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Technologies Used to Enrich Digital Images and their Role in Enhancing Consumer's Trust in Digital Marketing System and Influencing Purchasing Behavior (*)

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Abstract

This study addresses the impact of using emerging digital imaging technologies in enhancing customers' trust with marketing digital system, and its multiple effects (to achieve the values of participation, attraction and communication) as an independent variable, and to enhance customers' trust enriching the image and meeting the customers' requirements as a variable mediator. Finally, and to enhance directing customers' behavior purchasing as a dependent variable. This is applied to electronic stores in the United Arab Emirates, and a group of electronic stores that customers relied upon as a basic unit of sampling.

The study aimed to identify the impact of uses technologies, the innovator for the picture digital on the digital marketing process in general and enhance customers' trust and to enrich the image and customers' orientations, and to study the impact of digital image on directing customers' behavior purchasing. Questionnaire was prepared as a data collection tool. The community reached 79. The most important results are: There are direct positive effects between digital imaging technologies and enhancing customers' trust with digital marketing platforms, and the digital image has a direct positive effect on customers' trends and their purchasing behavior.

Thus, this study aimed to study the relationship between digital image and digital marketing and the importance of role of image in the marketing digital system, enhancing customers' trust and directing their purchasing behavior. The study reached several conclusions, including the existence of a significant correlation between digital marketing and digital image.

keywords: Digital Imaging Techniques, Digital Image, Digital Marketing, Customers' Trust, Behavior Purchasing.

(*)The Paper was received on March 12, 2025, and accepted for publication on July 24, 2025.