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The Impact of Buying Behavior on the relationship between Digital Marketing and Business Growth

“An Application on E-commerce Companies in Egypt”

***Ph.D. Dissertation***

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**ABSTRACT**

This research undertakes the answer to the research problem: How can digital marketing help e-commerce companies in Egypt to achieve business growth through understanding Egyptian online customer buying behavior?

The main objective of this research is to determine the impact of buying behavior on the relationship between digital marketing and business growth at e-commerce companies in Egypt. After reviewing previous studies in this regard, a model for the research hypotheses was developed, and primary data was collected through designing a questionnaire with scales for digital marketing, online customer buying behavior and business growth and by using a purposive sample of Egyptian online customer.

The model was tested using the structural equation model (SEM) and path analysis was used to assess the strength of the relationships among the research variables by using (Smart PLS) program. The necessary tests were conducted to assess the validity of the research variable models. The questionnaire was distributed to the sample of 383 Egyptian online customers through Google form. The number of respondent was 383 Egyptian online customers.

The researcher concluded that the positive impact of digital marketing on e-commerce business growth in Egypt, highlighting its significant influence on customer buying behavior. A strong relationship exists between digital marketing and business growth, and customer buying behavior also mediates the relationship between digital marketing and business growth, with partial differences based on demographic factors.

**Keywords:** digital Marketing, buying behavior, business growth.