

-RESEARCH ARTICLE-

DIGITAL MARKETING AND ONLINE PURCHASING IN SAUDI ARABIA: EXPLORING GENERATIONAL DIFFERENCES

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—Abstract—

This is the age of digital marketing when individuals want to make decisions using digital tools. Consequently, this study aimed to investigate the impact of various digital marketing aspects, including social media marketing, email marketing, and website marketing, on customer purchase decisions among three generations: baby boomers, generation X, and generation Y. This study was quantitative and cross-sectional. The data was collected from respondents in the City of Riyadh, Saudi Arabia, using a survey and a sampling technique known as purposive sampling. The usability rate was 63.63 percent. The collected data were evaluated using the SPSS regression model. The study's findings indicate that all three generations prefer internet shopping. However, generation Y respondents prefer digital marketing tools over the other two generations. These findings are useful for policymakers in developing initiatives and academics in their future research endeavors.

Keywords: Digital Marketing, online purchasing, social media, SPSS, Saudi Arabia

1. INTRODUCTION

Today, digital marketing has offered numerous doors and prospects for business expansion. Digital marketing's diverse platforms facilitate the online distribution of a company's services and/or products. In addition, digital marketing can increase customers' consumer base by acquiring new customers. As a result, the organizations' revenues and profits improve. In addition, technological and commercial improvements are highly competitive. Traditional marketing methods have been supplanted by digital

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marketing and internet strategies. Additionally, digital marketing provides access to expansive geographic regions and global marketplaces. One of the benefits of employing digital media is the rapid worldwide expansion and decreased cost of doing business. Presently, digital marketing has the propensity to reach and satisfy clients. Thus, its scope is vast (Al-azzam et al., 2021).

In the current era of digitalization, businesses have an excellent opportunity to sell their products utilizing various digital marketing tools, including emails, mobile phones, social media platforms, and websites, as these tools offer a variety of novel marketing strategies. In addition, digital marketing enables customers to communicate directly with marketers and businesses. Different digital marketing channels can be employed to contact customers. These include e-marketing, online advertising, multimedia, websites, mobile marketing, and social media. Understanding clients' online behavior is crucial to influence their buying decisions (Alwan et al., 2022).

Social media can play a significant role in influencing the decisions of clients. People's use of social media has increased significantly during the past decades. The popularity of social media websites such as YouTube, LinkedIn, MySpace, Yahoo, Twitter, Facebook, and Wikipedia has skyrocketed among users and prospective users. Currently, social media is an integral part of most enterprises. Social media users share their purchase and usage experiences of various things and recommend various products and services to their peers. Consequently, social media is an excellent resource for enterprises (Kapoor et al., 2018; Prasath et al., 2018).

Email marketing is another essential digital marketing approach. This technology is intended to raise user awareness, distribute orders, and provide information about things already purchased. Email marketing may be implemented with every email sent to existing and new customers. Email showcasing is the process through which email is sent to users and made accessible for viewing. Email marketing is utilized to build and expand the organization's market share. Customers can get additional information based on email-delivered data (Kiselova, 2019).

Additionally, the website is a crucial communication channel with customers. Websites can establish connections between other company channels, such as social media and customers. The websites change customer perceptions. Moreover, an attitude regarding a particular brand or corporation is also formed based on the website's content. In addition, this medium allows clients to register to receive additional information in the future (Pires et al., 2022).

Customers can be grouped into three generations: generation Y, generation X, and the Baby Boomers. These divisions are based on characteristics and categories based on resemblance utilizing the period in which they were born. Based on the period, generations are formed and shaped and share a collective identity. In addition, researchers noted that age duration roughly corresponds to a phase of life. They also

noted that globalization and technology have significantly impacted the world's various generations. Most young people regularly utilize modern technology, including social media and other digital marketing tools. Generation X comprises those born between 1965 and 1980; Generation Y, born between 1981 and 2000; and baby boomers, those born between 1946 and 1964. (Chakraborty et al., 2017).

2. LITERATURE REVIEW

2.1 Digital Marketing and Online Purchase intention

Digital marketing is one of the essential technologies marketers utilize to reach their customers effortlessly. Numerous tools are used for the goal of digital marketing. Among these tools are mobile marketing, social media marketing, web marketing, and email marketing. According to scholars, digital marketing is one of the essential social media platforms for consumers to communicate video, audio, image, and text information with one another. Additionally, they can share the information with companies (Dastane, 2020). One of the most popular forms of digital marketing is using social media to share information. People involved in business can be vital in driving product sales adjustments.

Additionally, they may assist organizations with their social media utilization. As convenience is provided to businesses, it tends to influence customers' purchasing patterns and behaviors. It will also aid in customer attraction. This beauty of the consumers will generate buyer interest in the products from consumers (Yunus et al., 2022). Based on the preceding discussion, this study was designed to investigate the impact of various digital marketing factors, namely email marketing, social media marketing, and website marketing, on the purchase decisions of three generations of consumers: baby boomers, generation X, and generation Y.

2.2 Email Marketing and Customer Purchase Decision

Since the advent of the internet, email marketing has been the first kind of digital marketing. Hotmail's debut of email services provided numerous chances for marketers to reach consumers. Email marketing is a required digital marketing method due to its portability, personalized approach, and low cost. This advertising method makes customers aware of various services, discounts, offers, and products via their email lists. Researchers noted that email marketing is one of the most effective methods for attracting clients' attention. It also plays a crucial function in influencing the customer's behavior. Some scholars consider email marketing to be permission marketing as well. This is one of the benefits since customers may choose whether or not to get these emails. Internet marketing has therefore become a vital part of our daily lives. Internet is needed to send and receive emails with others (Kiselova, 2019).

There is a strong correlation between email marketing and internet shopping. Not only does it play a significant part in driving visitors to a website, but it also influences a

customer's purchasing choice. In the context of the internet, email is the primary means of communication due to the minimal customer-seller relationship (Reimers et al., 2016). In contrast, corporations utilize email marketing to influence purchase decisions. More than ninety percent of firms use email marketing to convert prospective consumers into actual ones. According to experts, more than 70 percent of buyers who subscribe via email end up acquiring the advertised product. Email marketing plays a significant role in increasing online sales and convincing customers to make offline purchases. Some academics see email marketing as one of the most adaptable communication channels for e-commerce. It is feasible for marketers to change the size and length of the content of their email messages. Some emails are also designed with various features, including HTML, video, audio, and picture customization. It is also feasible to segment clients via email based on their purchase value, buy frequency, purchased items, and demographics (Nguyen, 2021).

Email marketing's primary objective is to promote products via email. Customers are provided with information on products and services for this purpose. Organizations also utilize email marketing to communicate the details of a previously completed transaction. Thus, marketers can also use email as a connected service (Purwaningati et al., 2018). Therefore, it is safe to state that email marketing is one of the most significant channels for marketing communication and maintaining tight client relationships. Email is the primary method for distributing promotional messages such as coupons and discounts. This sort of marketing is relatively affordable for both small and medium-sized businesses. Email marketing has a minimal cost of delivery and setup. One cannot dispute, however, that social media marketing has become increasingly popular over the past two decades.

Nonetheless, email marketing is regarded as one of the most successful techniques that businesses can employ to influence client behavior. Therefore, email is essential for establishing and maintaining long-lasting relationships with clients. Emails improve the likelihood that clients will become aware of a product. Thus, frequent email marketing shapes customer behaviour and fosters client loyalty (Namira et al., 2016).

2.3 Social Media Marketing and Customer Purchase Decision

Past research has described social media marketing as leveraging online social channels to promote services, products, and websites. It includes marketing-related activities such as online posting, photo sharing, and blogging. As friends and family are the most dependable interactions, social media is regarded as one of the most significant and efficient ways to obtain information. (Sharma et al., 2017). Social media is seen as an essential communication tool to communicate with and contact clients. Reaching customers using social media is inexpensive. On the other hand, it can be utilized whenever the marketer has the time and desire to get the target audience. Several large brands have as one of their primary objectives the use of social media effect because

they recognize the potential of marketing utilizing various social media applications to engage with customers and establish long-term relationships (J. Hanaysha, 2016).

Researchers have characterized social media as one of the internet-based programs that existing and potential customers use to communicate their prior experiences, share information, and discuss their own experiences via Facebook, WhatsApp, and blogs. Due to the efficacy of social media, customers and marketers can communicate and interact quickly, enhancing brand recognition and customer service. Customers and marketers can voice their ideas using a variety of free social media channels (Adetunji et al., 2018).

Social media channels are regarded as a convenient means of communication. This approach lets customers learn about services and products through their social networks or directly from companies. Marketers have the chance to establish two-way engagement with customers via social media. This will aid in the cost-effective collection of helpful customer insights and pertinent information. Consequently, marketers recognize the added value of social media. It is one of the simplest methods for generating brand recommendations and other valuable information. Additionally, users can share information about the services or products with relative simplicity. Different firms have reaped many benefits from these trades, including a more significant profit margin, client loyalty, improvement in brand recognition, enhanced brand awareness, and cost-effectiveness (Hudson et al., 2016).

Successful marketing platforms allow businesses to cultivate mutually beneficial customer relationships. These marketing campaigns can be more effective using various social media platforms. Thus, social media fosters client loyalty and satisfaction by generating positive word-of-mouth. Despite the development of social media applications on a large scale, social media use was viewed by many businesses as a promising opportunity. Organizations are also seeking the most effective strategies to use social media to foster good customer relationships and sustain their businesses (Jamil et al., 2022).

Organizations prefer to utilize social media to promote their services and goods and establish a positive public image for their companies. Therefore, scientists urged that firms prioritize social media to remain competitive in the current market environment. Before distributing advertisements for their services and products on various social media platforms, corporations on a global scale employ social media consultants and specialists to receive better advice on the features and content of advertisements for their services and products. It will also maximize the effectiveness and efficiency of various marketing strategies. Customers also view social media as an essential channel for directly engaging with other customers and brands (J. R. Hanaysha, 2022).

Social media is a new development in social media technologies that have influenced how customers engage with one another. With social media, organizations can establish

and strengthen their capacity to communicate with profitable and loyal customers. Researchers also noted that social media platforms helped firms learn about client expectations and requirements swiftly. Therefore, it is highly cost-effective to sell using various social media techniques. It is also one of the valuable methods for gathering client information. The authors also suggested that social media plays a crucial influence in influencing consumers' brand preferences. Thus, social media marketing is vital in forming and shaping the consumer's buying decision (J. R. Hanaysha, 2022).

The authors have studied and evaluated the relationship between social media and consumer decision-making. They have demonstrated that social media has the potential to influence customer attitudes toward advertising, brands, and purchase intent. It also tends to affect purchasing decision-making by acting as a mediator. By creating brand attitudes, social media can influence customers' purchasing decisions. Customers will choose to acquire a product or employ the services of a well-respected organization if the image of the product or brand is negative (KV et al., 2021). When consumers use social media to share information with their peers, it can impact customers' decision-making by changing their brand attitude. However, advertising items or services via social media also influences buying intent. Using this information, businesses can easily design and shape their marketing campaigns. Numerous firms utilize social media for their marketing initiatives. It is one of the most convenient and simple ways to improve consumer communication (Prasath et al., 2018).

2.4 Websites/Blogs and Customer Purchase Decision

Website marketing is one of the promotional strategies used to generate relevant website traffic. Typically, the primary objective of website marketing is to attract more clients interested in the organization's services or products. It will provide value in the form of increasing potential clients if a website receives more visitors. The term "blog" is an abbreviation for "weblog." Researchers characterize it as "an easy method for regularly publishing web pages that are best described as online journals, diaries, or event calendars" (Chaffey et al., 2006). It may also contain the feedback or reviews of the items' users. Blogs are a one-of-a-kind internet resource for disseminating information and news about companies and services. The fundamental purpose of blogs is to provide an online environment where customers can exchange accurate information and ideas. Conversely, customers can also utilize this service to interact with other customers. From a business perspective, blogging is vital in promoting product or service awareness.

In the recent past, SEO and marketing professionals asserted that including blogs on an organization's website plays a significant part in promoting the product. The company's blog allows the company to engage with its customers. This approach can also be utilized to deliver comprehensive product and service information. Additionally, it helps clients learn about the products. Additionally, customers can provide comments and ratings on the products. It is an intriguing truth that blog users can create distinct communities based on their interests. Authors have stated that blog advertising is one of the most

effective ways to promote companies or services. Equally, site owners and bloggers have utilized their websites for advertising (Dwivedi et al., 2021).

Previous research has indicated that many industries should communicate with their clients via blogs and websites. Several brands post their blogs with various tools to attract more customers in this environment. Consequently, they have also grown their market share. There are, in fact, a variety of groups that utilize websites and blogs to sell their services and products. In the past, very few studies have evaluated the impact of websites and blogs on customer decision-making. However, websites and blogs can be viewed as one of the most significant ways to generate and strengthen positive word of mouth. The authors also emphasized that a distinction can be drawn between traditional purchasing models and blogs (Alsaleh, 2017).

In the current digital marketing era, clients frequently review multiple blogs before making a purchase. After reading the blog on the website, the reader is compelled to use the service or purchase the product because it is the most convenient way to obtain the information. Even if a reader is not actively following a website, previous research has shown that they are nonetheless interested in and driven by the blog's content and information. Bloggers provide links frequently, and buyers frequently follow these links. Additional factors, such as friends' opinions, can significantly impact a customer's faith in the blog or website's content. Different studies conducted in the past have demonstrated that blog readers are drawn to blog commentary and in-depth reporting. Furthermore, buyers may prefer to buy the product if they have more information about it. This theory implies that blogs and websites can significantly influence consumers' purchasing decisions (Oumayma, 2019).

2.5 Generations and Online Purchasing

Generation is a significant factor in purchasing behavior. Past research has demonstrated that generation Y makes the most internet purchases. This indicates that Generation Y comprises the most important proportion of online shoppers. Furthermore, Generation X is the second most likely group to enjoy online shopping, while Baby Boomers are the least likely to use online shopping platforms. According to the findings of researchers, generation Y consumers take internet purchasing exceptionally seriously. Therefore, they devote much time to internet shopping for themselves, their families, and their friends. On the other hand, Generation Y prefers online activities such as text messages, podcasts, and social networks (Nguyen Thi et al., 2022).

In contrast, Cavazos-Arroyo et al. (2022) Guaderrama's study revealed that generation X clients engage in online buying predominantly in retail. Based on these arguments, it can be concluded that most online shoppers are Generation Y and Generation X members, showing that the younger generation frequently uses online purchasing methods.

The following hypotheses are proposed:

- H1.** Email marketing has a positive effect on the purchase decision of baby boomers.
- H2.** Social media marketing has a positive effect on the purchase decision of baby boomers.
- H3.** Websites/Blogs have a positive effect on the purchase decision of baby boomers.
- H4.** Email marketing has a positive effect on purchase decisions in generation X.
- H5.** Social media marketing has a positive effect on purchase decisions in generation X.
- H6.** Websites/Blogs has a positive effect on purchase decision in generation X.
- H7.** Email marketing has a positive effect on purchase decisions in generation Y.
- H8.** Social media marketing has a positive effect on purchase decisions in generation Y.
- H9.** Websites/Blogs has a positive effect on purchase decision in generation Y.

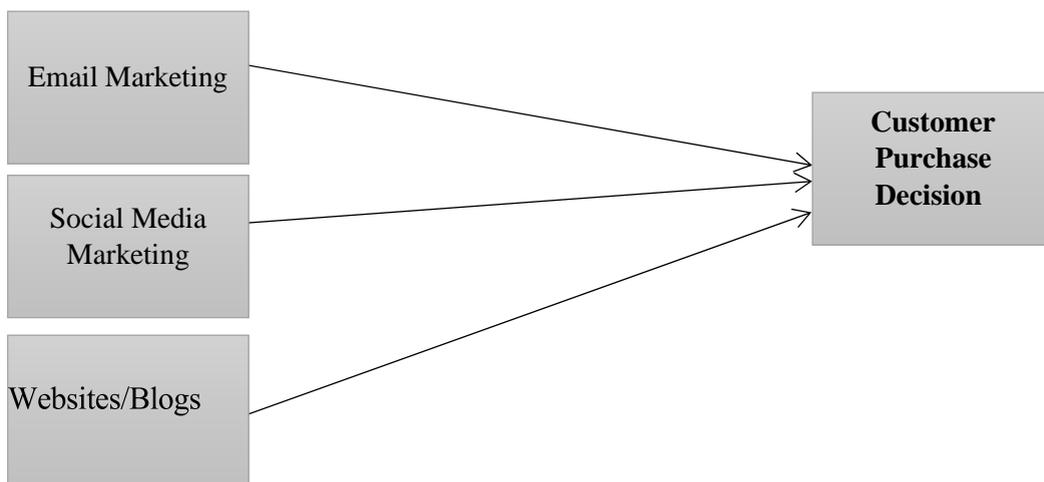


Figure 1. Framework

3. METHODOLOGY

The primary purpose of this study was to evaluate the digital marketing characteristics of email marketing, social media marketing, and website marketing among Generation X, Generation Y, and Baby boomers in Saudi Arabia. In addition, with the purpose of the study in mind, we utilized quantitative research methodology. Quantitative approaches concentrate primarily on numerical, mathematical, and statistical data. Data are collected from large sample sizes and analyzed using statistical software [Creswell \(2013\)](#). This study used a survey to obtain data from respondents in Saudi Arabia using

a form of purposive sampling. The questionnaire was constructed using a seven-point Likert scale. On this scale, one corresponds to "strongly disagree" and 7 to "strongly agree." The data was dispersed to three groups of 300 respondents from Riyadh in the Kingdom of Saudi Arabia, based on their generation. There were 210 usable questionnaires received for a response rate of 63.63 percent. The questionnaire was developed following a review of previous research. Later, these 210 questionnaires were divided into three groups of 70 questionnaires each: Generation X, Generation Y, and Baby boomers.

The items of website marketing were adapted from [Qtaishat et al. \(2022\)](#), the items of email marketing were adapted from [Ducoffe \(1995\)](#) and [Jamalzadeh et al. \(2012\)](#), the items of social media marketing were adapted from [Kim et al. \(2012\)](#) and [Schivinski et al. \(2014\)](#). The items of purchase decision-making were adapted from [Shareef et al. \(2008\)](#). The questionnaire was broken into two portions; the first section comprised the respondents' demographic information. In contrast, the second question contained questions addressing the study's variables to assess the respondents' responses. The collected data were analyzed using IBM SPSS 29.

4. FINDINGS

This section discusses the SPSS-based statistical findings that led to the study's findings. Before evaluating the proposed hypothesis using SPSS, this study investigated the respondents' demographic information. The data was compiled based on responses from three generations, namely Generation Y, Generation X, and Baby Boomers. The demographic characteristics of each sample are detailed in [tables 1](#) and [2](#).

Table 1. Gender Distribution

Category	Frequency	Percentage
Male	152	72.38
Female	58	27.62

According to the data presented in [table 1](#), 152 total respondents were male, while the remaining 58 were female. 72.38% of respondents were male, compared to 27.62% of female respondents. Regarding marital status, 98% of the population was married, and 2% were unmarried/single.

Table 2. Marital Status

Category	Percentage	Frequency
Married	98%	204
Un- Married	2%	6

Table 3 of the analysis shows the descriptive analysis of the collected data. It displays the average, standard deviation, and minimum and maximum numbers. As a 7-point Likert scale was utilized in the study, the data reveals that all lowest and maximum values are between 1 and 7. Furthermore, the mean is high as all values exceed 5.

Table 3. Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
EM	210	1.83	6.83	5.4778	1.01767
SMM	210	4.43	6.71	5.7776	.46157
WSM	210	3.75	7.00	5.6417	.60292
CPB	210	2.80	7.00	5.7086	.60145
Valid N (list-wise)	210				

Using skewness and kurtosis to evaluate the normalcy of the data is an important technique. According to F. Hair Jr et al. (2014), normal data have skewness and kurtosis values between -3 and +3. According to the values listed in table 4, all values fall within the given range. Normal data have a range of skewness between -0.335 and -1.552 and a range of kurtosis between 0.439 and 1.882.

Table 4. Skewness and Kurtosis

	N	Skewness		Kurtosis	
	Statistic	Statistic	Std. Error	Statistic	Std. Error
EM	210	-1.522	.168	1.882	.334
SMM	210	-.669	.168	.439	.334
WSM	210	-.335	.168	.091	.334
CPB	210	-.585	.168	1.671	.334
Valid N (listwise)	210				

After an initial screening of the variables, this study calculated Cronbach Alpha to measure the internal consistency reliability of the collected data. Internal dependability evaluates the internal consistency of the study's instruments. According to F. Hair Jr et al. (2014), Cronbach Alpha should be more than 0.70. This criterion is met by the current study as all figures in table 5 are more significant than 0.70, indicating that the data in the current research is credible.

Table 5. Study Variable's Cronbach's Alpha

Variable	Cronbach's Alpha	Number of Items
EM	0.818	5
SMM	0.913	5
WSM	0.735	6
CPB	0.822	5

Later, multiple regressions were utilized to test the present study's postulated hypothesis. The regression test is used to demonstrate the association between variables. Several regressions are employed when a study has multiple independent and dependent variables. In regression analysis, the independent variable is designated X and the dependent variable Y.

Table 6. Model Summary of Baby Boomers

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	.514 ^a	.264	.231	.58704	.264	7.907	3	66	.000

a. Predictors: (Constant), WSM, EM, SMM

Table 7. ANOVA of Baby Boomers

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	8.175	3	2.725	7.907	.000 ^b
	Residual	22.745	66	.345		
	Total	30.919	69			

a. Dependent Variable: CPB
b. Predictors: (Constant), WSM, EM, SMM

Table 8. Coefficients of Baby Boomers

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	2.437	1.049		2.371	.175	.656	3.531
	EM	.356	.148	.266	2.405	.000	.060	.651
	SMM	.013	.142	.010	.093	.927	.270	.296
	WSM	.384	.101	.410	3.797	.000	.182	.585

a. Dependent Variable: CPB

The data in tables 6, 7, and 8 indicate that email marketing has a considerable impact on the consumer buying behavior of baby boomers (Beta=0.266, $P < .01$). Thus, the study's H1 is supported. In contrast, H2 is rejected because baby boomers do not use social media marketing for purchasing (Beta=0.010, $P > .01$). While H3 of the study is supported by evidence that baby boomers prefer to make online purchases via websites (Beta=0.101, $P < .01$) The total variance is 23.1%. The adjusted R square value is 0.231.

Table 9. Model Summary of Generation X

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	.266 ^a	.271	.128	.51420	.271	1.673	3	66	.181

a. Predictors: (Constant), WSM, EM, SMM

Table 10. ANOVA of Generation X

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.327	3	.442	1.673	.181 ^b
	Residual	17.450	66	.264		
	Total	18.778	69			

a. Dependent Variable: CPB
 b. Predictors: (Constant), WSM, EM, SMM

Table 11. Coefficients of Generation X

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	5.229	1.151		4.544	.000	2.931	7.526
	EM	.098	.048	.245	2.058	.000	.194	.003
	SMM	.012	.177	.008	.065	.948	.342	.366
	WSM	.148	.164	.115	1.983	.000	.180	.476

a. Dependent Variable: CPB

The figures in tables 9, 10, and 11 indicate that generation X respondents prefer email marketing (Beta=0.245, p<0.01) and website marketing ((Beta=0.115, P<0.01) for online shopping. Therefore, the study's hypotheses H4 and H6 are supported. In contrast, they do not favor online buying via social networking platforms (Beta=0.008, p>0.948). The study's H5 is therefore rejected.

Table 12. 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	.363 ^a	.371	.328	.55210	.371	3.590	3	71	.018

a. Predictors: (Constant), WSM, EM, SMM

Table 13. ANOVA of Generation Y

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3.283	3	1.094	3.590	.018 ^b
	Residual	21.642	71	.305		
	Total	24.925	74			
a. Dependent Variable: CPB						
b. Predictors: (Constant), WSM, EM, SMM						

Table 14: Coefficients of Generation Y

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	2.992	.956		3.128	.000	1.084	4.899
	EM	.242	.119	.232	2.029	.000	.004	.480
	SMM	.174	.035	.238	2.119	.001	.004	.144
	WSM	.168	.143	.136	1.175	.000	.117	.453
a. Dependent Variable: CPB								

The findings from [tables 12, 13, and 14](#) indicate that respondents from generation Y prefer to make purchases using digital marketing tools such as email marketing (Beta=0.232, P<0.01), social media marketing (Beta=0.238, P<0.01), and website marketing (Beta=0.136, P<0.01), thereby supporting hypotheses H7, H8, and H9. These statistics indicate that Generation Y's R square is greater than that of Generation X and baby boomers. Thus, generation Y utilizes digital marketing more than the previous two generations.

5. DISCUSSION AND CONCLUSION

This study's objective was to evaluate the impact of several digital marketing variables, including email marketing, social media marketing, and website marketing, on three generations, namely baby boomers, generation X, and generation Y. This investigation was conducted independently on these three distinct samples. The study's responses came from Riyadh in the Kingdom of Saudi Arabia. The study reveals that email marketing considerably impacts the online purchasing decisions of all three generations of consumers. These results indicate that Saudi customers trust the companies' email-delivered information. In addition, emails are among the most prevalent communications among all generations. These findings are comparable to those of [Namira et al. \(2016\)](#).

In contrast, the data addressing social media consumption across generations were inconsistent. The results indicate that generation X and Baby boomers do not prefer to make online purchases using social media. One probable explanation is that they are not frequent users of social media applications like YouTube, Facebook, Twitter, etc. Alternatively, generation Y prefers social media marketing. Most respondents believe that marketing initiatives on social media networks influence their purchasing decisions. As the first generation to grow up with technology, they are familiar with social media and its various aspects. In addition, their acquaintances frequently utilize social media and participate in e-word of mouth. These findings are identical to those reported by [J. Hanaysha \(2016\)](#). The study's results suggest that blog marketing, also known as website marketing, is preferred by all generations in Saudi Arabia. The results suggest that generation Y respondents enjoy internet product research. Also, respondents from generation X prefer to use websites because they want to search for things online before visiting a physical store. Identical findings apply to baby boomers as well. These results are identical to those that [Pires et al. \(2022\)](#) reported.

These results indicate that all three generations in Saudi Arabia favor digital marketing to a certain extent. However, generation Y in Saudi Arabia likes internet shopping the most among these three generations. They choose email marketing, social media marketing, and website marketing to discover and share information with their peers. Using website marketing, respondents of generation Y can access additional social media links. It is essential for generation Y's social circle disseminate information through social media advertising.

6. LIMITATIONS AND IMPLICATIONS

The limitations of this study are comparable to those of other empirical investigations. First, this study's sample size is quite small. It is advised that sample sizes for future studies should be increased. In addition, this study focused on three generations: baby boomers, generation X, and generation Y. In the future, researchers should include the Millennium generation and Generation Z in their investigations. In this study, SPSS was utilized to conduct the research. Future research can employ Smart PLS for analysis purposes. The outcomes of this study can assist policymakers in developing digital marketing strategies that are more effective across generations. Academics can potentially utilize these insights for their future research.

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