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**THE IMPACT OF E-MARKETING VIA  
SOCIAL MEDIA ON CONSUMER BEHAVIOR**

**Mohammed MAHMOOD**

Master Business Administration

Supervisor

Asst. Prof. Hande DOYDUK

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The thesis titled THE IMPACT OF E-MARKETING VIA SOCIAL MEDIA ON CONSUMER BEHAVIOR prepared by MOHAMMED MAHMOOD and submitted on 09/10/2021 has been **accepted unanimously** for the degree of Master of Science

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Asst. Prof. Hande DOYDUK

Supervisor

Thesis Defense Jury Members:

|                                       |                                                 |       |
|---------------------------------------|-------------------------------------------------|-------|
| Asst. Prof. Hande DOYDUK              | Business Administration,<br>Altinbas University | _____ |
| Asst. Prof. Murad CANBULUT            | Business Administration,<br>Altinbas University | _____ |
| Assoc. Prof. Ebru BEYZA<br>BAYRAÇELİK | Business Administration,,<br>Maltepe University | _____ |

I hereby declare that this thesis meets all format and submission requirements of a thesis for the degree of Master of Science, Business Administration , Altinbaş University

Submission date of the thesis to Institute of Graduate Studies: \_\_\_\_/\_\_\_\_/\_\_\_\_

I hereby declare that all information presented in this graduation project has been obtained in full accordance with academic rules and ethical conduct. I also declare all unoriginal materials and conclusions have been cited in the text and all references mentioned in the Reference List have been cited in the text, and vice versa as required by the abovementioned rules and conduct.

Mohammed MAHMOOD

Signature

## **DEDICATION**

To the pure soul of my father, who died while I was completing my dissertation, and who wished to see me obtain a master's degree...

To my beloved and dear mother, who stayed up nights to check on me, and all she did was for me...

To my brothers and sisters who accompanied me throughout my studies and never made me need anything...

To my beloved wife, companion of my path, and the first assistant who stood with me in the most difficult times in order to complete this work...

To my friends who supported me and stood with me waiting for this moment...

To everyone who had a role in the success of this work with advice or support...

I dedicate this work to all of them.

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My thanks and gratitude to every friend who helped me reach this stage.



## **ABSTRACT**

### **THE IMPACT OF E-MARKETING THROUGH SOCIAL MEDIA ON CONSUMER BEHAVIOR**

Mahmood Mohammed

M.B.A Business Administration, Altınbaş University,

Supervisor: Asst. Prof. Hande Doyduk

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The research dealt with an explanation of e-marketing, starting with marketing and its development, and ending with marketing through social media, and consumer purchasing behavior. The practical side of the study was devoted to showing the effect of social media dimensions (trust, content, time) on consumer buying behavior. The survey was conducted by means of an electronically generated questionnaire. The first axis was devoted to demographic information, gender, age, income, and educational level, and the second and third axis were devoted to the study of the independent variable (the dimensions of social networking sites) and the dependent variable. Data collected from 326 respondents were analyzed by SPSS-26 statistical software. The hypotheses identified by the researcher were proven in the study.

**Keywords :** Marketing, E-marketing, Social Media, Consumer Buying Behavior

## ÖZET

# SOSYAL MEDYA ARACILIĞIYLA E-PAZARLAMANIN TÜKETİCİ DAVRANIŞLARINA ETKİSİ

Mahmood Mohammed

İşletme Bölümü

Danışman: Asst. Prof. Hande Doyduk

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Araştırma, pazarlama ve gelişimi ile başlayan ve sosyal medya aracılığıyla pazarlama ve tüketici satın alma davranışı ile biten e-pazarlamanın bir açıklamasını ele aldı. Çalışmanın pratik yönü, sosyal medya boyutlarının (güven, içerik, zaman) tüketici satın alma davranışı üzerindeki etkisini göstermeye ayrılmıştır.

Anket, elektronik ortamda oluşturulan bir anket aracılığıyla gerçekleştirilmiştir. Birinci eksen demografik bilgiler, cinsiyet, yaş, gelir ve eğitim düzeyine, ikinci ve üçüncü eksen ise bağımsız değişken (sosyal paylaşım sitelerinin boyutları) ve bağımlı değişkenin çalışmasına ayrılmıştır. 326 katılımcıdan toplanan veriler SPSS-26 istatistik yazılımı ile analiz edildi. Araştırmacı tarafından belirlenen hipotezler çalışmada kanıtlanmıştır.

**Anahtar Kelimeler:** Pazarlama, E-pazarlama, Sosyal medya, Tüketici satın alma davranışı

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## LIST OF ABBREVIATIONS

EFA : **Exploratory factor analysis**



## LIST OF SYMBOLS

|                |                                    |
|----------------|------------------------------------|
| $R$            | : Correlation Coefficient          |
| $R^2$          | : The Coefficient of determination |
| Adjusted $R^2$ | : Modified version of $R^2$        |
| $\beta$        | : Degree of effect                 |
| Sig*           | : Impact significant               |



# **1. INTRODUCTION**

Technological developments have brought about a qualitative leap in all fields and opened new horizons for several concepts, especially the Internet, which has spread on a large scale and linked different parts to become an important part of the life of modern societies and connects different worlds into one interconnected global.

The Internet has contributed greatly to breaking down barriers and bridging distances between societies and countries, and has increasingly formed virtual communities on social networking sites, making it a fertile ground for e-marketing activity and diversifying its mechanisms to reach target markets. Due to their rapid spread and great popularity, many organizations operating in various fields resorted to being present through these sites due to their large and diverse community, so going to them and using these sites was an attractive way and channel to display various activities, programs and marketing plans (Schivinski & Dabrowski, 2014,).

Marketing continues to keep pace with its environment in order to contribute to the growth and survival of organizations and to maximize their profitability by exploiting possible opportunities in meeting consumers' needs for their products on these sites, satisfying them and influencing their reactions. For purchase and beyond. Perhaps the presence of individuals on these social sites, especially since they have some advantages that are the product of the second generation of the Internet, especially the interactive feature, is one of the most positive means that a marketer can influence. and better than traditional means, with regard to consumer behavior due to one-to-one interaction and constant communication; Especially the buying behavior that culminates in the decision to buy the organization's products, and then post-purchase behaviors.

The first chapter of the study is the introduction. Then the second chapter on e-marketing. In this chapter, an explanation of marketing and e-marketing, its definition, the evolution of its concept, its difference with traditional marketing practices, its importance, features, elements, tools, and its relationship is presented. The Internet for Marketing, then an explanation of social media marketing, its importance and tools.

As for the third chapter, it is about consumer behavior, its development, definition and concept, types of consumer purchasing decisions, and the impact of social media on it.

As for the fourth and fifth chapters, they were related to the practical aspect of the study, where the research methodology, its importance, the method of data collection and its sources, the community sample, and the mechanism of its preparation were presented. The questionnaire, arithmetic averages, frequencies, correlation rate, proof of thesis hypotheses, and finally the researcher's findings and recommendations.



## **2. LITERATURE REVIEW**

## **2. 1 Development E-marketing**

Before defining e-marketing, it is worth knowing about marketing first:

As defined by the American Marketing Association “Marketing is the process of planning, implementing, designing, pricing, promoting and distributing ideas, goods, and services in order to create exchanges that fulfill the goals of individuals and organizations (Imber, J. & Bestie NT, 2000).

Marketing is defined as the planning and implementation of product and service development processes undertaken by organizations in order to create a mutually beneficial process between them and the targeted individuals to achieve the objectives of the organizations and individuals, which is also the design, promotion, pricing and distribution of goods and services. (Ni Met eide, 1994)

Marketing is also defined as the competitors' interest in providing the required level of the target market's desires and interests and identifying its needs in a highly efficient and effective manner, which leads to the improvement of all things that lead to raising the level of the target market. target market. level of well-being of society. Smith, PR and Dave Chaffee 2002, pp. 10-12).

Another definition of marketing according to the modern approach can be given as follows:

“It is an activity aimed at establishing a continuous and profitable relationship with consumers and several other parties, as well as maintaining and strengthening it in a way that leads to the achievement of the objectives of all parties, and this relationship is achieved through conducting exchanges that take into account interest.” Both parties, fulfilling the promises they made to themselves (Dana, Nicole, 2007, p.).

Or that marketing is the process of giving value to customers carried out by organizations by establishing a strong reciprocal relationship between them and the customer in order to obtain value in return (Kotler, Armstrong, 2016, p29).

Marketing has also been defined as “a human activity aimed at satisfying needs and wants through exchanges between producer and consumer.” (Muhammad 2009, p. 2).

Kotler and Armstrong (2006, p. 5) define marketing as a process by which companies obtain value from customers by creating value for customers and building strong relationships between them and customers.

Kotler and Armstrong explained that the essence of marketing activity is the process of exchange, through which the company provides the necessary services and goods that customers need and satisfy their desires, which in turn leads to the satisfaction of customers after purchase, which ensures the company. Loyalty to this customer and thus affects the company's products and profits in return.

Despite the different definitions of marketing, it is centered around a particular idea, which is how activities are directed in order to deliver goods and services from the producer to the consumer or user in the way that the final consumer of the good or services desires.

There are many philosophies that direct the marketing efforts of business organizations, and among these philosophies is the philosophy of the marketing concept, which is based on identifying the needs and desires of the target markets of the organization, a philosophy for managing marketing activities based on achieving its organizational goals. The marketing concept consists of the following three sub-directions (Tariq, 2008, pp. 65-69)

1. Customer Orientation

The focus of the organization is the customer, so all the efforts and plans of the organization must be directed towards the customer and his satisfaction, and this approach assumes that attention to the needs and desires of the client is the true entry point to the success of the organization.

2. The focus of the organization is the customer, so all the efforts and plans of the organization must be directed toward the customer and his satisfaction, and this approach assumes that attention to the needs and desires of the client is the true entry point to the success of the organization.

3. Target Market

The marketing concept includes organizations define their target markets accurately and then prepare the appropriate marketing program for this target market and focus on identifying the client's needs.

#### 4. Integrated Market

All departments of the organization should cooperate and integrate with the purpose of serving the customer and that the products are directed to satisfy his needs because it is the main focal point in planning the various aspects of the activities within the organization.

There are many functions that marketing performs, and function can be defined as a specialized activity or related economic service performed before and during the process of distributing goods and transferring them from the possession of the producer to the possession of the consumer (Molenar, 2012).

The functions performed by marketing are selling, buying, transferring, storing and financing from one organization to another according to its characteristics and objectives. It can be detailed as follows (Dianne, 2008): -

- It is an organized planning process to provide a product or service to customers
- Exchange functions: includes the process of purchasing and making sure that products are sold and sold by promotional means
- Facilitating function: facilitating sales to customers and consumers and ensuring that the product maintains the level of quality through monitoring.
- Communication functions: all activities aimed at finding subscribers and sellers of goods and products.

## 2-2 Concept of e-marketing

The concept of Internet marketing, refers to the commercial activities that take place over the public electronic network. Internet marketing is a strategic process of product development, pricing, promotion and distribution on the Internet for a target market. They are also used as concepts such as e-marketing, digital marketing, online marketing, and virtual marketing. With a large segment of Internet users, the so-called "electronic society", which consists of a large number of users who communicate with each other on the Internet, connect to online sources of information, discuss, organize forums, and spend most of their time on the Internet is The consumer audience that marketers aim to reach. Internet marketing introduces many new products and services as well as creating a market for existing products and services and changing the structure of commerce (Marangoz, 2018: 45-49).

The expectations of electronic commerce indicate that it will cover the needs of all age groups, although it is preferred by young people, because statistics confirm that its use is increasing, whether in scientifically advanced, or developing countries, despite the presence of a number of defects in it, including trust and safety, as well as delaying the arrival of products as well. The consumer distance from technology (Swadia, 2018).

The importance of investing in e-marketing in organizations is increasing in proportion to the increase in individuals' use of the Internet and the time they spend on it, as its use by individuals is increasing at a stable rate, for example, used by more than 85% of adults in the United States of America, and more than half of American families buy through it. With digital sales continuing to grow at a rate of 10% each year, consumers there are shifting from physical stores to online stores. At the global level, about 40% of the world's population is connected to the Internet, of which 22% are via a smartphone, and this number is expected to double over the next few years. The majority of institutions adopt e-marketing in order to reach these booming markets, and some of them are only active in the Internet, such as Amazon and Expedia (Kotler, Armstrong, 2016, pp438, 439).

## **2 - 2 - 1 Definition of e-marketing**

E-marketing is defined as the use of modern information and communication technology and the technical means used to market goods and services to consumers through digital media or network and for a set of reasons, and it has special advantages that affect the organization's economy compared to regular marketing (Opivera, 1996, p99).

The use of the Internet in marketing activities is also known as all e-marketing activities are electronic business activities, but those marketing activities depend on buying and selling transactions that are part of e-commerce (Jashari, Rustemi, 2017)

As for (Hooda & Aggarwal, 2012), e-marketing is defined as one of the new and escalating tools in marketing, where this type of marketing is done through video, audio and triple graphics, and this marketing is a very rich tool between marketers of all kinds and the customer.

As defined by (Bashir, 2010, p. 17) the correct use of the Internet, Internet and telecommunications networks in processes before, during, and after production of goods and services, in order to achieve consumer/customer satisfaction.

It is also defined as “a comprehensive approach that is not limited to trade in goods and services and a series of specialized marketing functions, although it uses digital technology as a method to improve the overall performance of the organization (Ashwini.N & Mangola, October 2015 - March 2016)

There are some advantages that characterize e-marketing, which can be mentioned as follows (Mustafa, 2015, p. 238).

- mass service: Customers who deal with the marketing site can deal with it at any time and without knowing who is the owner of the site who reads his email unless the customer is contacting him. The organization can also through the Internet to find more consumers, better suppliers and the most suitable partners quickly, easily and at a lower cost, and this is one of the most important advantages of e-marketing.
- Conversational ability: The technology available on the Internet has made it possible to give information to network visitors about the products they need

and want before they make a purchase. This process, represented by the market's ability to identify customers before they make a purchase, is called the ability to address the relevant customers.

- **Narrowing the distance between companies:** This feature is one of the most important features, as e-marketing narrows the distances between giant and small companies in terms of production, distribution and human efficiency, as small companies can access through the Internet to the international market without having the infrastructure of large multinational companies. And stand on one level with these companies in the competition due to the use of the same method in the implementation of sales and purchases and provide different types of services electronically, as in the case of the distribution of music CDs, videos and computer programs.
- **Absence, of paper documents:** Transactions in e-marketing are executed electronically without the need to use paper, especially products that accept numbering from the negotiation process until the delivery of the goods until receiving the price. This raised the issue of proof of contracts and the validity of digital signatures, which called on international organizations to create a legal framework for e-commerce, and to sign and pay the value electronically.
- **Speed of changing concepts:** Since e-commerce is linked to electronic means and techniques of communication and information technologies that change and develop rapidly, e-marketing is characterized by a rapid change of concepts, activities, and rules governing it. . Therefore, the legal arrangements to which it is subject are subject to rapid change in line with developments in technologies, communications and information.
- **The costs of advertising and marketing campaigns** are significantly reduced in companies when using e-marketing, and even reach the lowest levels (Karahasan 2012, p. 39)
- **The benefit that comes from e-marketing** is beneficial to all parties involved in it, such as companies, consumers, advertising designers, as well as the

companies through which the advertisement was made, and is not limited to one party (Karahasan 2012, p. 39).

- E-marketing allows consumers to express their opinions and reactions to a product due to the speed with which it reaches consumers (Karahasan 2012, p. 39).

The importance of e-marketing can be listed in several points, including (Kaplan and Haenlein, 2010):

1. E-marketing provides a great service for companies as it allows companies that rely on the Internet for marketing to display their products and services around the world without interruption throughout the year, and this helps these companies to achieve profits as much as possible in addition to the possibility of their access to new customers or their clients be easier much.
2. Reduce Corporate Expenses: Creating and maintaining e-commerce websites is more economical than building retail markets or maintaining offices. Companies do not need to spend a lot on promotional matters, install expensive equipment used to serve customers, and there is no need in the organization to use a large number of employees to do inventory and manual work. There are online databases that keep the history of sales in the organization and the names of customers, this allows one person to retrieve the information in the database to check sales dates.
3. Effective communication with partners and customers: e-marketing bridges distances and crosses borders, providing an effective means of exchanging information with partners. It also provides a good opportunity for partners to take advantage of goods and services offered by other companies (such as suppliers) in what is called B2B e-commerce.

### **2-2-2 The e-marketing mix**

The e-marketing mix contains several elements that can be mentioned as follows (Almeida 2014, pp. 13-23)

## 1. online product

The product is the core of the elements of the electronic marketing mix, as the rest of the other elements of the marketing mix depend on it, and it is a set of profits and benefits that meet the needs of institutions or consumers, or for which they wish to exchange money or other valuable materials. A product can be a tangible good, service, idea, person, place, or other thing. It is also considered the core of economic activity, whether it is traditional or on the Internet. Among the most important characteristics and qualities of the product that must be offered on the Internet are the following:

- It allows the consumer to buy the product he wants from any institution in the world at any time.
- Providing delivery and payment systems for electronic business organizations and their speed.
- The success of the product is high if the availability of data and information is high .
- The availability of a brand for the product is one of the most important conditions for the success of the proposed product.
- The development of information technology has contributed to the development of the new product by accelerating and shortening its design period through the rapid collection of consumer data and the study of desires and tastes on the Internet. Marketers must also make five general product decisions to meet customer needs (characteristics, branding, support services, and differentiation) that apply to Internet products.

## 2. Online pricing

The pricing process changes in a dynamic, flexible and unstable manner according to multiple variables such as the advantages and benefits that accrue to the buyer after the purchase process and the volume of product sales. Therefore, the pricing process changes on a daily basis, sometimes in one day, and prices fluctuate. There are many methods of pricing, including pricing based on the usual percentage of addition, pricing

based on the capabilities of customers and competition, and there are other pricing policies. And "if e-marketing gives an opportunity for consumers and customers to know the prices of products, at the same time it also gives the opportunity to producers to make a comparison between the costs of their products and competing products." The digital currency is used in the electronic pricing strategy, whereby scientists are allowed through this strategy to enter an account number with a credit for a certain amount to benefit from certain services.

### 3. Online promotion

There are a set of basic tools that are used in promoting e-business on the Internet, including:

- Animated ads across the screen: which appear in the form of a news feed bar
- Skyscraper advertising A long advertising style that is located on the side of the web page at the top as if it represents the folder or the leather side of the web page.
- Rectangles: These are advertisements in the form of boxes or boxes that are much larger than the pattern in the form of newsreel bars.
- Sponsorship ads for specific topics or programs, which are one of the new forms of online promotion, in which the organization sponsors some special topics that are presented through certain programs. For example, some companies sponsor news bulletins or financial or sports programs on various websites.
- Partial websites: Marketers can operate online through partial websites, which are specific areas or parts of a company's website, but are managed and spent by another company.
- Alliance Programs: It is about the organization developing alliances with other companies on the Internet for the purpose of each of them advertising the other on his site.

Viral marketing: It is the electronic marketing version of oral communication, and involves messages or promotional materials for specific marketing events that are circulated among consumers via e-mail and transmitted like any virus, and as a result, this can be Marketing is an absolutely inexpensive promotional tool.

- Using e-mail and web networks: e-mail is one of the most important e-marketing tools, and it is considered one of the pillars and pillars that marketers rely on in both, as well as transactions that take place from a B2C organization, transactions that take place from an organization to a consumer. B2B to an organization

#### 5- Online Distribution

The distribution function is one of the basic functions of implementing the framework and content of the e-business strategy, and websites are one of the most important pillars that support the implementation of the strategy. Creating a website on the Internet for any organization requires presence for 24 hours a day, and this requires cooperation with companies specialized in providing website services and providing them with the necessary Technical needs to ensure continuity of the organization with high reliability and provide him with a large storage capacity and on demand and an unlimited number of mailing addresses. In the field of electronic business, the distribution process comes directly behind the process of buying and selling via the Internet, and here the method of distribution varies according to the image and nature of the product, whether it is a commodity or a service.

#### 4- Website design (e-store website).

The design of the website of the online store is one of the elements of the electronic marketing mix, and it is an important and vital element, and the organization seeks to achieve customer visits to the website and maximize the volume of these visits. The ability to attract and keep customers was greater.

#### 5- Customer Services

Customer service (customers) is a set of activities and behaviors aimed at achieving customer satisfaction with their transactions with the institution and developing their loyalty to it. It needs to collect information about the preferences and habits of the customer and his previous dealings with the organization, and this information is used to improve the service provided to him and the customer judges the service by the way he deals with anyone who contacts him in the organization, so serving the customer is the responsibility of all members of the organization and this entails the necessity There

is coordination between the units or departments related to the customer and that information is generated. Communications between units and those responsible for customer service activities are automatic and regular. And service quality is the suitability of what customers expect from the service received with their actual awareness of the benefit achieved as a result of obtaining the service.

#### 6. Virtual Communities:

Virtual communities represent one of the elements of the electronic marketing mix where the virtual community allows individuals and groups to meet via the Internet. The virtual community has a set of characteristics, including the following :

1. A grouping of members with common goals, interests, needs and activities.
2. This assembly is a recurring assembly and represents an active participation among its members and an intense and ancient interaction of strong friendly and emotional relations among its members.
3. This pool has access to common resources and there are policies that define the conditions for access to these resources.
4. Exchange of data, information, support and services among the members of this assembly.
5. A common framework among these members in terms of language, communication and interaction protocols, traditions and social norms. Companies must realize the importance of continuous work to develop their websites to support the formation of relationships and exchange capabilities because consumers have become spending a long time browsing the Internet and rely on it as a source of information .

In addition to the above, there are a number of considerations that marketers must take into account when practicing e-marketing. These considerations are summarized as follows (Torlak and Özmen 2013, p. 7):-

- Marketers need to agree with the concepts of business networks and know how to gain competitive advantages through the application of modern technologies.
- Marketers need to develop human relations skills to interact with consumers individually.

- Marketers need to understand the strategic impact of e-marketing on the organization so that they can manage, control, or control conflict issues.
- Accordingly, marketers are expected to have more productivity trends over the next few years.
- It can also be said that relationships with consumers will become the most important strategic resource for the organization, because e-marketing will require the provision of new services to the consumer and therefore this will lead to new relationships.
- Realizing the ability to deal with consumers individually.
- The organization should not view consumers as a target but as partners.
- E-marketing using the Internet will change the organizational culture and may change organizational structures as well, and these changes are not limited to working individuals, but go beyond that to change the culture of managers, and management needs to develop plans to train individuals on new tools.

### **2-3 Social media marketing**

With the advent of Web 2.0, social media has become an important marketing channel, providing a new means of communication and information exchange through the content provided by its users. The astonishing increase in the number of social media users has attracted the interest of marketers, and their realization that social media is an important part of marketing strategies (Sema, 2013). In contrast to the traditional sources of communication created by the company, social media has been recognized as a mass phenomenon with broad demographic demand (Schivinski & Dabrowski, 2014, p.4).

Social media platforms provide an opportunity for customers to interact with other consumers; Thus, companies are no longer the only source of brand communication. Moreover, consumers are increasingly using social media sites to search for information, moving away from traditional means of communication, such as television, radio, and magazines (and Li Bernoff, 2011.)

Marketing through social media has become today one of the most important means of marketing, as it is considered a tool for sharing social activity for individuals, including

photos, videos, occasions, and even for the company in terms of publishing information about a specific product or image, and its use is increasing over time, and social media marketing tools include more From a thousand means, but the most famous of them are Facebook, Twitter, Instagram, Linkedin and many others (Yasmin, Tasneem and Fatema 2015, pp. 71. ;(

### **2-3-1 evolution of social media**

Phase One: The Internet started in 1969, which means it is over 50 years old under the name ARPANET. The authorization was obtained by the US Department of Defense and was initially used as a military and academic network, and in the year the first turning points were Web..1.0 where web pages appeared and then institutions created websites and email accounts Radio and television grew very quickly (Judy. Frost E-Marketing, 2014, p. 26 ).

Then social networking sites appeared in the United States of America at the level of interaction between classmates, and the first social networking site appeared in the United States of America, "Theglobe.com", and the first social networking site for American school students appeared in 1995, which is classmateclassmat.com, This site divided the American society into states, and divided each state into regions, and divided each region into several schools, all of which share this site, and the individual can search in this division about the school he belongs to and find his colleagues (Kimmel and Kitchen, 2014).

The second stage: Social networks in their traditional form represent connecting individuals using written correspondence, until the emergence of the Internet, which contributed to the development of this communication by establishing it on its websites. Although these sites appeared in the first generation of the Internet “Web 1.0”, the credit goes to the generation The second part of the Internet is “Web 2.0”, which it developed in its current form by enhancing its features and making it more efficient and effective. The establishment of sites such as (My space) in 2003, as well as Facebook in 2004, led to an increase in the use of the term social sites among individuals. That is, the second generation means transferring the Internet user from a recipient of static, non-interactive content - in the first generation - to an active user and participant in the

content, and from focusing on the prepared to interactive media that is produced by the user himself and whose content is published and shared with others (Duangruthai Voramontri, 2018 ).

Web 2.0 led to the entry of new projects in the Internet, including blogs that allowed individuals to interact with each other, as well as the entry of scientific encyclopedias such as wikis, and thus led to the ease of creating these links between users and transferring ideas between them. The increasing demand by users of global networking sites. And all that Web 2.0 technology makes available, and this is in proportion to the increasing demand with the increasing number of Internet users worldwide. (Constantinides, 2014).

### **2-3-2 The concept of social media**

Online social media is one of the most important modern means of communication that has revolutionized the field of communication between individuals, and its use has extended to include various aspects of economic, social, cultural and political life. Social networks are classified as web 2.0 applications, although they were established before Web 2.0, and the second generation of web 2.0 is the one that moved the user from a mere non-interactive recipient to an active user participating in services and applications, and from focusing on pre-prepared contents to Interactive media that is produced by the user and shared with others (Kaplan and Haenlein, 2010).

Thus, the concept of Web 2.0 refers to the second generation of services available on the Web that allow users to collaborate and share information on the Internet. It is an environment in which there are many opportunities to shape content presented in many ways, share information, communicate in different ways, collaborate easily with other individuals around the world, and express oneself through publishing.

Social networking sites are a kind of virtual community where communication between individuals, natural or moral, in a virtual community environment that brings them a common interest or affiliation (country, university, school, organization, etc.), through direct communication in conversations or with the information they put for display can be defined On the basis of “activities, practices, and behavior among communities of individuals who meet on the Internet to share information, knowledge,

and opinions using an interactive medium (application-based web)” Jashari, Rustemi, 2017)

Social media is defined as a system of electronic networks that allow the subscriber to create his own website, and then link it through an electronic social system with other members who have the same interests and hobbies (Siddique & Rashidi, 2015.(

Social networking sites are also defined as: "global networks that provide the opportunity to communicate between individuals across the world through the information space, with millions of people in their folds, through which it is possible to share interests, form friendships, establish deals and other aspects of interaction that take place in its surroundings".

Cívico, 2014, defines it as: “A set of web pages that facilitate active interaction between members participating in a social network already on the Internet, and aim to provide various means that help members to interact with each other”.

Social media is also defined as: "A term given to a group of sites on the World Wide Web that allow communication between individuals in a virtual community environment that brings them together with interest or affiliation to a particular country, school, or group in a global system of information transmission".

Social networking is a process consisting of social networking tools across an online network, and the content and dissemination exchanged through those channels between different entities (individuals/individuals), (individuals/organizations), (organizations/organizations (Schivinski & Dabrowski 2014, p. 3)

Although social media has established a basis for communication, its use has extended to include several activities, including its use as a tool for marketing the organization's products and services (Flag, 2017). In the words of Kotler, Armstrong, 2016, p544), “Wherever consumers gather, of course, marketers will follow.” Therefore, more than 41 percent of US organizations currently use social media as part of their marketing mix.

Today, all kinds of companies have the opportunity to use the online market. There are companies such as Amazon.com, ebay.com, yahoo, and Google that only offer online products and services, as well as online marketplace sales for omnichannel retailers.

Online consumer purchases span a wide range of products, from clothing, kitchen utensils, plane tickets, computers, and even automobiles (Kotler and Armstrong, 2010: 528-529).

### **2-3-3 Advantages of social media marketing**

The use of social networking sites provides many advantages to the consumer, such as: reducing time, obtaining better information, more reliable information, reducing the cost of obtaining information, and better communication with institutions, and the advantages it provides to the consumer can be categorized as the following points: - (Jashari, Rustemi, 2017).

1. The consumer speaks (expresses his opinion): Consumers through social networks have become actual partners in the ongoing dialogue on the Internet regarding the products and services of institutions, in addition to their comments and suggestions that greatly benefit those working in the marketing field of the institutions concerned.

If we enter any page of an institution on Facebook, we will find consumer comments on the information published by the management of this page. These comments may be thanks and gratitude or may be criticism as well as suggestions or otherwise. The subscriber to the page (the consumer) is free Fully express his opinion on the information published by the institution.

2. The consumer listens (receives advertising messages): the consumer is always aware of what is happening in the organization (products/services) even if these customers did not participate in their comments, and therefore they are in the listener (receiver) status and are able to see the institution's publications and the comments of other subscribers, knowing that a third of Comments represent criticism, and this helps them to make purchasing decisions and to form an image in the mind of the customer about the goods and services offered by these institutions.
3. The consumer trusts the institution: the most important thing that all companies call hard is to create trust between the institution and the consumer, or in other words, to gain customer loyalty, through what is known as the "source effect" known in marketing as a psychological factor that affects consumer behavior, i.e. the consumer here can To be affected by the message and accept it from source "A" and not accept

the same message from source “B.” For example, a customer at Twitter or other social networks can browse to a page belonging to a company on social, and found many comments saying that the product is good, this consumer is positively affected. With these comments, unlike if it was an advertising message from the institution itself, and vice versa if the comments indicate that the product is poor, and this is what ultimately gains trust between the consumer and the consumer and between the consumer and the institution.

Today, it is clear that all businesses, large and small, are benefiting from the power of social media. For big brands, social media is effective in establishing friendly relationships with customers. Big brands are also using social media to increase their recognition (Karimli, 2017: 49).

From the point of view of marketing, the importance of social media is as follows (Yasmin, Tasneem and Fatema 2015, pp. 84-85):

- Reaching a wider audience at the lowest costs.
- Increasing awareness of products and services, which helps in increasing the dissemination of the organization's brand.
- Attracting visitors to the institution's website.
- Adaptation to customer service.
- Raising enthusiasm for the organization's commercial activities.
- Announcing the launch of new products as well as services.
- Easily form a community of customers that the organization was not aware of or interested in because of customers who support its products and services
- Social media allows the measurement and testing of new ideas in marketing.
- Build relationships quickly between the organization and its customers.
- Increasing sales by motivating the public to buy continuously through paid advertising campaigns.

#### **2-3-4 Social media features**

With the development of technology and the availability of electronic devices connected to the Internet, social media has become in the hands of everyone around the world, which has become a part of our daily lives. Understanding the characteristics of

social media is important not only for individuals, but also very important for companies that want to compete in the market, as companies that employ social media as part of their marketing strategy without understanding its characteristics will inevitably be doomed to failure, and one of the most important characteristics of social media .

1. Bonding:

Social media is based on the interconnection of websites, resources and people through links and links shared by users on social media.

2. Openness:

Social media creates an atmosphere that encourages participation and exchange of information, and it is free to join where anyone can use social media to create, edit, communicate, comment and share.

3. Speed:

Social media, compared to the real life network, is characterized by its speed in communication and spread, as the contents published on social media platforms are instantaneous and are available to everyone in the network as soon as they are published.

4. Accessibility:

That is, anyone can access and use social media as long as they have the appropriate electronic device and are connected to the Internet.

5. Share:

Social media encourages sharing and feedback when a user creates and shares content to arouse the interest of other parties so that they can actively contribute and give feedback. And anyone in social media can become a creator, reader, consumer, or otherwise, depending on the contents on these platforms, meaning that the identity of the individual changes all the time.

6. Dialogue:

Traditional media communicate in one direction from the sender to the receiving audience, while in social media everyone becomes a source of communication and a recipient as well, and thus aims to enhance interaction between users and other parties.

Social media includes some tools, including the following:

- **Society:** Communities share many common interests, so social media allows them to communicate effectively and quickly, on many issues of interest, such as technical or political issues, or even express their reactions to the television programs they prefer.
- **Participation:** Social media completely eliminates the boundary that separates the media from the public, so it encourages the sharing of their comments in front of all advertisers.
- **Openness:** The most important characteristic of social media is the openness that allows the public to share and republish content, and there are no restrictions in front of one of the consumers. Everyone can comment and send content to whomever they wish, with the exception of private content.
- **Conversation:** The traditional media is concerned with the process of publishing content to the public only, and the audience is the recipient only, unlike social media, which is a bilateral dialogue between companies and consumers or the public.
- **Link:** Most social media operate according to the principle of linkage, which is the process of publishing links on other sites and social media.

### **2-3-5 Social Media Marketing Strategy**

The social media marketing strategy is done using four steps, which are as follows:

- **People:** They are the target audience of the institution, and they are the essence and basis on which social networks and websites are based. Therefore, the owners of

this model believe that the institution should know them, by analyzing their personal files, to identify their behavior and habits on these websites and the degree of their activities on the network. What messages and conversations do they prefer to discuss and engage in, all of this is important, because the success of the marketing campaign in the light of social networks, and the transgression in it all is important, because the success of the marketing campaign in light of social networks comes mainly from the quality of relationships rather than the allocated budget.

- Objectives: Defining objectives is a very important step for the implementation of any strategy, and it is intended that the objectives be specific, (SMARTGOALS) to be based on a rule related to the topic, (Attainable), Measurable, (SPECIFIC). (Time bound). set in time, (Relevant)
- The strategy here is related to the goal to be achieved, as well as the capabilities available to the organization, meaning that the organization must have a clear strategy, as the results showed that the lack of a clear strategy for social media (kietzmannetetal) prepared by the organizations, is one of the main elements that hinder the process Effective communication on the one hand, and between institutions and customers on the other.
- Technology: It means choosing the type of platform that will be used and how long it will take, and this step reflects the choices that have been made, (...YouTube, Facebook, Twitter)

### **2-3-6 Social media marketing tools**

The continuous spread of social networks has led many companies to circumvent these networks in order to take advantage of them and use them in their marketing strategies. The researcher will explain the most popular means used in marketing through social networking sites. There are many types and classifications of social networks, as some

have classified them in terms of public availability into two parts (Segala, 2012, p. 1): closed sites that include individuals and groups linked by different professional frameworks, and others that are open to everyone and everyone who has an account on the Internet has the right to join. They are referred to as Facebook, Twitter...etc., and others classify them into: electronic blogs - social blogs, limited blogs, podcasts, encyclopedias, and other classifications according to the means of participation and interaction, and according to the goal. Among the most popular social networking sites used in marketing are:

1. Facebook: The first version of it was created by its founder, “Mark Zuckerberg”, and Facebook is known as a social networking site, that is, through it it allows ordinary and legal people (such as companies) to highlight themselves and enhance their position through the site’s tools to communicate with other people within the scope of that. The site or by communicating with other communication sites, and establishing communication links with others. With approximately 2.85 billion monthly active users as of the first quarter of 2021, Facebook is the largest social network worldwide.” Facebook reached over one billion active users in the third quarter of 2012, making it the first social networking site. In the first quarter of 2021, Facebook announced that 3.45 was using at least one of the company's products (facebook, messenger, whatsapp and instagram) (H. Tankovska, 2021).

Facebook enables marketers to reach their target audience almost anywhere in the world. People who use Facebook are mainly on this platform to connect with their relatives and friends. Marketers act with this viewpoint that, instead of putting the product at the fore in their Facebook posts, they highlight their contributions to the lives of themselves and their relatives with expressions that will touch the lives of consumers. Marketers use expressions like “please click” that guide the consumer in order to get high conversions in posts. Topics that your target audience will want to hear when making a buying decision and the strong attributes of these topics can be kept to the fore.

Brands are also trying to leave a question mark in their minds by presenting their comparative advantages to fans of competitors. Since sharing stories in social media is also very active, marketers try to positively influence the buying decision by including

stories of people using products and services. In a study published in Hubspot, it was revealed that 71% of consumers would be more inclined to buy according to the recommendations in social media (Odabaşı, 2018: 199-207).

2. Twitter: It is a micro-blogging site that enables its users to send a message called a tweet, but it does not exceed 280 characters. According to statistics, Twitter is one of the most popular social media, as the number of daily active users reached more than 192 million active users in the last quarter of 2020. The company receives most of its advertising revenue, which amounted to \$3.46 billion, with a net income of over 1.47. It is also considered one of the largest Internet companies in the world, with a capital of nearly \$33 billion at the beginning of 2021. Twitter's popularity is increasing day by day, with the number of its users in America reaching 69.3. million and in Turkey 13.6 million (H. Tankovska, 2021).

Twitter's marketing strategy is that as a platform where ideas are expressed, its targeted use of marketing is in the background compared to other social media sites. Brands offer much shorter short messages and ads on Twitter. In an environment where the most important and structurally opposing viewpoints are shared, brands also become more targets for critical feedback by consumers. Although it may seem negative in this aspect, marketers can increase interest in both brand awareness and purchasing in consumers with more visual elements. Twitter enables target audience to be reached in a less competitive environment, and marketers who can learn about trending topics people are talking about can influence a large audience by creating real-time interest in consumers (Odabaşı, 2018: 215-216)

3. YouTube: YouTube is one of the online video-sharing sites that allows its users to publish their videos through and starts from amateur to professional levels. YouTube was launched from the United States in 2005 and in 2006 Google acquired YouTube (Lon safko, David K.Brake, 2009,p506 )

Now, there are thousands of social media, including images only (Instagram, Flickr), publishing sites (Word Press, Blogger, Wikipedia) and social networking sites (Facebook, Bebo and MySpace) and many more. If the researcher wants to study the case of 100 of these means, the matter does not seem that difficult, but the researcher chose to study the general and common matters that these applications share because most of the features are available on all these means.



## **3- CONSUMER BEHAVIOR**

### **3-1 Concept of consumer behavior**

Consumer buying behavior refers to a set of behaviors and procedures that consumers follow in order to obtain a specific good or service. In addition, the actual purchase

process is only part of the decision-making process by the consumer and we should not only look at what the consumer buys. And we must pay attention to other things, such as what circumstance may the consumer have during the purchase? Why did he act in this way that led him to buy the product? Therefore, the marketer must get answers to these questions, and this is one of the most important things for the marketer to understand most of the consumer needs and how these needs are related to marketing activity (Nasir, 2012).

Consumer behavior is defined as the actions and behaviors of individuals in obtaining, using and using goods and services in an economic way, including making decisions that precede and determine those actions (Boon and Kurtz, 1992) .

It is defined as a personal action that is essentially based on the economic use of goods and services, and includes a set of processes that result in the taking of that action. (Reynolds and Lancaster, 1998).

As for (Kotler and Armstrong, 2011) it is the purchasing behavior of final consumers - individual and family who buy goods and services for personal consumption.

It is clear from the previous definitions that consumer behavior is as follows (Bakry, 2009)

1. It represents the consumer's act of expressing what is inside.
2. The purchasing behavior of the consumer is affected by several factors, both internal and external factors, so that the internal factors include both motives, perception, trends, personality, learning and association, while the external factors include both culture and sub-culture, reference groups, social class, family, marketing mix.
3. Essence of behavior focuses on satisfying needs or satisfying needs by purchasing a product or utilizing a service.
4. The buying process and the behavior achieved through it are carried out through sequential and interrelated processes that start from the stage of feeling the need and end with the purchase process, which results in an opinion or satisfaction with the purchase achieved.

Consumer behavior is also defined as the decision-related processes and actions that individuals take to purchase or use products (Pride And Ferrell, 2006).

Consumer purchasing behavior is the way in which individuals or groups choose, or satisfy, needs and desires, whether they are goods, services, or even ideas (Solomon And et.al, 2009).

Through the previous definitions, the researcher can say: Consumer behavior is a set of steps and decisions that he takes when he searches, buys, uses, evaluates and disposes of goods and services that he expects to satisfy his needs after consumption.

### **3-2 concept of consumer buying behavior**

It is known that the consumer is the person who buys or has the ability to purchase the goods and services offered for sale in order to satisfy his personal or family needs and desires.

Where the nature of the consumer is the important element to determine the purchasing behavior, which changes with the change of this individual (the consumer) during the buying process, and represents the main motive for this behavior, and if it comes to consumer behavior, this pushes us to dig deeper by studying its types and the principles on which this behavior is based ( Qazzafi ,2019).

The ideas differ in the interpretation of consumer purchasing behavior, but they agree in the following general principles (solomon et Elisabeth ,2005) :

- 1- Every purchasing behavior must have motives behind it.
- 2- Human behavior is a purposeful behavior, for every behavior has a purpose that it aims at, and which determines this purpose is the individual's needs and desires, whether physical or psychological.
- 3- Behavior is not isolated and self-contained, but is related to events or processes that preceded it and others that follow it.
- 4- The subconscious often works in determining purchasing behavior.
- 5- Human behavior is a continuous work, and there is no definite separation between the beginning and end of each behavior.
- 6- Human behavior is a causative behavior. There is no human behavior that is considered a cause, and the cause may be:
  - Apparent and known.
  - Unrecognizable and unknown

Through these principles, it becomes clear that the foundations on which the consumer's purchasing behavior is based, which is that the purchasing behavior is inevitably the result of the presence of motives, and this behavior is to avoid achieving goals that the consumer aspires to achieve, and it is also affected by surrounding factors as a result of the interaction of the parties with each other, i.e. each of The consumer and the producer, directly or indirectly and on an ongoing basis, as long as the interests continue and exist in a visible way known to everyone or in an unknown and unknown way that requires searching for it (Rai, M. (2018).

### **3-3 Consumer buying behavior on social media.**

Social media has played an important role in adding a new concept to the consumer's purchase intention through the continuous increase in directing the search for information on various types of products and making purchase decisions through social media. Marketing was concerned with how to achieve the desires of consumers and satisfy them and strive to develop products to achieve the greatest level of consumer satisfaction. On this matter, companies that follow e-marketing are required to conduct deep and analytical studies of the internal factors and motives through which the consumer's purchase intention moves (Erkan, 2015).

The great changes that have occurred in the information technology industry have actively contributed to the growth of e-marketing, and this has led to the fact that consumers interact significantly and differently from their purchase of goods with the techniques followed by e-marketing. In the past, the consumer's purchasing behavior depended on his culture, religion, customs, traditions, and morals. However, through e-marketing and through social media, these matters do not constitute restrictions for customers, as they abandon them (Samreen Lodhil and Shoaib, 2017).

A large number of companies specialized in e-marketing have used social media as an important advertising platform for marketing and promoting products, through which the consumer makes the decision. Due to the diversity of Internet users and the multiplicity of their tastes, these companies run advertising campaigns on most sites, relying on the resources and statistics they provide, and these means are provided, including Facebook and LinkedIn, and this makes the process of reaching consumers' interests and taste easy and accurate as well, and the real benefit From making a purchase decision through social media stems from the multiplicity of segments that

use this service a lot. It is also continuous and intense, and when these companies want to campaign for a product through these means, the consumer easily chooses how to view the clip or advertisement he wants to watch in a way that no other marketing method has offered. The audience ended due to the high interest in social media with differing needs of its users Kane (Awad 2011).

The purchasing decision of the consumer goes through several stages that can be clarified in the following (Kotler and Keller, 2009).

1.     Decision of need: When the consumer feels that he has his needs and wants to satisfy them, the purchase decision begins , whether they are a basic need or something else. Goods and services are one of the means used primarily in satisfying sufficient desires of potential consumers. Marketing efforts at this stage seek to identify unsatisfied needs, as well as to provoke sufficient desires to stir instincts and emotions, thus helping to create a desire to acquire a commodity. The interaction of external attention stimuli with internal motives creates in the individual a feeling of need, this feeling is no more than a matter of unsatisfied psychological desire.
2.     Collecting information on alternatives: When the consumer feels the need for a commodity, he searches and collects information about the commodity to be purchased. The consumer has a range of sources to obtain information, the most important of which are friends, family, co-workers, personal experience, and the nature of the information that the consumer needs revolves around the quality of the commodity. There is disagreement among consumers about the amount of time a consumer spends searching for information. It is natural that the individual searches for this information in the available places or at the lowest cost of effort, time and money, and that the available alternatives are linked to clarity, comprehensiveness and accuracy with the information on it. It is built, and to the abundance of goods and services offered in the markets accessible to the consumer.
3.     Evaluation of alternatives: The evaluation phase of alternatives of the purchasing process begins with an evaluation process of the various alternatives available for the commodity to be purchased after providing the necessary information. The consumer uses a set of criteria in the evaluation process, and

these criteria differ among consumers according to their psychological and demographic characteristics and their purchasing power.

4. Making a purchase decision: The purchase decision is like any decision for the chosen product, where the purchase intention has been formed, but the mediating factors between the purchase intention and the actual purchase may help and may lead between the consumer and the purchase process, and these factors are the influence of other factors (the intervention of family or friends in the purchase decision) Unexpected condition factors (low income, unavailability of the product or brand to be purchased).
5. Post-purchase behavior: It represents the last stage of the purchasing decision process, which begins after the purchase of the commodity. After the actual purchase, the consumer evaluates the product itself, which is the extent to which the commodity satisfies the need, which results in a feeling of satisfaction. The positive or negative evaluation of the purchase decision is closely related to the credibility of the purchase. The information provided by the producers to the consumer is determined according to the relationship between his expectation between the benefits he wants to obtain and the extent of his awareness of the performance of the product he has purchased.

### **3-4 Characteristics of consumer behavior**

The characteristics of consumer behavior are represented in several characteristics, among which we can mention the following (rana, 2019):-

- That every human behavior or behavior must have motives or a reason behind it, as there can be no human behavior or behavior without that.

- That human behavior is rarely the result of one motive or reason, but in most cases it is the sum of several motives and reasons.
- That human behavior is a purposeful behavior, meaning that it is directed to achieve a specific goal or goals, and therefore, behavior without a goal cannot be imagined.
- The behavior of individuals is not an isolated and self-contained behavior, but rather related to events and actions that preceded it and others that followed it.
- Human behavior is a diverse behavior, by which we mean that the individual's behavior appears in multiple and varied forms in order to be consistent and compatible with the situations facing him, as he changes until he reaches the desired and desired goal.
- The unconscious often plays an important role in determining human behavior, as in many cases the individual cannot identify the reasons that led him to behave in a certain way.
- Human behavior is a continuous and continuous process. There are no breaks that determine the beginning or even the end of each behavior. Every behavior is part or episode of a series of integrated and complementary episodes with each other.
- Human behavior is malleable, which means that behavior is modified and changed according to different circumstances and situations that an individual faces.
- The difficulty of predicting the behaviors and behaviors that individuals come up with most of the time, if not all of them.

It is possible to distinguish between three types of purchasing behavior according to the rate of association with the commodity as follows (Redant, 2014)

1. Routine purchasing behavior:- It is a simple irritable behavior that occurs when the consumer buys low-link products such as sugar, salt, cigarettes.
2. Limited Purchasing Behavior:- It is a purchasing behavior that results when the consumer purchases products of a brand he is unfamiliar with, but within a category of a familiar good.
3. Intensive buying behavior: - In this type of purchase, the consumer produces an intense buying behavior when he purchases a product for the first time with a high correlation rate, but the brand is unknown or unfamiliar to him.

Also, the process of making a purchase decision differs from one consumer to another, and can be divided into (Khaled, 2008) :-

1. Complex purchasing behavior

This behavior is caused by a high consumer commitment to purchase and important differences between brands. That is, it occurs when the consumer wants to buy important goods of various types (brands, varying and high-priced and not frequently recurring and bearing great risks to him because he does not possess sufficient information of the types and their characteristics, and thus the consumer, will go through all the steps of the decision-making process

2. Buying behavior tries to diversify

And this behavior is done through a low commitment to the consumer, but with important differences between the brands. That is, it happens when buying low-importance goods, but the consumer sees that there are differences between the available items and the basis for this decision is the consumer's shift in buying from the other type, not because of his lack of preference for the type, but rather by his desire to try other types as in the purchase of pastries and sweets, as the consumer does not evaluate the product before buying But to exercise it upon consumption

3. Dissonance reduction buying behavior

This behavior occurs through a high commitment of the consumer but with few differences between the labels. That is, when buying important commodities, there are no major differences between their types, or the consumer does not notice these differences, and they are high in price and are not frequently purchased and carry a margin of risk, as the consumer wanders in the store and looks at the available items and his decision is relatively quick because of his initial response to the appropriate price Or the suitability of purchases to his desires, but after the purchase and testing of the commodity, he gets aversion as a result of his observation of undesirable characteristics, or he hears that there are better characteristics in the rest of the items. Here the consumer wants to obtain information that confirms the integrity of his previous decision, as after the purchase process takes place the formation of confidence and conviction through the parking lot.

#### 4. Habitual (familiar), buying behavior

This behavior is done with a low commitment to the consumer and with few differences between the labels. That is, it occurs when buying low-importance goods and there are no significant differences between their types, and it is the most prevalent type in consumer purchases (such as buying salt). The decision does not search for information through advertisements and may not perform the process of evaluating the commodity due to its lack of importance to him



## **4. Methodology**

The study relied on the descriptive-analytical approach in proportion to the nature of the study and the information required to achieve its objectives, through which it

attempts to describe the subject of the study, analyze the data, and know the relationship between its components. And the opinions expressed about it and the processes it contains and the effects it causes.

To prove the hypotheses of the research, the study relied on the appropriate descriptive analytical approach to the subject of our research, because the nature of the research dictates this approach, and in our research, we would like to know the impact of marketing through social media (the dimensions of social networking sites), which represents the independent variable on (consumer purchasing behavior), which is the dependent variable. This method is concerned with describing and analyzing the phenomenon. Through this study, this approach has been used in order to describe the impact of social media on consumer purchasing behavior, and the process of accurately describing a given topic in all its aspects depends not only on describing data and facts but rather on them. Analyze it, then plot and generalize the results (Nasisa 2015).

#### **4.1 The purpose and importance of the research**

The main purpose is to study the importance of e-marketing and its impact on companies in terms of the development of the economic and social situation of companies, as well as the impact of its significant impact on changing consumer purchasing behavior. This study seeks to achieve a set of goals, which can be as follows:

1. Getting to know the concepts of marketing through social media, which is one of the modern concepts and terms that can rise to the highest levels in achieving the desired benefits and goals.
2. The desire to know the impact of social networking sites on consumer behavior. Its importance also lies in attracting the attention of companies by intensifying their marketing activity through social media to motivate potential customers to buy their products.
3. The consumer has recently gained weight in the marketing process, as organizations have become interested in him and eager to satisfy his desires, so it has become necessary to address this.
4. As a result of the great acceleration in technology, it has become the presence of electron marketing and through the means of social communication necessity and not a luxury, which means that the companies that do not work in the field of e-marketing will lose a large part of its investments. of the market share, so it became

necessary to enrich the Iraqi researcher in this field. This is the main purpose of this research

There are a number of considerations from which this research derives its importance:

1. Highlighting the role of social media in the process of promoting and presenting products to the consumer.
2. Attempting to add a new reference to the library to help researchers in the field of marketing through social networking sites for researchers and those interested in Iraq.
3. This study shows the importance of social networks in determining consumer behavior.

#### **4-2 Measuring instruments**

In this research, the survey method was used to collect relevant data from the research sample. In this regard, an electronic questionnaire was prepared and the questionnaire consists of three sections:

The first part of the survey was prepared to determine the demographic characteristics of the respondents. There are six questions about gender, marital status, age, educational level, income level and nature of work for the participants. In the second axis of the questionnaire, there were 12 questions about the impact of social media dimensions, where three dimensions (trust, content, time) were chosen in each dimension 4 questions.

In the third part, there are 13 questions about measuring the impact of social media on consumer buying behavior, all of these questions use the 5-point Likert scale.

#### **4-3 Data collection**

The type of survey used in this study is a questionnaire. The survey was conducted on a group of students and graduates of the Faculties of Business Administration and Media. The questionnaire is designed to consist of 3 parts and 25 questions. The Likert scale was used as an answer scale. The Likert scale is one of the most important methods for determining scales and questionnaires, and the five-dimensional Likert

method was adopted in the current study. According to this arrangement, items are rated on the 5-point Likert scale as follows:

| 5                    | 4        | 3                                       | 2     | 1              |
|----------------------|----------|-----------------------------------------|-------|----------------|
| Strongly<br>Disagree | Disagree | <u>I NEITHER AGREE<br/>NOR DISAGREE</u> | Agree | Strongly Agree |

#### 4-4 Participants and sampling

The group on which information is collected is called an identification sample (Fraenkel, Wallen, & Hyun, 2011). The target sample size to be surveyed for this quantitative research is 500 people, so I distributed the questionnaire electronically to all the research samples between July 28 - August 4, 2021, according to the **simple random sampling method** that is consistent with the survey method. 326 respondents were obtained from the total target sample, which is the required number, which was determined according to the SurveySystem program. This topic was chosen for its importance in the Iraqi market, which began to increase in this period in abundance. Therefore, it has become necessary to enrich the market with specialized studies in this field. Data were collected from different research samples using the appropriate sampling method. Convenience sampling method was defined by (Vanderstoep & Johnston, 2009) as a sampling method known to the researcher or people who live near the survey site. The researcher used a five-point Likert scale to collect data. Questionnaires were distributed to a group of students and graduates of the faculties of business administration and media.

#### 4-5 Data analysis technique

The study data were collected using the survey method and analyzed through the SPSS-26 statistical program in the process of analyzing and calculating the arithmetic means and standard deviations, as well as the relative importance, frequency tables, descriptive analysis, and validity. The analysis, reliability analysis, and variance analysis were used, and the research hypothesis was proven.

#### 4-6 Research Hypothesis

According to the research questions, the following hypotheses were formulated:

Main Hypothesis: There is a statistically significant effect of social media on consumer purchasing behavior.

From this hypothesis, we derive the following sub-hypotheses:

Ho1: The trust dimension has a statistically significant effect on consumer purchasing behavior.

Ho2: The content dimension has a statistically significant effect on consumer purchasing behavior.

Ho3: The time dimension has a statistically significant effect on consumer purchasing behavior.

#### 4-7 Study model

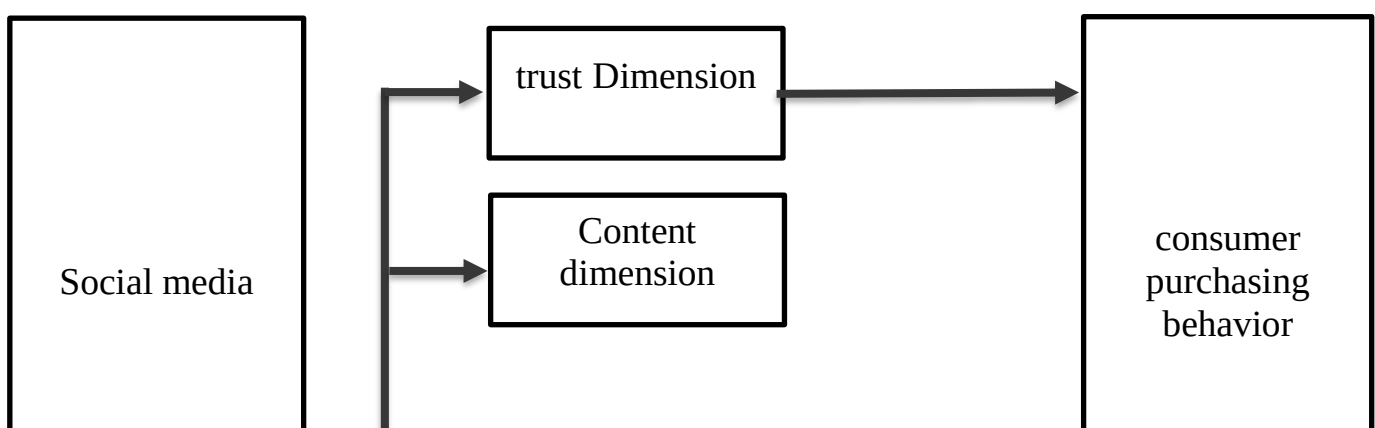
This study relied on two variables:

1. The independent variable is social media which includes three dimensions:

- Trust
- Content
- Time

2. The dependent variable is the purchasing behavior of the consumer.

The study model can be designed in this way that shows the independent variable in its three dimensions and its effect on the dependent variable.



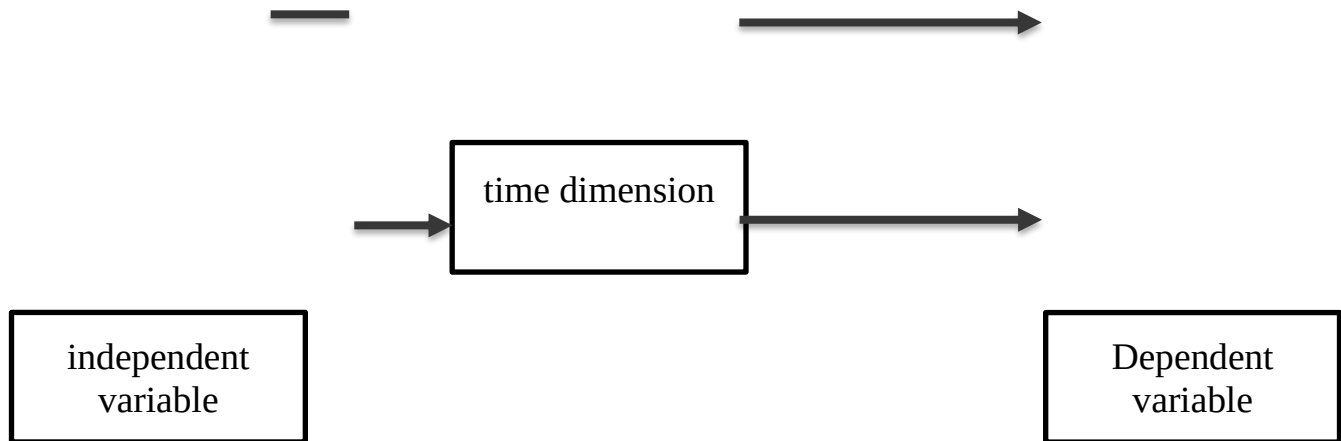


**Figure 4-1.** Study model

#### 4– 8 Factor analysis

“EFA help to determine the extent to which the observed variables are related to their underlying factors and to identify the minimum number of factors that explain the variance between the observed variables” (Byrne, 2010). Questions with multiple loading between variables have been removed to obtain the desired factor loading. The KMO factor scale gave a positive indication of good loading as it was 0.848. Questions with multiple loading, low loading, or no loading were removed from the study, and the questions removed were Q5, Q6, Q8, Q14, Q15, Q16, Q17, and Q25. The poll questions loading factor is shown below.

**Table 4-1 :**Exploratory factor analysis EFA

|                                                                                                                          | Factor<br>1 | Factor<br>2 | Factor<br>3 | factor<br>4 |
|--------------------------------------------------------------------------------------------------------------------------|-------------|-------------|-------------|-------------|
| <b>Q3: The promises and pieces made by social media are more correct and satisfactory than the direct sales centers.</b> | .847        |             |             |             |
| <b>Q2: The information provided on social media reflects the true value of the product</b>                               | .846        |             |             |             |
| <b>Q4: I found a match between the product properties advertised on social media.</b>                                    | .765        |             |             |             |
| <b>Q1: I can distinguish between trusted shopping pages and fake pages on social media.</b>                              | .686        |             |             |             |

|                                                                                                                                                                |      |      |      |      |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------|------|------|------|------|
| Q7: Your comments and opinions are taken into consideration when designing products or improving services in the companies you deal with through social media. | .613 |      |      |      |
| Q21: You feel satisfied with customer service during the purchase process from social media.                                                                   | .438 |      |      |      |
| Q22: Social media pages provide a great opportunity to post comments on the products you offer.                                                                |      | .720 |      |      |
| Q23: I prefer to buy a specific product from social media that provides accurate details.                                                                      |      | .695 |      |      |
| Q11: Usually spend more than two hours on social media                                                                                                         |      | .556 |      |      |
| Q24: Fast product delivery via social media helps you in the buying process.                                                                                   |      | .541 |      |      |
| Q19: Buying from social media is best if we depend on the time factor.                                                                                         |      |      | .769 |      |
| Q18: Buying from social media is the best if we depend on the quality factor.                                                                                  |      |      | .740 |      |
| Q20: Your purchase of a specific product from social media to meet your consumption needs.                                                                     |      |      | .483 |      |
| Q12: Registration on social media usually does not take long                                                                                                   |      |      | .472 |      |
| Q13: The social and financial situation affects the decision to purchase a specific product.                                                                   |      |      |      | .774 |
| Q10: The period of time for the product to arrive is important when deciding to purchase the item                                                              |      |      |      | .750 |
| Q9: The social media purchase process saves you a lot of time, effort and effort.                                                                              |      |      |      | .584 |



## 5. FINDINGS

### 5-1 Descriptive Analysis

as shown in Table (5-1) below a description of the research sample according to demographic factors (gender ). According to the results, 133 women (40.8%) and 193 men (59.2%) prepared by the research participated in the research.

**Table 5.1:** The research sample according to the gender variable.

| Gender | Frequency | Percent % | Cumulative<br>Percent % |
|--------|-----------|-----------|-------------------------|
| Female | 133       | 40.8      | 40.8                    |
| Male   | 193       | 59.2      | 100.0                   |
| Total  | 326       | 100.0     |                         |

\*( All tables and figures that will be presented in this chapter are prepared by the researcher based on the electronic calculator).

as shown in Table 5-2 below the distribution of respondents in terms of age variables. According to the results, there are 180 respondents aged between 20 to 29 years, which is equivalent to (55.2%), 106 respondents aged between 30 to 39 years or (32.5%), and 40 respondents. Those over the age of forty (12.3%).

**Table 5.2:** The research sample according to the age variable.

| Age          | Frequency | Percent % | Cumulative<br>Percent % |
|--------------|-----------|-----------|-------------------------|
| 20 to 29     | 180       | 55.2      | 55.2                    |
| 30 to 39     | 106       | 32.5      | 87.7                    |
| 40 and above | 40        | 12.3      | 100.0                   |
| Total        | 326       | 100.0     |                         |

as shown in Table 5-3 below shows the distribution of the respondents in terms of academic achievement variables. According to the results, the number of participants with a bachelor's degree reached 147 participants (45.1%), 155 participants with a master's degree (47.5%), and 24 participants with a doctorate degree (7.4%).

**Table 5.3:** Research sample by educational level variable.

| EDUCATION | Frequency | Percent % | Cumulative<br>Percent % |
|-----------|-----------|-----------|-------------------------|
| BA        | 147       | 45.1      | 45.1                    |
| Master    | 155       | 47.5      | 92.6                    |
| PhD       | 24        | 7.4       | 100.0                   |

|       |     |       |  |
|-------|-----|-------|--|
| Total | 326 | 100.0 |  |
|-------|-----|-------|--|

as shown in Table 5-4 below the distribution of respondents in terms of the income variable. According to the results, there are 86 respondents whose income level is less than \$300, which represents a percentage (26%), and 71 respondents whose income ranges between \$300 to \$500, or a percentage (21.8%), and 88 respondents whose income level ranges between \$500 to \$700, which is what A percentage (27%) and 81 participants whose income level exceeds \$700, which represents a percentage of (24.8%).

**Table 5.4:** Research sample by income variable.

| INCOME          | Frequency | Percent % | Cumulative Percent % |
|-----------------|-----------|-----------|----------------------|
| \$300 to \$500  | 71        | 21.8      | 21.8                 |
| \$500 to \$700  | 88        | 27.0      | 48.8                 |
| \$700 and above | 81        | 24.8      | 73.6                 |
| Less than \$300 | 86        | 26.4      | 100.0                |
| Total           | 326       | 100.0     |                      |

Table 5-5 below the distribution of respondents in terms of marital status variables. According to the results, there are 152 unmarried respondents (46.6%) and 174 married participants (53.4%) participating in the research.

**Table 5.5:** Research sample by marital status variable.

| Marital status | Frequency | Percent % | Cumulative Percent % |
|----------------|-----------|-----------|----------------------|
| Married        | 174       | 53.4      | 53.4                 |
| Single         | 152       | 46.6      | 100.0                |

|       |     |       |  |
|-------|-----|-------|--|
| Total | 326 | 100.0 |  |
|-------|-----|-------|--|

Table 5-6 below the distribution of respondents in terms of work variables. According to the results, there are 170 employed respondents (52.1%) and 156 non-employee respondents (47.9%) involved in the research.

**Table 5.6:** Research sample by work variable.

| Work          | Frequency | Percent % | Cumulative Percent % |
|---------------|-----------|-----------|----------------------|
| Employee      | 170       | 52.1      | 52.1                 |
| Underemployed | 156       | 47.9      | 100.0                |
| Total         | 326       | 100.0     |                      |

## 5-2 Reliability Assessment (Cronbach Alpha test):

Reliability is used to evaluate the quality of a measurement tool (responses provided by survey participants) when working on a quantitative study that needs to be measured indirectly with a measurement tool.

Reliability is “the level at which test scores are free of measurement errors that occur when something is tested” (Muijs, 2004).

If the measurement is unreliable, there will be a non-significant relationship between the variables. One of the analyzes used to evaluate reliability is the Cronbach Alpha test, which is an "internal consistency measure" that shows how closely a set of items is related to a set and whether the scale is reliable.

**Table (5 -7)** stability coefficient of study variables

Source: Prepared by the student based on the outputs of the SPSS program

| Variables | Items | Alpha Cronbach |
|-----------|-------|----------------|
|-----------|-------|----------------|

|                          |    |       |
|--------------------------|----|-------|
| Dimension of trust       | 4  | 0.829 |
| Content dimension        | 4  | 0.659 |
| Time dimension           | 4  | 0.632 |
| Consumer buying behavior | 13 | 0.816 |
| Total                    | 25 | 0.883 |

We note from Table (5-7) above that the total stability of the research tool in the research sample amounted to 0.883, which is a high stability coefficient suitable for research purposes, and all the stability coefficients are considered for the research axes. As for the axis of the confidence dimension, it is also high, with a value of 0.829. As for the content dimension axis, it amounted to 0.659, and the stability coefficient for the third axis after time was 0.632. As for the axis of consumer purchasing behavior, the stability coefficient reached 0.816, which means that the stability coefficient for the axes is high, this confirms that the tool (the questionnaire) enjoys a high degree of stability, and therefore the stability of the research tool has appeared.

### 5-3 Description and diagnosis of the independent study variables

Table (5-8) below shows the arithmetic mean and standard deviations of the answers of the research sample on the paragraphs of the axis (trust dimensions) (prepared by the student).

| the trust dimension | Mean | Std. Deviation |
|---------------------|------|----------------|
| Q1                  | 3.64 | .943           |
| Q2                  | 3.11 | 1.129          |
| Q3                  | 3.09 | 1.166          |
| Q4                  | 3.32 | .997           |
| TOTAL               | 3.29 | 1.05875        |

Through the above table, it was found that the highest arithmetic average for the first question was ( 3.64) and the lowest arithmetic average for the third question was ( 3.09 )

Table (5-9) means averages and standard deviations of the answers of the research sample on the axis paragraphs (content dimension).

| the Content dimension | Mean | Std. Deviation |
|-----------------------|------|----------------|
| Q5                    | 3.50 | .924           |
| Q6                    | 3.73 | .853           |
| Q7                    | 3.41 | 1.015          |
| Q8                    | 4.00 | .813           |
| TOTAL                 | 3.66 | 0.90125        |

Through the above table, it was found that the highest arithmetic average was for the fourth question (4.00), and the lowest arithmetic average was for the eighth question (3.41).

Table (5-10) the arithmetic mean and standard deviations of the responses of the research sample , paragraphs of the axis (Time dimension) (prepared by the student).

| the Time dimension | Mean  | Std. Deviation |
|--------------------|-------|----------------|
| Q9                 | 3.84  | .909           |
| Q10                | 4.04  | .831           |
| Q11                | 3.83  | .924           |
| Q12                | 3.75  | .895           |
| TOTAL              | 3.865 | 0.88975        |

Through the above table, it was found that the highest arithmetic mean was for the tenth question (4.04), and the lowest arithmetic mean was for the twelfth question (3.75).

#### 5.4 Description and diagnosis of the dependent study variable

Table (5-11) Arithmetic mean and standard deviations of the answers of the individuals of the research sample for the items of the dependent variable (consumer purchasing behavior).

| Dependent variable (consumer buying behavior) | Mean  | Std. Deviation |
|-----------------------------------------------|-------|----------------|
| Q13                                           | 4.17  | .793           |
| Q14                                           | 3.42  | 1.019          |
| Q15                                           | 3.83  | .887           |
| Q16                                           | 3.72  | .829           |
| Q17                                           | 3.83  | .749           |
| Q18                                           | 3.41  | 1.065          |
| Q19                                           | 3.74  | .913           |
| Q20                                           | 3.63  | .880           |
| Q21                                           | 3.48  | .862           |
| Q22                                           | 3.82  | .764           |
| Q23                                           | 3.74  | .898           |
| Q24                                           | 3.99  | .769           |
| Q25                                           | 3.60  | .983           |
| TOTAL                                         | 3.721 | 0.877          |

Through the above table, the highest arithmetic average for the thirteenth question was (4.17), which means that the answers of the research sample members are highly in agreement. .

The arithmetic mean of the eighteenth question is (3.41) and this result means that the degree of approval is very high by the members of the research sample in this. A question.

Table(5-12) below shows the percentages and frequencies of the dependent variable questions (consumer purchasing behavior). ( presented by the student )

| Q   | the scale  | STRONGLY<br>DISAGREE | DISAGREE | I NEITHER<br>AGREE NOR<br>DISAGREE | AGREE | STRONGLY<br>AGREE |
|-----|------------|----------------------|----------|------------------------------------|-------|-------------------|
| Q13 | Repetition | 1                    | 11       | 40                                 | 153   | 121               |
|     | Percent %  | 0.3                  | 3.4      | 12.3                               | 46.9  | 37.1              |
| Q14 | Repetition | 8                    | 63       | 82                                 | 131   | 42                |
|     | Percent %  | 2.5                  | 19.3     | 25.2                               | 40.2  | 12.9              |
| Q15 | Repetition | 2                    | 24       | 76                                 | 149   | 75                |
|     | Percent %  | 0.6                  | 7.4      | 23.3                               | 45.7  | 23.0              |
| Q16 | Repetition | 5                    | 19       | 82                                 | 175   | 45                |
|     | Percent %  | 1.5                  | 5.8      | 25.2                               | 53.7  | 13.8              |
| Q17 | Repetition | 3                    | 16       | 58                                 | 206   | 43                |
|     | Percent %  | 0.9                  | 4.9      | 17.8                               | 63.2  | 13.2              |
| Q18 | Repetition | 12                   | 62       | 79                                 | 126   | 47                |
|     | Percent %  | 3.7                  | 19.0     | 24.2                               | 38.7  | 14.4              |
| Q19 | Repetition | 7                    | 27       | 66                                 | 170   | 56                |
|     | Percent %  | 2.1                  | 8.3      | 20.2                               | 52.1  | 17.2              |
| Q20 | Repetition | 8                    | 30       | 69                                 | 185   | 34                |
|     | Percent %  | 2.5                  | 9.2      | 21.2                               | 56.7  | 10.4              |
| Q21 | Repetition | 8                    | 29       | 114                                | 148   | 27                |
|     | Percent %  | 2.5                  | 8.9      | 35.0                               | 45.4  | 8.3               |
| Q22 | Repetition | 2                    | 15       | 72                                 | 187   | 50                |
|     | Percent %  | 0.6                  | 4.6      | 22.1                               | 57.4  | 15.3              |

|     |            |     |     |      |      |      |
|-----|------------|-----|-----|------|------|------|
| Q23 | Repetition | 8   | 24  | 64   | 178  | 52   |
|     | Percent %  | 2.5 | 7.4 | 19.6 | 54.6 | 16.0 |
| Q24 | Repetition | 3   | 11  | 47   | 191  | 74   |
|     | Percent %  | 0.9 | 3.4 | 14.4 | 58.6 | 22.7 |
| Q25 | Repetition | 11  | 31  | 88   | 142  | 54   |
|     | Percent %  | 3.4 | 9.5 | 27.0 | 43.6 | 16.6 |

### 5.5 Correlation Coefficient

It is a statistical measure to measure the strength of the relationship between two variables, and it is expressed as a value between +1 and -1, so that the number 1 indicates a strong positive relationship between the two variables, which means that any positive change in one of the variables will be followed by a change positive in the other variable. The number -1 indicates a negative relationship

**Table ( 5-13 ) Correlation matrices between study variables. ( presented by the student )**

| independent variable                |                     | the trust dimension | the content dimension | the time dimension | ( Dependent variable)<br>purchasing behavior of the Consumer |
|-------------------------------------|---------------------|---------------------|-----------------------|--------------------|--------------------------------------------------------------|
| the trust dimension                 | Pearson Correlation | 1                   | .559**                | .201**             | .434**                                                       |
|                                     | Sig. (2-tailed)     |                     | .000                  | .000               | .000                                                         |
| the content dimension               | Pearson Correlation | .559**              | 1                     | .394**             | .522**                                                       |
|                                     | Sig. (2-tailed)     | .000                |                       | .000               | .000                                                         |
| the time dimension                  | Pearson Correlation | .201**              | .394**                | 1                  | .593**                                                       |
|                                     | Sig. (2-tailed)     | .000                | .000                  |                    | .000                                                         |
| purchasing behavior of the Consumer | Pearson Correlation | <u>0.434**</u>      | <u>0.522**</u>        | <u>0.593**</u>     | 1                                                            |
|                                     | Sig. (2-tailed)     | .000                | .000                  | .000               |                                                              |

From the above table the following is evident:

- There is a very strong direct correlation between the trust dimension and the dependent variable, with a degree of (0.434\*\*) because it is a significant function.
- There is a very strong direct correlation between the content dimension and the dependent variable, with a degree of (0.522\*\*) because it is a significant function.
- There is a very strong direct correlation between the time dimension and the dependent variable, with a degree of (0.593\*\*) because it is a significant function.

### **5-7 Research Hypothesis Test**

Reliability is done to assess whether the quality of the measurement tools (the answers provided by the respondents) are reliable or unreliable. According to a study (MUIJS, 2004), the scale was calculated using Cronbach's alpha method, where the value of Cronbach's alpha ranges from 0 to 1, and the closer it is to 1, the more reliable, and conversely, the closer to zero it indicates the unreliability of the hypothesis.

Therefore, when the test results are more than 0.70, the measurement is reliable, and 0.60 is accepted as well.

**H.1: There is a statistically significant effect relationship between social media with its dimensions (trust, content, time) and consumer purchasing behavior, and the table (5-14) below shows the test results**

**Table 5-14** T-factor and ANOVA for the main hypothesis

| dependent variable       | MODE L SUMMARY     |                |                         | ANOVA             |         | independent variable | COEFFICIENTS |        |      |
|--------------------------|--------------------|----------------|-------------------------|-------------------|---------|----------------------|--------------|--------|------|
|                          | R                  | R <sup>2</sup> | Adjusted R <sup>2</sup> | Sig*              | F       |                      | $\beta$      | T      | Sig* |
|                          |                    |                |                         |                   |         |                      |              |        |      |
| Consumer buying behavior | 0.434 <sup>a</sup> | 0.189          | 0.186                   | .000 <sup>b</sup> | 75.326  | Trust                | .434         | 8.679  | .000 |
|                          | .522a              | .273           | .271                    | .000b             | 121.559 | Content              | .522         | 11.025 | .000 |
|                          | .593a              | .352           | .350                    | .000b             | 175.744 | Time                 | .593         | 13.257 | .000 |

\* The effect is statistically significant at the level ( $0.05 \geq \alpha$ ) (spss output)

**H1-1: There is a statistically significant effect relationship between confidence and consumer purchasing behavior .**

Table (5-15) results of the test of variance and multiple regression analysis of the effect of social media dimensions (Trust dimension) on the purchasing behavior of consumers in the research sample .

**Table 5-15** T-factor and ANOVA for the first sub-hypothesis

| dependent variable       | MODEL SUMMARY      |                |                         | ANOVA             |        | independent variable | COEFFICIENTS |       |      |
|--------------------------|--------------------|----------------|-------------------------|-------------------|--------|----------------------|--------------|-------|------|
|                          |                    |                |                         |                   |        |                      | $\beta$      | T     | Sig* |
|                          | R                  | R <sup>2</sup> | Adjusted R <sup>2</sup> | Sig*              | F      |                      |              |       |      |
| Consumer buying behavior | 0.434 <sup>a</sup> | 0.189          | 0.186                   | .000 <sup>b</sup> | 75.326 | Trust                | .434         | 8.679 | .000 |

**H1-1;** The above table shows the effect of the dimensions of social media (confidence dimension) on the purchasing behavior of the consumer .The correlation coefficient **R** was (0.434<sup>a</sup>), at the level ( $0.05 \geq \alpha$ ), meaning that there is a direct correlation between the dependent variable (consumer purchasing behavior) and the independent variable

(the Trust dimension), and the value of the coefficient of determination  $R^2$  (0.189), meaning that 18.9% of the Changes in the purchasing behavior of the consumer in the research sample resulted from the change in the trust dimension, and in the same context, the results of the analysis showed that the “**adjusted  $R^2$** ” reached (0.186), which reflects the level of interest in social media and the trust dimension after getting rid of error values Resulting from the purchasing behavior in the research sample, and the results of the analysis of the “**Coefficients**” showed that the ratio of  $\beta$  amounted to (.434) for the participation of the respondents, and it is a function at  $(0.05 \geq \alpha)$ , which confirms that significance the calculated  $T$  value for the same variable, which amounted to (8.679) and it means That is that every single increase in the level of interest in the Trust dimension will lead to an increase in the purchasing behavior of the consumer in the research sample by (.434) for the participation of the respondents, and this was confirmed by the calculated  $F$  value of (75.326) which is a function at the level  $(0.05 \geq \alpha)$ , so the hypothesis is accepted installer.

**H1-2: There is a statistically significant effect relationship between the content and the purchasing behavior of the consumer.**

Table (5-16) Results of the variance test and multiple regression analysis of the effect of social media dimensions (content dimension) on the purchasing behavior of consumers in the research sample.

**Table 5-16** T-factor and ANOVA for the second sub-hypothesis

| dependent variable       | MODEL SUMMARY |                |                         | ANOVA |         | independent variable | COEFFICIENTS |        |      |
|--------------------------|---------------|----------------|-------------------------|-------|---------|----------------------|--------------|--------|------|
|                          |               |                |                         |       |         |                      | $\beta$      | T      | Sig* |
|                          | R             | R <sup>2</sup> | Adjusted R <sup>2</sup> | Sig*  | F       |                      |              |        |      |
| Consumer buying behavior | .522a         | .273           | .271                    | .000b | 121.559 | Content              | .522         | 11.025 | .000 |

**H1-2;** The above table shows the effect of social media dimensions (content dimension) on consumer purchasing behavior. The correlation coefficient **R** reached (0.522<sup>a</sup>) at the level ( $0.05 \geq \alpha$ ), meaning that there is a direct correlation between the dependent variable (consumer purchasing behavior) and the independent variable (the content dimension), and the value of the coefficient of determination **R<sup>2</sup>** (0.273), meaning that 27.3% of the changes in the purchasing behavior of the consumer in the research sample resulting from the change in the content dimension, and in the same context, the results of the analysis showed that the “**adjusted R<sup>2</sup>**” reached (0.271), which reflects the level of interest in social media and the content dimension after eliminating the resulting errors values. About the purchasing behavior in the research sample, and the results of the analysis of the “regression coefficients” showed that the ratio of  **$\beta$**  amounted to (.522) for the participation of the respondents, which is a function at ( $0.05 \geq \alpha$ ), which confirms that significance the calculated **T** value for the same variable, which amounted to (11.025) and this means that That every single increase in the level of interest in the content dimension will lead to an increase in the purchasing behavior of the consumer in the research sample by (0.522) for the participation of the respondents, and this was confirmed by the calculated **F** value of (121.559), which is a function at the level ( $0.05 \geq \alpha$ ), so the proven hypothesis is accepted.

**H1-3: There is a statistically significant effect relationship between time and consumer purchasing behavior.**

Table (5-17) Results of the variance test and multiple regression analysis of the effect of social media dimensions (the time dimension) on the purchasing behavior of consumers in the research sample .

**Table 5-17** T-factor and ANOVA for the third sub-hypothesis

| dependent variable | MODEL SUMMARY |                |                         | ANOVA |   | independent variable | COEFFICIENTS |   |      |
|--------------------|---------------|----------------|-------------------------|-------|---|----------------------|--------------|---|------|
|                    |               |                |                         |       |   |                      | $\beta$      | T | Sig* |
|                    | R             | R <sup>2</sup> | Adjusted R <sup>2</sup> | Sig*  | F |                      |              |   |      |

|                                |       |      |      |       |         |      |      |        |      |
|--------------------------------|-------|------|------|-------|---------|------|------|--------|------|
| Consumer<br>buying<br>behavior | .593a | .352 | .350 | .000b | 175.744 | Time | .593 | 13.257 | .000 |
|--------------------------------|-------|------|------|-------|---------|------|------|--------|------|

**H1-3** The above table shows the effect of the dimensions of social media (the time dimension) on the purchasing behavior of the consumer. The value of the correlation coefficient **R** was (0.593<sup>a</sup>) at the level (  $0.05 \geq \alpha$ ), meaning that there is a direct correlation between the dependent variable (the purchasing behavior of the consumer) and the independent variable (the time dimension), and the value of the coefficient of determination was **R<sup>2</sup>** (0.352), meaning that 35.2% of the changes In the purchasing behavior of the consumer in the research sample resulting from the change in the time dimension, and in the same context, the results of the analysis showed that the “**adjusted R<sup>2</sup>**” reached (0.350), which reflects the level of interest in social media and the time dimension after eliminating the resulting errors On the purchasing behavior in the research sample, and the results of the analysis of the “**Coefficients**” showed that the **β ratio** reached (.593) for the participation of the respondents, and it is a function at (  $0.05 \geq \alpha$ ), which confirms this significance the calculated **T** value for the same variable, which amounted to (13.257) and this means that That every single increase in the level of interest in the time dimension will lead to an increase in the purchasing behavior of the consumer in the research sample by (0.593) for the participation of the respondents, and this was confirmed by the calculated **F** value of (175.744), which is a function at the level (  $0.05 \geq \alpha$ ), so the proven hypothesis is accepted.

## 6. Conclusions

The results of the descriptive analysis of the independent variables showed that the use of social media with its dimensions (confidence dimension, content dimension, time dimension) was high, as the arithmetic mean values of the study sample opinions were on the dimensions of the independent variable. And it came (confidence dimension) by (3.29) and it got (content dimension) with an average of (3.66) and (time dimension) with an average of (3.865). Consumer purchase decisions are a natural result of the increased interest in technological developments in our time and the increased use of computers and smart devices that have become available to them. most segments of society. These results are in agreement with the study (Fadl, 2015).

The results of the research sample for the dependent variable (consumer purchasing behavior) showed that the values of the arithmetic averages are high, where the highest value of the arithmetic mean (4.17) and the lowest arithmetic mean came. (3.41) which is a very high percentage, that this result indicates the consumer's keenness to choose products from stores that provide him with more details about the clothes he wants to buy to meet his needs, the more details and specifications are more than what is displayed. The products are provided by the stores such as the types, sizes and models available, and the greater the demand for this store, in addition to its review of its previous experiences before purchasing the various products in terms of satisfying their desires. and their compatibility with what was expected in previous times of purchase. This study agrees with (Hassan study, 2015).

In addition, the results of the descriptive analysis of the answers of the study sample members regarding the use of social networking sites showed that the users of these sites are affected by the content and interact with these social media. And that the members of the research sample have the desire to follow the products that serve their needs, as it saves them effort and time in searching for what suits their needs, desires and tastes at the lowest possible cost, in addition to their interaction with this sector on social networking sites in several ways, which may lead to the exchange of conversations and opinions. . about those products among members of this community, and this finding is consistent with the study (Wolny & Mueller, 2013).

The results also showed that there is a statistically significant effect of social media dimensions (trust dimension, content dimension, time dimension) in influencing the consumer purchasing decision.

Social media has an important impact on people's lives. The youth group is the most used social network, and therefore the impact of these networks on them is greater.

### **Recommendations For Future Studies**

The study recommends the necessity of paying attention to social networks and benefiting from them in advertising because a large segment of society uses social networking sites, in addition to the impact of these sites on the purchasing trends of consumers, and emphasizing the importance of the credibility element in the advertised content, i.e. approval of what was stated in the advertisement. The services it provides on reality, and work on conveying the correct mental image of what it offers to customers because if the customer doubts the credibility of what the advertisement contains, he will lose confidence in it. Advertising agency, which exposes the company to low customer loss, and customers are looking for alternative companies and organizations.

As well as working to improve the informational content of the products available on the pages of social networking sites because of their positive impact on the follow-up and interest of customers. And conducting more studies on social networking sites due to the importance of these sites in purchasing behavior and trying to identify other dimensions that can affect purchasing behavior.

It is also necessary to continue to develop advertisements on social networking sites by constantly providing everything that is new and not neglecting it, because of its importance to customers and followers of the pages of companies that offer their products through these means. Also, companies and factories should take advantage of social media to solicit customer opinions about their products and services, and receive development proposals and complaints to work on developing their strategies.

Providing more details about the products offered on the social media pages of companies interested in different sectors. Paying attention to the balance between the quality of products and their price, as they have an important impact on the preferences of customers to buy from companies on social media pages. As well as working to

provide several options for customers of all types and types of products by companies in various sectors present on social networking sites, in addition to ensuring that advertisements are published continuously with the offers they have throughout the year.



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## APPENDIX

### **The impact of e-marketing through social media on consumer behavior**

This questionnaire was prepared for use in the research part of the thesis entitled "The Impact of E-Marketing through Social Networking Sites on Consumer Behavior," an analytical study of the opinions of a sample of social media users, within the graduate studies program at Altinbas University. This questionnaire was designed to collect information on the subject of the study, Please answer its paragraphs, thanking you for your cooperation, and assuring you that the information you will provide to us will only be used for scientific research.

Mohammed Mahmood

#### **1. Gender**

( ) woman ( ) man

#### **2. Age**

( ) 20-29 ( ) 30-39 ( ) 40 and above

#### **3. Educational mode**

( ) Bachelor ( ) Master ( ) PhD

#### **4. Income Status**

( ) \$300 less than ( ) \$300 - \$500 ( ) \$500 - \$700 ( ) \$700 or more

#### **5. Marital status**

( ) single ( ) married

#### **6. The work**

( ) employee ( ) unemployed

| <u>NO</u>                                   |                                                                                                                                                               | <u>STRONGLY</u><br><u>AGREE</u> | <u>AGREE</u> | <u>I</u> <u>NEITHER</u><br><u>AGREE NOR</u><br><u>DISAGREE</u> | <u>DISAGREE</u> | <u>STRONGLY</u><br><u>DISAGREE</u> |
|---------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------|--------------|----------------------------------------------------------------|-----------------|------------------------------------|
| <b><u>First: the trust dimension</u></b>    |                                                                                                                                                               |                                 |              |                                                                |                 |                                    |
| <u>1</u>                                    | I can distinguish between trusted shopping pages and fake pages on social media.                                                                              |                                 |              |                                                                |                 |                                    |
| <u>2</u>                                    | The information provided on social media reflects the true value of the product                                                                               |                                 |              |                                                                |                 |                                    |
| <u>3</u>                                    | The promises and pieces made by social media are more correct and satisfactory than the direct sales centers                                                  |                                 |              |                                                                |                 |                                    |
| <u>4</u>                                    | I found a match between the product properties advertised on social media                                                                                     |                                 |              |                                                                |                 |                                    |
| <b><u>Second: the content dimension</u></b> |                                                                                                                                                               |                                 |              |                                                                |                 |                                    |
| <u>1</u>                                    | Your social media pages have directed you to choose a specific good at the expense of another specific good                                                   |                                 |              |                                                                |                 |                                    |
| <u>2</u>                                    | Ads are displayed on social media to introduce the product and learn about its details                                                                        |                                 |              |                                                                |                 |                                    |
| <u>3</u>                                    | 3. Your comments and opinions are taken into consideration when designing products or improving services in the companies you deal with through social media. |                                 |              |                                                                |                 |                                    |
| <u>4</u>                                    | Choosing a modern technology to display terms and ad colors greatly affect my interaction with the social media site                                          |                                 |              |                                                                |                 |                                    |
| <b><u>Third: The time dimension</u></b>     |                                                                                                                                                               |                                 |              |                                                                |                 |                                    |
| <u>1</u>                                    | The social media purchase process saves you a lot of time, effort and effort                                                                                  |                                 |              |                                                                |                 |                                    |

|                                                                                                                 |                                                                                                                                    |  |  |  |  |  |
|-----------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------|--|--|--|--|--|
| <u>2</u>                                                                                                        | The period of time for the product to arrive is important when deciding to purchase the item                                       |  |  |  |  |  |
| <u>3</u>                                                                                                        | Usually spend more than two hours on social media                                                                                  |  |  |  |  |  |
| <u>4</u>                                                                                                        | Registration on social media usually does not take long                                                                            |  |  |  |  |  |
| <b><u>The second axis: the impact of social networking sites on the purchasing behavior of the Consumer</u></b> |                                                                                                                                    |  |  |  |  |  |
| <u>1</u>                                                                                                        | The social and financial situation affects the decision to purchase a specific product.                                            |  |  |  |  |  |
| <u>2</u>                                                                                                        | Inquiring about social media is better than direct contact with him to buy an item.                                                |  |  |  |  |  |
| <u>3</u>                                                                                                        | When you need a certain good, you will either engage in a popular social media site or prefer a good product.                      |  |  |  |  |  |
| <u>4</u>                                                                                                        | Social media takes into account the display of products in different groups and groups of society.                                 |  |  |  |  |  |
| <u>5</u>                                                                                                        | Buying from social media is the best if we depend on the quality factor.                                                           |  |  |  |  |  |
| <u>6</u>                                                                                                        | Buying from social media is the best if we depend on the quality factor.                                                           |  |  |  |  |  |
| <u>7</u>                                                                                                        | Buying from social media is best if we depend on the time factor.                                                                  |  |  |  |  |  |
| <u>8</u>                                                                                                        | Your purchase of a specific product from social media to meet your consumption needs.                                              |  |  |  |  |  |
| <u>9</u>                                                                                                        | You feel satisfied with customer service during the purchase process from social media.                                            |  |  |  |  |  |
| <u>10</u>                                                                                                       | Social media pages provide a great opportunity to post comments on the products you offer.                                         |  |  |  |  |  |
| <u>11</u>                                                                                                       | I prefer to buy a specific product from social media that provides accurate details.                                               |  |  |  |  |  |
| <u>12</u>                                                                                                       | Fast product delivery via social media helps you in the buying process.                                                            |  |  |  |  |  |
| <u>13</u>                                                                                                       | The process of returning the product is appropriate for your expectations when buying it from social media, and you don't like it. |  |  |  |  |  |

## **CURRICULUM VITAE**

**Name & Surname:** Mohamed Mahmood

**Permanent address:** Iraq - Salah al-Din - Samarra

**Place and year of birth:** August 23, 1991 – Iraq

**Foreign Language:** English

**Bachelor's degree:** College of Administration and Economics - Accounting - Tikrit University 01-2015

### **Working Life :**

#### **College of Islamic Sciences at the University of Samarra**

02.201 - 09-2018- Accounts Officer

#### **College of Islamic Sciences at the University of Samarra**

06.2020- Responsible for the Administrative and Financial Affairs Division

#### **Samarra University Presidency**

12.2020 Director of Administrative and Financial Affairs