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Abstracts of Arabic Researches:

- **Dr. Sara Abdel Fattah El Sayed - Al-Azhar University**
Dr. Hiam Saad Abu Al-Fotoh Talkhan - Al-Azhar University
Companies' Employ for the Fear of Missing out Strategy via Social Media to Promote their Products: A Comparative Analytical Study of Egyptian and Multinational Ceramic Companies 15
- **Dr. Hanaa Mohamed Abd Almaqsoud Own - Kafrelsheikh University**
The Reality of Digital Video Journalism on Electronic Newspaper Websites and Attitudes of the Educational Media Students towards it: An Applied Study 16
- **Dr. Ahd Maher Abu Draz - Umm Al Quwain University**
The Role of Social Media in the Ministry of Health and Community Protection in the United Arab Emirates in Confronting the Covid 19 Pandemic: A Field Study on Community of the Umm Al Quwain University 17
- **Dr. Hassan Farrag Hassan Farrag - Ain Shams University**
Using Digital Marketing Applications for Big Data Analytics and its Relationship in Building Trust in Products among Users 18
- **Safiyah Saad Saad Alshamrani - King Abdulaziz University**
Providing Self-identity for the Visually Impaired People via Digital Platforms 19


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Using Digital Marketing Applications for Big Data Analytics and its Relationship in Building Trust in Products among Users^(*)

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Abstract

The study attempted to reveal the relationship between using digital marketing applications for big data analytics and building trust in products among users. Also, to identify how digital marketing applications benefit from big data analytics in guiding users. In addition to monitoring the most important factors affecting the confidence of respondents in the products available in digital marketing applications. The study relied on the descriptive approach using the questionnaire tool by applying it to a sample of (450). The study also relied on the theory of media richness.

The results of the study confirmed that: There is a statistically significant relationship between the rate of university students' usage of digital marketing applications according to big data analytics and their level of confidence in the products displayed in those applications. There is a statistically significant relationship between the rate of university students' usage of digital marketing applications according to the big data analysis and their level of awareness to the dimensions of richness for applications. There is a statistically significant relationship between university students' evaluation of goods and products displayed in digital marketing applications and their usage rate of digital marketing applications.

These results mean that digital marketing applications employ smart algorithms that work with artificial intelligence capable of dealing with the big data and obtain it every second of users' browsing applications. These algorithms analyze the big data related to the user behavior within digital marketing applications and their desire for available products and services. This enables digital marketing applications to strengthen marketing campaigns and achieve a better understanding of users through big data analysis.

Keywords: Digital Marketing Applications, Big Data, Trust in Products.

^(*)The Paper was received on October 21, 2024, and accepted for publication on December 08, 2024.