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The Role of Digital Influencers in Marketing Strategies and Their Impact on Consumer Behavior in Saudi Arabia

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Abstract

Digital influencers have emerged as pivotal agents in shaping consumer behavior, particularly in the context of marketing strategies in Saudi Arabia. This study explores the impact of these influencers on consumer purchase decisions by analyzing various research findings. The objective is to provide a comprehensive understanding of the role digital influencers play in influencing consumer choices and to assess the implications for companies aiming to enhance their marketing efforts within the region. The findings reveal that digital influencers act as intermediaries between brands and consumers, exerting significant influence over perceptions of products and ultimately affecting purchasing decisions. This study underscores the strategic importance of integrating influencer marketing into advertising campaigns, emphasizing the necessity for brands to adapt to the evolving digital landscape to connect effectively with consumers.

Keywords: Digital Influencers, Marketing Strategies, Consumer Behavior, Saudi Arabia.