quality assessment.

5.1 Profile of Respondents

Table 5.1: Profile of respondents (N=384)

Variable	Category	Frequency	Percent (100%)
Gender	Male	206	54
	Female	178	46
Marketing Type	Social Media	172	45
	Marketing	84	22
	Google Ads	65	17
	SEO	63	16
	SEM		
Experience	1-5 Y	173	45
	6 – 10 Y	101	26
	11- 15 Y	76	20
	16 – 20 Y	34	9

5.2 Multicollinearity Test

Using SPSS version 25, the researchers did two types of tests for multicollinearity between variables: tolerance value and variance

inflation factor (VIF). According to the multiple regression analysis data shown in Table 5.2, the tolerance value for the independent variable was .840, and the variance inflation factor (VIF) value was 1.794. Given that the tolerance value is significantly greater than 0.10 and the VIF value is less than 10, it can be concluded that variable multicollinearity is not a problem.

Table 5.2: Result of skewness and kurtosis for the test of normality (N= 400)

Variable	Collinearity Statistics	
	Tolerance	VIF
Effectiveness of Digital Advertising Campaigns	.840	1.794

5.3 Measurement Model Assessment

5.3.1 Internal Consistency Reliability

Table 5.3: Internal consistency reliability analysis

Dimension	Cronbach's Alpha	Composite Reliability	AVE
Targeting Segmentation	0.883	0.902	0.304
Age Group	0.903	0.925	0.787
Scheduling of Displaying Advertisements	0.907	0.927	0.701
Interest Groups	0.897	0.906	0.694
Effectiveness	0.867	0.892	0.441
Campaign Size	0.901	0.932	0.794
Dominant Culture	0.890	0.900	0.801
Technical Configuration	0.894	0.907	0.790

5.3.2 Convergent Validity

The convention requires factor loading, average variance extracted (AVE), and composite reliability to be extracted in order to establish convergent validity (CR). According to Hair et al. (2019), the three key assessors of convergence validity are factor loadings, composite reliability, and average variance extracted (AVE). Based on the determination of convergence validity, which determines item loadings that meet satisfactory criteria, satisfactory AVE, and composite reliability, it is possible to conclude that the items represent their respective constructs, thereby establishing their convergence validity. The average variance of a construct and its measures is denoted by AVE. The general rule is that AVE should be greater than 0.5. (Hair, et al., 2014). The results of AVE with coefficients ranging from 0.694 to 0.821 are shown in Table 7.4. This designates the establishment of convergence validity for all the constructs. Additionally, the table also shows composite reliability with values that range between 0.900 and

0.932, equally showing Cronbach’s alpha with the lowest value of 0.887 and highest value of 0.907.

Table 5.4: Convergent validity analysis

	Variable	Items	Loadings	Cronbach's Alpha	Composite Reliability	AVE
Targeting Segmentation	Age Group	AG1	0.893	0.908	0.940	0.780
		AG2	0.902			
		AG3	0.889			
		AG4	0.887			
	Scheduling	SC1	0.886	0.900	0.930	0.751
		SC2	0.868			
		SC3	0.880			
		SC4	0.861			
	Interest Groups	IG1	0.804	0.911	0.924	0.770
		IG2	0.874			
		IG3	0.895			
		IG4	0.885			
IG5		0.798				
Effectiveness	Campaign Size	SC1	0.897	0.907	0.934	0.766
		SC2	0.874			
		SC3	0.802			
		SC4	0.871			
	Dominant Culture	SI1	0.888	0.926	0.939	0.771
		SI2	0.870			
		SI3	0.883			
		SI4	0.905			
		SI5	0.873			
	Technical Configuration	SYN1	0.891	0.801	0.880	0.724
		SYN2	0.876			
		SYN3	0.800			

5.3.3 Discriminant Validity

The discriminant validity of this study was evaluated by comparing the indicator loading with other variable cross loading. compares the indicator loading to that of other reflective indicators. Because all accessible indicators are greater than cross-loading, the condition of discriminating validity has been met.

Correlations between latent constructs are lower than the square roots of the corresponding AVE placed in diagonal cells, and they appear below it. Similarly, as shown in Table 7.5, the HTMT criterion is less than 0.85, indicating that discriminant validity was established.

Table 5.5: Discriminant validity based on HTMT ratio of correlations

Heterotrait-Monotrait Ratio (HTMT)	
	Targeting Segmentation
Targeting Segmentation	
Effectiveness	0.342

5.4 Structural Model Assessment

5.4.1 R-Square (R²)

The R² value indicates how much variance in dependent variables is explained by the independent variables. The SmartPLS algorithm function is used to obtain the values in this study, while the SmartPLS bootstrapping function is used to generate the t- statistics.

Table 5.6: R² values for the endogenous latent variables

Endogenous Variable	R ²	Predictive Relevance
Effectiveness of Digital Advertising Campaigns	0.651	

5.4.2 Q-Square (Q²)

This can be evaluated using a cross-validated redundancy measure obtained using the PLS blindfolding technique for all endogenous constructs. As a general rule, the value of cross-validated redundancy should be greater than zero Khan, (Yasser, et al,2022 ((Fornell & Cha, 1994)), as shown in Table 7.8. Following a blindfolding exercise in SmartPLS, Table 7.7 reveals the predictive quality power of this study's model.

Table 5.7: The Q² values for the endogenous latent variables.

Endogenous Variable	SSO	SSE	Q ² (1-SSE/SSO)
Effectiveness of Digital Advertising Campaigns	8001.000	6985.180	0.140

5.4.3 Effect Size (F²)

To compute f², the researcher must estimate two PLS path models (with and without the latent variable inclusion). The value of effect sizes and the omitted construct for specific endogenous constructs can be determined as 0.02, 0.15, and 0.35 to illustrate small, medium, and large effects, respectively (Cohen,1988) predictive quality power of the model of this research.

Table 5.8: Effect sizes (f²) of the latent variables

Variable	Endogenous Variable	f ²	Effect Size Rating
Targeting Segmentation	Effectiveness	0.384	Large

5.5 Path Coefficients Testing

In Table 7.9, the result of H1, which proposes a significant relationship between age group on the effectiveness of digital advertising campaigns in Arab markets. The total effect of age group on the effectiveness of digital advertising campaigns in Arab markets was significant ($\beta = 0.343$, $t = 5.970$, $P\text{-Value} = 0.000$), This means that there is a direct relationship between age group and the effectiveness of digital advertising campaigns in Arab markets. As a result, hypothesis 1 is totally supported.

Next H2 which proposes a significant effect between scheduling of displaying advertisements during the day and the effectiveness of digital advertising campaigns in Arab markets. The result of the analysis showed a significant impact on the relationship ($\beta = 0.261$, $t = 5.498$, $P\text{-Value} = 0.000$), thus supporting H2. This finding indicates that the scheduling of displaying advertisements during the day has a significant impact on the effectiveness of digital advertising campaigns in Arab markets.

Further, the empirical result shows H3, which proposes a significant relationship between interest groups on the effectiveness of digital advertising campaigns in Arab markets. The result shows that the total effect of interest groups on the effectiveness of digital advertising campaigns in Arab markets was significant ($\beta = 0.265$, $t = 5.439$, $P\text{-Value} = 0.000$), As a result, Hypothesis 3 is supported. According to the data, interest groups have a significant impact on the effectiveness of digital advertising campaigns in Arab markets.

Table 5.9 Path Coefficients Testing

No.	Hypotheses	Beta	SE	T-Value	P-Value	Decision
H1	AG → EF	0.343	0.045	5.970	0.000	Supported***
H2	SC → EF	0.261	0.049	5.498	0.000	Supported***
H3	IG → EF	0.265	0.053	5.439	0.000	Supported***

6. DISCUSSION AND FINDINGS

The current study's findings are crucial for all digital marketing decision-makers. They were targeting segmentation aids in the success of digital campaigns and the achievement of their primary goal. Nowadays, the marketing style has completely changed as it has shifted to digital, but

with caution, as many Internet marketing campaigns have failed and failed to achieve their goals. This study provided an in-depth investigation into the details of digital campaigns, as the analysis results revealed that significant factors influence the success of digital advertising campaigns in digital markets. First, it is appropriate for specific ages and targets different age groups. It is considered access via digital marketing, but it is inaccurate access. Thus the marketing budget is wasted, so when the targeting is segmented into the appropriate age groups for the product, it leads to great success in digital advertising campaigns. As for the scheduling of displaying advertisements during the day, it is critical because choosing the timings when customers are available increases the percentage of reach as well as more conversions, which leads to a purchase decision because the time scheduling feature is available through marketing via social media and marketing via search engines, this is what the statistical analysis of this study revealed. Interest groups are also important, as the study's findings revealed that they impact the success of digital advertising campaigns in Arab markets. Delivering advertising through any digital means to a customer uninterested in the advertised product wastes time, effort, and money. Advertising to a customer interested in this type of product is therefore considered a success for digital advertising campaigns.

7. SUGGESTIONS OF THE STUDY

More research is required to fully comprehend the role of targeting segmentation in the success of digital advertising campaigns. It would also be interesting to expand the current study to include countries in East Asia or Europe where digital marketing knows no borders.

Using other dimensions and variables to achieve digital advertising campaign success, such as focusing on color connotations and music influence.

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