

The Impact of Digital Marketing on Purchase Intention Towards Cosmetic Products in Jordan

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Abstract

The aim of this study is to examine the impact of digital marketing activities, efficiency, perceived ease to use, credibility and brand image on purchase intention towards cosmetic products in Jordan. This study adopted a quantitative approach and conducted a survey to investigate this research. The researcher used a convenience sample distributed online via social media Apps (WhatsApp, Facebook and Yahoo Mail). The study's questionnaire was adapted and developed from previous studies. The study used a sample of (524) participants from Jordan, it has been performed on (507) females, and (17) questionnaires filled by males. The proposed conceptual model and associated hypotheses were tested using the following techniques, descriptive statistics and simple linear regression.

The results revealed that there is a clear impact of digital marketing activities on the purchase intention to cosmetic products in Jordan.

Keywords: Digital marketing, Purchase Intention, Efficiency, Perceived Ease to Use, Credibility, Brand Image.