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The Impact of Digital Marketing on Building Consumer Confidence the Role Mediating of Information sharing and AI: An Empirical Study of the Telecommunications Sector in Jordan

Heba Ziad Awawdeh [1], Mamdouh Abdel latif Al Mawahreh[2], Mahmoud Allahham [3], Wasef Ibrahim Almajali[4] , Ahmed Ali Atieh Ali[5], Ahmad Y. A. Bani Ahmad[6]

[1] Department of Supply Chain and Logistics, College of Business, Luminus Technical University College, Jordan h.awawdeh@ltuc.com
[2] Department of Digital Marketing, University of Petra , Jordan **m.rashid@uop.edu.jo**
[3]Business Faculty, Amman Arab University, Amman, Jordan m.allaham@aau.edu.jo
[4] Faculy of Business, Amman Arab University, Amman, Jordan
W.almajali@aau.edu.jo
[5] Business Department, Business Faculty, Middle East University, Jordan, a.ali@meu.edu.jo
[6] Department of Accounting and Finance, Faculty of Business, Middle East University, Jordan, a.ahmad@meu.edu.jo

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Abstract

This study aims to investigate the Impact of digital marketing on consumer Confidence: with a special reference to Mediating of AI and information sharing in the telecommunication field in Jordan. This study is quantitative and analyzes data collected from telecommunications companies in Jordan. The results indicate that social media, online branding, online advertising and information sharing have a strong influence on consumer confidence towards telecommunication; On the other hand, AI-driven customer relation also has an edge significantly. By properly using these digital marketing strategies, telecommunications companies can earn the trust of their consumers as well as influence them to make a purchase. This paper contributes to the understanding of digital, online advertising and information sharing have a strong influence on consumer confidence towards telecommunication; the research is limited to the telecommunications industry in Jordan, and the findings provide valuable insights for future research in other sectors and geographic locations. The results offer practical information for marketers and policymakers on how to leverage digital marketing strategies, information sharing, and AI to build consumer confidence. The findings are relevant not only to the Jordanian telecommunications sector but also to other markets looking to enhance consumer trust through digital marketing efforts.

Originality/value: This study investigates the combined impact in combination between digital marketing, information sharing, and AI on consumer confidence within the telecommunications sector in Jordan. This model presents a comprehensive view of understanding the interplay between digital marketing variables and consumer trust.

Keywords: Digital Marketing, Building Consumer Confidence, Information sharing , AI

Introduction

Digitalization matters to the performance of firms in a dynamic competitive environment. It molds the different ways through which companies and consumers effectively interact with each other. (Daoud et al., 2024) Consumers are browsing on multiple social media as well, and scrolling through different content. Digital advertisement influences customer decision-making. (Greve, 2021)Hence, digital marketing is a significant communication method for enterprises to collect and obtain data on customers' auxiliary companies as well as the assistance they make purchase choices. (Ramadhanti Sugita & Handayani, 2024) The practice of digital marketing allows the firm to interact with the varied products and services that they are dealing in, this forms a very huge range. (Salhab et al., 2023) Digital marketing processes allow search engine optimization, and companies can strengthen their online visibility and additionally reach further clients. Digital marketing tools, sharing consumer information over a range of platforms, and artificial intelligence can be used in the telecommunications sector to augment customer satisfaction.(Zhang et al., 2024) Firms can provide tailored experiences, forecast analytics, and automatically respond with the help of AI making a satisfied client across all these stages important. Digital marketing and AI have evolved the traditional ways of Marketing in the Telecommunication Industry. (Assery et al., 2020) In the past, marketing was predominantly a business of personal contact or broadcast promotion. However, the digital age requires more interactive, relationship-focused marketing tactics. (Dubey et al., 2020) Proactive information sharing and AI-driven customer service are critical to proactively engage consumer needs and build loyalty & trust. The use of digital marketing, information sharing, and AI has expanded significantly in the telecommunications sector. (Khan et al., 2023) As reported by the Ministry of Information and Communications Technology, these initiatives have resulted in higher consumer commitment and satisfaction. Moreover, the use of digital marketing, information provision, and AI helped increase customer service quality(Almustafa, n.d.). Several academics have examined the marketing activities of companies and the role branding & advertising play in competitiveness, and profitability, there is a lack of research in terms of how digital marketing methods affect firm competitiveness, especially in the telecommunication industry.(Saeed et al., 2024) The main goal of the current study is to explore how digital marketing and information sharing with AI enhance consumer confidence & competitiveness in Jordan. The remaining sections presents the methodology followed by results, discussion, conclusion, and limitations.

Literature Review

2.1 Information Sharing

Information sharing is a key aspect of digital marketing that has a serious impact on consumer confidence(Osayi Philip Igbinenikaro et al., 2024) . Brands must be trustworthy Transparency and the ready availability of information on news, feed is an important part of brands. (Rafique et al., 2024) Digital platforms facilitate real-time information sharing and communications between companies, offering timely and correct info on the availability of their services to consumers.(Arshad et al., 2024) Using Digital channels like Social media, Website content, and email newsletters enables information exchange between the company about its product or service, values can keep them engaged with their audience which furthers customer trust as well helps brands create loyalty(Zamiri & Esmaeili, 2024). Regular updates on chatting info found in assets help customers feel more attached to a brand making them believe that it is best suited for their requirements.(Carnegie et al., 2021) Research has proven the success of well-designed information flow to talk about consumer perceptions and decision processes. The result of the consumer feeling more informed builds trust within Blockchain and increases visibility as a loyal customer(Temitayo Oluwaseun Abrahams et al., 2024). This may include companies providing more information(Allahham, Sharabati, Al-Sager, et al., 2024). Furthermore, customer reviews and testimonials shared through digital platforms can enhance credibility and influence potential customers' perceptions positively(Allahham et al., 2023). Research supports that efficiently organized Information Sharing is effective in discussing consumer attitudes and behavior throughout the decision process(Ngozi Samuel Uzougbo et al., 2024). When this process is done effectively, it makes the customer feel good about their choices which creates trust within Blockchain and becomes more publicly visible as a repeat client. This could mean more details from corporations(Alkhazaleh et al., 2023). Therefore, the following hypothesis is proposed:

H1: Effective information sharing will positively impact consumer confidence and competitiveness in the telecommunications sector.

2.2 Artificial Intelligence (AI)

Artificial intelligence is changing the face of digital marketing (Allahham, Sharabati, Almazaydeh, et al., 2024). It permits businesses to offer a delightful, tailored, and prompt experience for their consumers through automated systems and platforms. (Allahham, Sharabati, Al-Sager, et al., 2024) .Thus, AI for digital marketing makes it convenient to use chatbots and request-processing message-forwarding systems(Shehadeh et al., 2024). Customers are immediately connected to a representative who provides clear and accurate answers from human keyboarding. (Riahi et al., 2021)AI is being used to evaluate massive data sets and identify patterns in them by which companies can predict future trends and make marketing decisions. (Alkhazaleh et al., 2023)AI makes it possible for companies to better manage their marketing campaigns so that targeting is highly accurate, and engagement rates rise. AI automates activities freeing resources for strategic purposes. like, chatbots answer customer queries leaving human agents for more intricate problems hence increasing the efficiency and satisfaction levels. (Sharabati & Izzat, 2024)AI automation leads to superior performance and dominant competitive advantages in digital marketing from the dataset. AI applications suggest an advanced customer relationship management (CRM) system aimed at improved user retention as well as loyalty. (Atieh Ali et al., 2024) AI model-generated personalized recommendations and suggestions would make customers feel heard, understood, and in sync with the brand. Predictive analytics can enable organizations to predict future customer requirements and wants so that they might adjust business policies proactively as well as consequently work towards increasing customer satisfaction. (Sharabati et al., 2024) AI plays a critical role of maintaining personalized security and privacy for customers' data by using AI and helping organizations better protect the data which adds to instilling trust and loyalty among customers. Hence, we hypothesize as follows.:

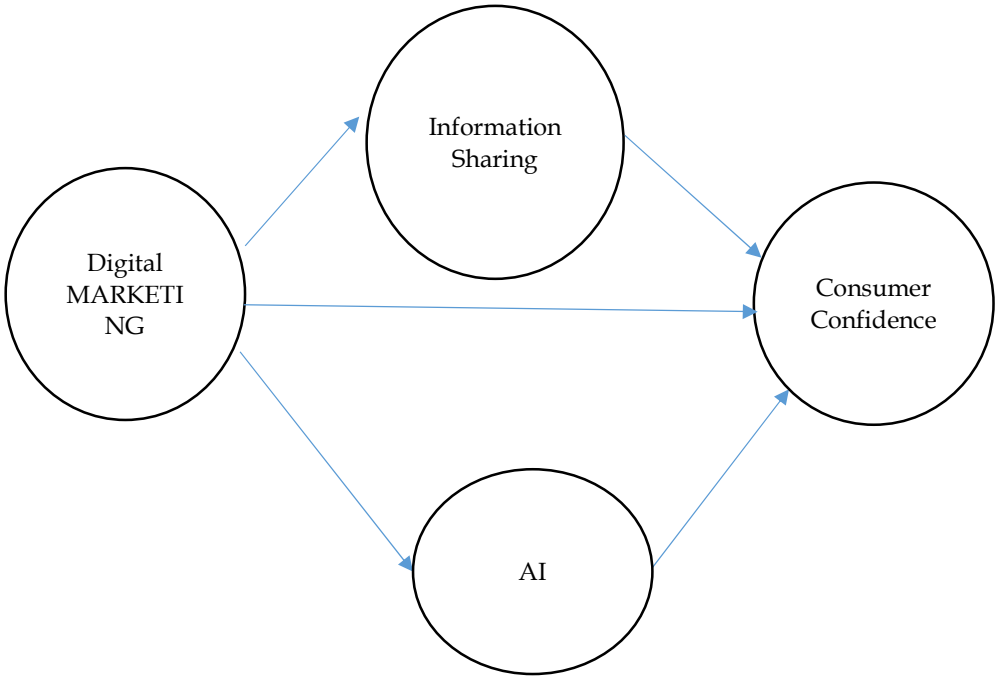
H2: The use of AI in digital marketing will positively impact consumer confidence and competitiveness in the telecommunications sector.

Digital Marketing Strategies

Through various online channels, the company engages with customers thanks to client interaction that builds confidence in products taught by digital marketing strategies.(Hermawan et al., 2024) Social Media, Online Advertising, and Content Marketing are essential for Product Promotional Activities as well Make a Good Brand. Facebook, Twitter, Instagram, and LinkedIn Social media platforms are great for companies as they allow them to reach everyone in society with direct engagement.(Salhab et al., 2023) It allows brands to show personality, engage with customers, and create a community around their products or services permits businesses to increase visibility and analyze consumer behavior seamlessly. (Solijonovich, 2023)Thus, a well-optimized website will push this information in front of interested customers and increase their satisfaction. These consist of relevant content, keywords, and user-friendly websites among others which are some strategies used to improve (Caro et al., 2024) . When you are on a search engine results page, it provides the impression of more authenticity and higher organic traffic which may turn into potential customers. Online branding through digital marketing is the other element of digital where brands can connect and communicate with their potential customers.(Choi et al., 2018) A consistent message delivered through an online presence makes the brand's visibility stronger, which in turn also builds on its trust.(Ahmed & MacCarthy, 2023) In addition, online ads are targeted and they allow companies to communicate their message even if for a price. With the use of data analytics and a better understanding of customer insights via technology, all brands must do is create personalized ads that reach people in their moment of truth.(Oseremi Onesi-Ozigagun et al., 2024) It will not only improve the effectiveness of marketing campaigns but also create a strong relationship with customers and care for their needs. Digital market approaches targeted advertising, increase consumer trust through social media engagement and convincing forums built by SEO tactics.(Mohsen, 2023) Utilizing these tools properly helps companies establish good brand identity, building customer trust and leading to retention. Hence, Hypothesis 2 is put forward as follows:

H3: Digital marketing strategies, including social media, online advertisements, and SEO, will positively impact consumer confidence and competitiveness in the telecommunications sector.

Figure 1. Research framework.



Methodology

Data was collected from participants in this study through a structured questionnaire. All of them were questioned via a point Likert scale to rate their perceptions about different variables related to digital marketing practice, including information sharing, use of Artificial Intelligence (AI), Social media marketing, categorically online advertisements and branding, and the attitude towards capitalizing on consumer confidence toward telecom.

Data Collection

The structured questionnaire aimed to explore respondents' perceptions of the impact of digital marketing strategies on building consumer confidence. The questionnaire consisted of five sections on the following concepts. Information Sharing: questions about how transparent, honest, and prompt the companies shared their information. AI Applications: questions about robotic applications, customer services, personalized suggestions, and forecasting information(Allahham & Ahmad, 2024). Social Media Marketing: questions regarding customers' response time in communication. Online Advertisements: it included questions about posting ads and exhausting customers. Online Branding: questions about the power of the brand. The survey was administered to marketing professionals and managers in Jordan's telecommunications sector. The sample covered those with industry knowledge and experience in digital marketing and customer relationship management. 300 questionnaires were administered, and 250 were considered sufficiently answered, meaning an 83.3% response rate.

Measurement Scales

The five-point Likert scale in this questionnaire ranged from 1 (strongly disagree) to 5 (strongly agree). (Qamar et al., 2018) We chose this scale to reflect how participants viewed these categories subtly. Items measuring the following constructs were included: Digital Marketing Strategies: It gauged social media marketing, online advertisements, and branding. Information Sharing- This factor measures the efficiency and openness of the dissemination practices. AI Applications: This framework analyzed the influence of automated customer service and targeted marketing based on AI. Consumer confidence: This factor assessed the degree of consumers' trust and competence towards telecom companies.

Analytical Technique

The relationships were investigated with SmartPLS 4, a software tool on partial least squares structural equation modelling (PLS-SEM). (Ali et al., 2023) Structural Equation Modeling (SEM) is an extensive statistical methodology that enables complex relationships among multiple variables to be tested. The analyses utilized the SEM, which can accommodate a number of latent variables and allows simultaneous testing for measurement item validity and reliability.

Structural Equation Modeling (SEM)

The following are the SEM paths of the model between independent variables, such as digital marketing strategies, information sharing, and AI applications, with dependent variable consumer confidence. SEM was used to examine the roles of individual and group factors in affecting secondhand smoke exposure. PLS-SEM was used for model estimation and is suitable for exploratory research and models with multiple constructs. Using bootstrapping, the model was estimated in PLS-SEM to examine the structural relationship between dependent and independent variables. It can increase the robustness of the SEM outcome: Theoretically, Bootstrapping is a resampling technique that produces standard error estimates and confidence intervals. The next step in SEM was checking the validity and reliability of measurement items using confirmatory factor analysis (CFA).Figure 2. Path structure and coefficients.

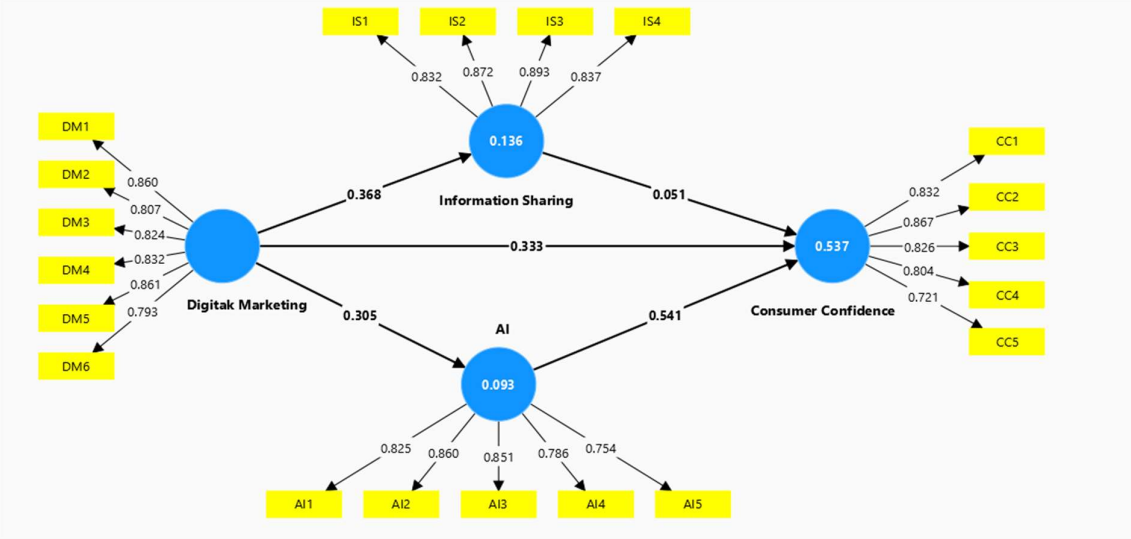


Figure 2. Path structure and coefficients.

Data Analysis

The data analysis involved three main steps. Data Description We first described our sample and key variables by using descriptive statistics. Following the last part were reliability and validity measures to calculate Cronbach's alpha and composite reliability to ensure our measurement scales were reliable and valid. The structural model tested the proposed hypotheses by performing hypothesis testing through path analysis within the SEM framework. Through robust and comprehensive data analysis in the telecommunications sector, the SmartPLS 4 edition was utilized to gain a deep insight into how digital marketing strategies work with information sharing and AI applications combined to improve consumer confidence.Sample

This study used the judgmental sampling technique to select respondents. This is subjective or selective sampling (Afaq et al., 2020). The sampling procedures in judgemental techniques use consideration to determine the decision of researchers to be selected as part of the sample for the study (Sharma et al., 2019). The protocol for selecting the respondents was based on their telecommunication background and experience in digital marketing and customer relationship management roles. This made a sample of 300, focused on professional marketing and management personnel practicing digital marketing with rich experience in the telecommunications enterprise, send the questionnaire.

Results:

Table 1. Measurement items and reliability.

Constructs	Items	Factor loadings	Cronbach's Alpha	C.R.	(AVE)
Digital Marketing	DM1	0.86	0.909	0.93	0.689
	DM	0.807			
	DM3	0.824			
	DM4	0.832			
	DM5	0.861			
	DM6	0.793			
AI	**AI1**	0.825	0.874	0.909	0.666
	AI2	0.86			
	AI3	0.851			
	AI4	0.786			
	AI5	0.754			
Information Sharing	**IS1**	0.832	0.883	0.919	0.738
	IS2	0.872			
	IS3	0.893			
	IS4	0.837			
Consumer Confidence	**CC1**	0.832	0.869	0.906	0.658
	CC2	0.867			
	CC3	0.826			
	CC4	0.804			
	CC5	0.721			

Table 1 : Table 1 presents the analysis of constructs associated with building consumer trust through digital marketing, e.g. (1) digitally sharing information and AI in the telecommunications sector in Jordan. The Digital Marketing construct presents strong factor loadings for items DM1 to DM6 of 0.793, up to 0.861 and high internal consistency (Cronbach's Alpha = 0.909), Composite Reliability (CR) is equal to.93, Average Variance Extracted (.689, bigger than the MSV of both remaining hidden variables between themselves), indicating robust convergent validity. The AI construct also shows high factor loadings(0.754 to 0,86), Cronbach's Alpha.874, CR=0.909 and AVE = 0.,666 again indicating good reliability and validity properties for the model results. High reliability and validity was equally found for Information Sharing through strong factor loadings ranging from 0.832 to 0.893, an excellent Cronbach's Alpha of.883, a C.R. of.919 as well as an AVE of.738 (see IS1 - IS4). Lastly, the Consumer Confidence construct (from CC1 to CC5) also demonstrates excellent factor loadings ranging from 0.721 to 0.867 and a Cronbach's Alpha of 0.869; C.R.; AVE =.658which shows that it has good reliability assistance and convergent validity in this study. The constructs had good internal consistency and reliability, confirming the strength of the measurement model to showcase how digital marketing's effect on consumer confidence plays an important role in our culture through information sharing with respected media and AI.

Table 2. HTMT

	AI	Consumer Confidence	Digital Marketing	Information Sharing
AI				
Consumer Confidence	0.744			

Digital Marketing	0.34	0.58		
Information Sharing	0.173	0.291	0.403	

Table 2 : As seen from Table 2 above, the Heterotrait-Monotrait Ratio values for the constructs AI, Consumer Confidence, Digital Marketing, and Information Sharing demonstrate good discriminant validity. All the values are well below the 0.85 threshold. The HTMT between AI and Consumer Confidence is 0.744. HTMT between AI and Digital Marketing is 0.341, while that between AI and Information Sharing is 0.173. Likewise, Consumer Confidence and Digital Marketing have an HTMT value of 0.581 and Consumer Confidence and Information Sharing have an HTMT value of 0.291. The HTMT between Digital Marketing and Information Sharing is 0.403. All the values indicate that the constructs AI, consumer confidence, digital marketing, and information sharing are all distinct, and therefore, the model is reliable and valid in assessing the impact of digital marketing on consumer confidence mediated by information sharing and AI.

Table 3: Fornell-Larcker

	AI	Consumer Confidence	Digital Marketing	Information Sharing
AI	0.816			
Consumer Confidence	0.65	0.811		
Digital Marketing	0.305	0.517	0.83	
Information Sharing	0.151	0.256	0.368	0.859

Table 3: Table 3 employed the Fornell-Larcker criterion to ascertain the differentiation among the four constructs: AI, Consumer Confidence, Digital Marketing, and Information Sharing. For the diagonal values, the constructs' relationships with their items are 0.816, 0.811, 0.83, and 0.859 for AI, Consumer Confidence, Digital Marketing, and Information Sharing, respectively. These values are not equivalent to the off-diagonal values; therefore, each construct is significantly correlated with its items than with the items of other constructs. Precisely, AI is least correlated with Consumer Confidence at 0.65, Digital Marketing at 0.305, and Information Sharing at 0.151. Consumer Confidence is also less correlated with Digital Marketing at 0.517, Information Sharing at 0.256, and Digital Marketing at 0.368. Moreover, the constructs demonstrated high associations with the constructs' dimensions, making the concepts measured unrelated.

Table 4: R2 Adjusted

Variable	**R-square**	**R-square adjusted**
Consumer Confidence	0.537	0.532
AI	0.093	0.09
Information Sharing	0.136	0.133

Table 4: Similarly, Table 4 also depicts the R-squared and Adjusted R-squared relation between the variables Consumer Confidence, AI, and Information Sharing. Consumer Confidence has achieved an R-squared value of 0.537, with the Adjusted R-squared at 0.532. Rephrased, the model can explain 53.2% of the variability, which is a good result that indicates some strong explaining power in the model. On the other hand, AI has an R-squared value of 0.093, with the Adjusted R-squared value of 0.09. When converted, it shows that the model can explain

only 9% of its variability, which may seem weak. Still, it should introduce the other variables that might influence AI that I have failed to incorporate into the model. Finally, Information Sharing exhibits an R-squared value of 0.136 and an Adjusted R-squared value of 0.133. It can be concluded that the model for Information Sharing can explain 13.3% of its variability, conversely to AI and proposing that close to 90% of factors are ones lagging from the model. Thus, the model is strong when consumer confidence is in question and weak for AI and information sharing.

Measurement model:

In this study, the measurement model used investigates how digital marketing influences consumer trust through information sharing and AI in Jordan's telecommunications sector. The constructs were measured by previously validated scales and refined by the recommendations obtained from the domain experts to create a highly reliable construct. Confirmatory factor analysis validated the measurement model with data collected from the telecommunications sector. The results of Confirmatory Factor Analysis show that all constructs have discriminant validity and reliability. The key reason for validating the measurement model is to guarantee that the relationships examined in this study accurately demonstrate the intricate interplay between digital marketing, information sharing, AI, enhanced consumer confidence, and strategic outcomes in the Jordanian telecommunications industries concerning PHV in light of the sensible definition of the key constructs.

Table 6. Hypotheses testing estimates

Hypo	Relationships	Standardized Beta	Standard Error	T-Statistic	P-Values	Decision
H1	AI -> Consumer Confidence	0.616	0.115	5.38	0	Supported
H2	Digital Marketing -> AI	0.341	0.092	3.728	0	Supported
H3	Digital Marketing -> Consumer Confidence	0.58	0.072	8.025	0	Supported
H4	Digital Marketing -> Information Sharing	0.407	0.066	6.182	0	Supported
H5	Information Sharing -> Consumer Confidence	0.04	0.073	0.549	0.583	Unsupported
H6	Digital Marketing -> AI -> Consumer Confidence	0.21	0.083	2.537	0.011	Supported
H7	Digital Marketing -> Information Sharing -> Consumer Confidence	0.016	0.03	0.538	0.591	Unsupported

Table 6: The results that were obtained related to the hypotheses testing shed light on the impact of digital marketing, AI, and information-sharing, hence, consumer confidence within the telecommunications sector in Jordan. AI positively affects consumer confidence Standardized Beta=0.616, meaning that as AI capabilities improve, so too does consumer confidence and by a substantial magnitude Markedly impacts AI, standardized beta 0.341, which indicates that good digital marketing strategies lead to more use of AI technologies within the industry. Meanwhile, it had a medium to strong positive effect on consumer trust with a standardized beta of 0.58, consecrating online practices as well. The information sharing: Managers have always seen the effectiveness of engaging customers, attending to their queries, being honest, and segmenting marketing efforts into campaigns, but it comes out here that digital has a higher standardized beta estimate (0.407). Nonetheless, the direct effect of information sharing on consumer confidence is slight standardized beta = 0.04, signifying that the forerunner in this study would promote the importance of their findings dating back. especially beyond mediating variables. Moreover, the indirect path is significant; AI-savvy consumers directly increase their consumer confidence by 0.21. On the contrary, information sharing as a mediating variable between digital marketing and consumer trust experiences an indirect impact concerning communication from a direct effect together; our findings suggest that while digital marketing has a significant direct impact on consumer confidence and its mediating role through AI developed by information sharing is unconfirmed or not supported regarding

the effect of exchange about Jordanian telecommunication sectors.

Conclusion, Limitations, and Future Research Directions

This study further emphasizes the crucial role played by digital marketing strategies in enhancing customer confidence within the telecommunications sector in Jordan(Balaji & Senthilkumar, 2024) . The study uses PLS-SEM to carry out an analysis of the importance and effect of some key variables on customer confidence, including numerous factors that contribute to modern-day tough competition, such as effective information sharing plus AI applications through targeted digital marketing strategies by using social media platforms like Instagram taking precedence, online advertisements along with branding as they were found to have significant effects. (Nneka Adaobi Ochuba et al., 2024) Telecom Companies need to concentrate on these factors moving forward to strengthen their presence in the market and garner trust. (Cheng et al., 2024)Building customer loyalty, Firms can utilize these digital marketing tools to foster closer relationships with potential and existing customers. The results suggest that consumers seek better transparency in sharing information and personalized customer interaction through intelligent AI models, which are crucial to increasing consumer confidence. Traditional methods still have their importance; they can't be discarded completely, but digital tools take it multiple notches higher with interactive and engaging ways of reaching out to them. This change serves two purposes: it helps drive new customer sign-ups and also keeps the existing customers informed on a proactive basis(Roque Júnior et al., 2023).

Nevertheless, this paper has some drawbacks. The first reason is that the variables of the digital marketing strategy examined are not complete. The chosen variables include those widely studied about digital marketing and consumer confidence. (Rezaei et al., 2024) Subsequent studies could further develop these results by including more factors such as cost-per-click (CPC), click-through rates and conversion rates, giving a clearer indication of the impact digital marketing has. Second, the data are collected primarily from marketers and managers in the Jordanian telecommunications sector. Our findings may not be generalizable to sectors or areas other than the focus of this study. (Deb et al., 2024) A proposal for future research and additional investigations is needed to identify the influence of digital marketing strategies on different sectors and geographical areas. Furthermore, longitudinal assessments might better understand how consumer confidence changes with the continued use of digital marketing and AI solutions. Interviews with different demographic groups could provide better insight into how to make digital marketing strategies according to the necessities of such diverse consumer Categories as Generation Z.

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