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**THE EFFECT OF
ADVERTISING VIA SOCIAL MEDIA ON THE
PURCHASING BEHAVIOR OF IRAQI CONSUMERS**

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**THE EFFECT OF
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BEHAVIOR OF IRAQI CONSUMERS**

by

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Radhwan Alabbasi

DEDICATION

TO THE SOUL OF MY LATE MOTHER

WHOSE CARE & PASSION

GAVE ME AN ENDLESS SUPPORT

ACKNOWLEDGEMENTS

After a hard working trip of research, effort and diligence culminated in the completion of this research, I thank ALLAH Almighty.

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ABSTRACT

THE EFFECT OF ADVERTISING VIA SOCIAL MEDIA ON THE PURCHASING BEHAVIOR OF IRAQI CONSUMERS

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Advertising through social media sites is one of the latest promotional methods used in the field of marketing. In addition, social media sites are characterized by speed and ease, which prompted many companies to take advantage of the opportunities offered by these media in order to achieve effective communication between consumers and influence their purchasing behavior. In the recent years, the number of the Iraqi university students using social media for advertising purposes has increased remarkably. Accordingly, there is a need to identify the impact of advertising through social media on the purchasing behavior of Iraqi university consumers in Baghdad. Thus, this research aims to investigate this topic by examining relationship between social media advertisement (and the major components of the advertising message) and consumer purchasing behavior according to certain demographic variables. To achieve the aims of the study, the following hypothesis has been adopted: There is a statistically significant relationship between social media advertisements and the purchasing behavior of Iraqi university students. In this regard, the relationship between the consumer purchasing behavior and the aspects below are verified: content, personal nature, and consumer privacy of social media advertising. The study population involves university students in the City of Baghdad who uses social media sites. The survey research method was adopted and the data were collected by distributing a questionnaire to a sample of 472 consumers during the first quarter of the year 2021. The statistical data were analyzed using (SPSS). The most prominent finding in the present study is that there is a significant and positive correlation between the study's two primary variables; i.e. advertising via social media and consumers' purchasing behavior, which validates the main hypothesis of the study. It is concluded that Iraqi university students' purchasing behavior is highly affected by the characteristics of the advertisements published through social media, in terms of informativeness, credibility and entertainment.

Keywords: Social Media, Advertising, Consumer Purchasing Behavior, Marketing

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CHAPTER ONE

INTRODUCTION

The recent years have witnessed a remarkable investment of companies in marketing through social media to advertise products and services, such as the following sites: Facebook, Twitter, LinkedIn and Instagram as new advertising platforms that allow users to communicate with each other, identify and engage with brands. At the same time, these media are considered channels that promote content through text, images, audio, and video. They are also highly regarded as a complementary tool for marketing efforts in trying to attract consumers and the public, and one of the most developed mediums in the twenty-first century (the era of Internet and spread of information) which are still growing by leaps and bounds. The speed of the direction of companies toward marketing via social media drives the process of gaining visitors of electronic sites or customers for services or products through their use of social media that are characterized by being the fastest, most widespread, cheapest and most effective. This type of marketing focuses efforts on creating content that attracts users' attention and encourages them to participate by means of social media networks in order to reach more customers automatically without the constant need to update or publish content manually (Chu et al., 2013).

The wide spread and the increased use of social media, especially by the youth group, provide a platform to promote brands of products and services that affect the purchasing decisions of consumers, and increase the desire to use the displayed products, which led companies to move towards marketing via social media advertising. This type of electronic marketing adopts “spoken word” marketing, also known as “word of mouth”. The proper use of these techniques leads to win customers and sales, and maintain the competitiveness ability of organizations (Al-Nsour et al., 2016).

Social media platforms allow people to interact with each other and build social relationships on the Internet. These media have a feature that makes it one of the most effective marketing tools, which is the feature of participation, or re-retweeting the posts that the marketer offers if the client is interested in the post. This allows the message that the marketer wants to communicate to spread in a large scale, in a short time and with the least effort if these media

are used properly. Social media contain an enormous amount of information about services and products that potential customers would like, making it easier to target customers, access their desires and influence their purchasing intention (Neti, 2011).

It is noteworthy to state that the consumer's behavior and actions towards a particular commodity may differ from his / her behavior and actions towards another commodity. Hence, many institutions pay great attention to human behavior and attempt to identify it and find out the factors that affect it, indicating that the behavior of individuals is affected by different factors with different degrees of influence, as a result of the scientific and technological progress that led to an increase in the number and diversity of products available in the market, and the existence of alternative products that may replace them and provide similar services and benefits (Taweel, 2017).

The main concepts dealt with in this research are defined below:

i - Advertising

For Armstrong & Kotler (1999: 495), advertising is an impersonal communication process that is carried out by an information party for a paid fee with the aim of influencing consumer behavior. It is also defined by Gunaim (2008 as cited in Taweel, 2017: 9) as a group of activities carried out by the advertiser, whether a producer or a distributor, in order to send an oral or visual message to a certain group of individuals, either to urge them to buy a specific product, create a certain impression in the minds of buyers about this product, or create product details for these buyers or inform them of the arrival of the product to the market, the arrival of a new product, or the announcement of the terms of sale, etc.

ii - Consumer Behavior

Consumer behavior is the behavior that consumers exhibit in their search for the purchase and use of goods and services, or ideas or experiences that he / she expects will satisfy his / her desires and needs according to the available purchasing power (Sweidan, 2012: 138).

iii- Social Media

As defined by Safko (2010: 6), social media are “activities, practices, and behaviors among communities of people who gather online to share information, knowledge, and opinions using conversational media”. According to Haida & Rahim (2015: 1), the term "social" refers to the interaction between the individual and the groups as a community member. Media refers to a communication and engagement system. The interaction among people by which they compose, share, and/or exchange information and thoughts in digital groups and networks is known as social media. It facilitates both creativity and exchange.

iv -Social Media Sites

Social media sites are online platforms that allow users to interact by generating personal information profiles, asking friends and acquaintances to view those profiles, and exchange e-mails and instant messages. Any type of material, such as photos, videos, and audio files, can be included in these personal accounts (Kaplan & Haenlein, 2010: 63)

v - Social Media Advertising

Social media advertising refers to “advertisements served to users on social media platforms. Social networks utilize user information to serve highly relevant advertisements based on interactions within a specific platform. In many instances, when target market aligns with the user demographics of a social platform, social advertising can provide huge increases in conversions and sales with lower cost of acquisition” (Jolly, 2021).

vi - Social Media Marketing:

Marketing through social networking sites is defined by Khafallah & Katatliyah (2019) as companies’ use of various social networking sites (YouTube, Twitter, Facebook, etc.) for marketing purposes, such as studying the needs and desires of customers, establishing relationships with them and giving them the opportunity to express their opinions. This gives the companies the possibility of opening channels of communication with these customers and communicating with them in an interactive manner.

The present study aims at achieving the following:

Highlighting the place of advertising through social media in changing consumers' behavior about the products and services advertised. This can be investigated comprehensively by:

- a. Surveying the properties of social media advertisement content and identifying their impact on the purchasing behavior of Iraqi university students.
- b. Showing the importance of the personal nature and privacy of social media advertisements and identifying their impact on the purchasing behavior of Iraqi university students.
- c. Identifying the differences in the influence of social media advertising on the purchasing behavior of Iraqi university students according to certain demographic variables.

In order to achieve the aims of the study, the following hypotheses are formulated:

H1: The main hypothesis of the study is that there is a statistically significant relationship between social media advertisements and the purchasing behavior of university students.

This hypothesis is divided into the following sub-hypotheses:

H2: There is a statistically significant relationship between the content of social media advertisement and consumer purchasing behavior. This includes the following:

H3: There is a statistically significant relationship between the informativeness aspect of the advertisement content and consumer purchasing behavior.

H4: There is a statistically significant relationship between the credibility aspect of the advertisement content and consumer purchasing behavior.

H5: There is a statistically significant relationship between the entertainment aspect of the advertisement content and consumer purchasing behavior.

H6: There is a statistically significant relationship between the irritation aspect of the advertisement content and consumer purchasing behavior.

H7: There is a statistically significant relationship between the personal nature domain of social media advertising and consumer purchasing behavior.

H8: There is a statistically significant relationship between the consumer privacy domain of social media advertising and consumer purchasing behavior.

H9: There are statistically significant differences in the influence of social media advertising on the purchasing behavior of Iraqi university students according to certain demographic variables.

The theoretical importance of the study is evident in that it is considered one of the basic studies that seek to increase knowledge of the relationship between social media advertising and consumer purchasing behavior, and it tries to access new knowledge and develop theoretical concepts on this topic; that is, the primary goal is to increase familiarity with the concepts and studies that were conducted by previous researchers. Based on the foregoing literature, the scientific addition of the present research lies in the fact that its results will be an endorsement and additional support for one of the viewpoints of the previous studies tackling the impact of social media advertising on purchasing behavior in its new environment; namely, university students in Baghdad. The theoretical importance of the research also lies in its concentration on studying the extent to which advertising via social media can convince the consumer to buy the advertised product by relying on theories that explain consumer behavior and focusing on the characteristics of the advertisement message content, which has the strongest role in the success of social media advertisement in influencing consumer buying behavior.

Concerning the practical importance of the study, the researcher hopes, based on his findings, to present a set of recommendations and suggestions of interest for companies wishing to advertise their products via social media as follows:

-Knowing consumer behavior and trends towards social media advertising to enable companies to develop promotional strategies appropriate for their products and design advertisements that can have a positive impact on consumer buying behavior.

-Emphasizing the features of social media advertising content that are most effective in purchasing behavior, and working to overcome the weaknesses of the annoying content of the advertising messages or those sent without the consent of the consumer.

-Determining the target segment of consumers, choosing content that corresponds to the social group or the age group to which the consumer belongs, and focusing on sending advertising messages based on consumer personal data, desires and preferences. This content should be honest, understandable, not misleading and reflect the company's sincerity in presenting the advantages of the advertised products

-Since privacy is one of the most important points that prevent consumers from receiving social media advertisements, advertising companies must implement basic measures for personal data protection and inform the consumer of the privacy terms and policy followed.

CHAPTER TWO

LITERATURE REVIEW

This chapter tries to cover a variety of topics and concepts related to the three constituents of the main body of the thesis; namely, social media, advertising via social media, and consumer purchasing behavior.

2.1 SOCIAL MEDIA

Since the arrival of the twenty-first century, social media devices have seen amazing significant advancements. Individuals can now connect with people around the world about an institution, product, or service thanks to the advent of Internet-based social media. Journals, internet forums, weblogs, social blogs, social networking, images, video, and social bookmarking are all examples of social media technologies (Haida & Rahim, 2015:1).

Social media is becoming more and more popular as a medium for marketing and advertising. Individuals, companies, and even governments can now connect with each other commercially, socially, politically, and educationally through web-based platforms such as Twitter, Facebook, Google+, LinkedIn, Instagram and YouTube (Zhu & Chen, 2015). As a result, businesses all over the world are considering how these platforms may help them acquire clients and develop profitable marketing relationships with them.

2.1.1 Definition

Soyler (2018: 40) considers social media as a virtual environment where users can build a completely or partially open profile, as well as make, display, share, and watch the profiles and connections of other users. Social media can be characterized as “social web sites providing the opportunity for participants to express themselves through online media, to communicate, to participate in groups and to contribute with their opinion, comment and publications in this media” (Köksal and Özdemir, 2013: 325 as cited in Altinay et al., 2017: 382).

Mangold and Faulds (2009) conceptualize social media as a combination of blended technological and media roots that allows real-time communication. It makes use of multi-media

formats (audio and visual presentations) as well as a variety of worldwide delivery platforms (Facebook, YouTube, and blogs). Consumers can communicate with one another using these configurations and platforms, which can be thought of as an extension of conventional verbal communication.

2.1.2 Development of Social Media

The phrase "social media" was coined in the early 2000s and is now broadly utilized. The term is available to people in general, and end users' media output can be assessed in a variety of ways. As a result, the user not only becomes more active, but he is also more competent when it comes to initiating and generating content (Goh et al., 2013: 90). The rise of social media is a relatively new phenomenon. During the previous decade, the World Wide Web has witnessed a boom of user-driven web technologies like blogs, social networks, and media sharing platforms. These technologies, together known as social media, have resulted in the advent of user-generated content, a global community, and the publication of consumer opinions (Smith, 2009).

The term 'Web 2.0' was coined to characterize a new way of using the internet as a platform where material is no longer created and published by people, but is instead continuously amended by a large number of users in a participatory and collaborative manner (Kaplan and Haenlein, 2010). Web 2.0 witnessed the advent of collaborative projects, Wikis, and interactive blogs, which made it easier to create user networks and share ideas, information, and knowledge (Voramontri & Klieb, 2019: 211).

Nowadays, the fast advancement and the availability of variety of forms and devices of technology at reasonable prices, have drastically changed the way businesses function on the Internet. 'Social media' plays a bigger role in a company's reputation and market presence (Tuten, 2008). The shift in emphasis to social media has been so dramatic that it attracted the attention of so many firms. However, internet marketers may now engage with clients they would not have been able to contact through traditional marketing approaches (Qualman, 2012). It can be argued that more and more merchants and businesses are becoming more aware of

social media and are eager to take advantage of the opportunities the social media present (Olivas-Lujan, 2013).

Social media marketing is a relatively new method of marketing that almost every company today is at least aware of, if not actually utilizing in some way (UKEssays, 2018). According to Mangold and Faulds (2009), this marketing medium differs from traditional communication channels in terms of reach, frequency, and immediacy, with user-generated content being the most noticeable distinction.

2.1.3 The Building Blocks of Social Media

It is worthy to clarify the following building blocks of social media:

i. Identity: The most fundamental functional block of social media is identity. It refers to "the extent to which users reveal their identities in a social media setting" (Kietzmann et al., 2011: 243) and might involve certain types of information such as name, age, gender, career, residence, and other data that may aid marketers identify and obtain social media user information (Business-Essay, 2021). One major implication for marketers in this regard is privacy.

ii. Conversations: How do users in a social media context interact with one another? Many social media platforms are mostly built to encourage interaction between people and groups (i.e. hashtags on Twitter). These talks take place for several reasons such as meetings with like-minded individuals, the search for love, boosting self-esteem and inventive ideas and current popular subjects as newsbreakers (Riggs, 2014).

iii. Sharing: It is the degree to which users of social media can swap, share, and obtain content (Tsiakis, 2013). The term "social" frequently connotes an interaction between individuals, which entails sharing. There are two main implications for firms that use social media platforms that serve as a conduit for these connections (Kietzmann et al., 2011: 245). The first is the requirement to assess which objects of sociality their users share, or to discover new items that

might regulate their shared interests. The second addresses the extent to which the item can or should be shared.

iv. Presence: This block highlights the extent to which users of social media can determine the accessibility of other users within the social media setting (ibid.). It considers both the ability by a user to determine the geographical location of a certain user as well as his or her accessibility. The majority of the social media sites today provide a way through which other users can tell if a user is online or not. (Waters, 2013). This implies that companies must be aware of the relative significance of the availability and place of the user and sellers may thus use such information to select when to publish an advertisement on the social media (Kietzmann et al., 2011: 246).

v. Relationships: The relationships section is rather simple. It denotes a relationship between two or more users, whether through communication, information exchange, meeting up, or just adding each other as a follower or friend (Riggs, 2014). The type of information exchanged is governed by the relationship between users. Marketers should try their best to establish pretty formal and organized connections with other users in order to improve interactions (Business-Essay, 2021).

vi. Reputation: It is “the extent to which users can identify the standing of others, including themselves, in a social media setting” (Kietzmann et al., 2011: 247). In other words, the degree to which social media consumers may trust a dealer or marketer is referred to as reputation. Developing a social media reputation can assist the marketer since clients would tend to demonstrate their trust by responding positively to advertisements published by a certain firm. The number of followers can be used to determine a person's reputation (Business-Essay, 2021).

vii. Groups: This block represents the extent to which users can form communities and sub-communities. The larger a network's community of friends, followers, and connections are, the more 'social' it gets (Riggs, 2014). The more members the group has, the more attractive is the group to a marketer. Marketers must also attempt to build their own social media groups and ask followers (potential consumers) to join on the basis of their profiles (Kietzmann et al., 2011: 247). Marketers can then subdivide their members according to their age, gender, and likes. In

this way, the marketer will reach the targeted customers for a certain product or service that may be age or gender based. (Borgatti & Foster, 2003).

2.1.4 Social Media versus Traditional Media

Social media is distinguished from traditional media in the following characteristics:

i-Time and Space Independence: As technology progresses, access to social media platforms via computers, tablets, and, especially, smartphones has become quite simple (Soyler, 2018: 45). Furthermore, traditional media can be postponed owing to press times, whereas social media is instant (Roy, 2016).

ii- Audience Scope: Traditional media has a more focused audience than social media, which addresses a larger population (ibid.). Social media helps brands to create communities that appreciate the brand's excellence, while discovering what is not so wonderful in an attempt to develop and adapt continually. Traditional media, on the other hand, merely permits a brand to establish an audience - a group of people who consume information but do not contribute to a debate (Chrysalis Communications, 2021).

iii- Ease of Use: Social networking technologies are simple to use. One can register on these platforms that use the membership system without paying an additional price and without any pre-conditioning or bureaucratic procedure (Soyler, 2018: 45).

iv- Interactivity: The primary goal of social media platforms is to allow users to create, share, and communicate with one another. This is why it is so important to participate on social media networks. The core of social media is the aspect of interaction (ibid). However, traditional media makes it difficult for one's audience to connect with his brand and with one another. Connectivity, not interactivity, is the focus of traditional media (Chrysalis Communications, 2021). In other words, "social media is a two-way conversation, and traditional is one-way" (Roy, 2016).

v- User Content: In addition to criticizing products, services, and companies, debating popular subjects, tracking hobbies and interests, and sharing expertise and experiences, social media is

reliant on the content that users create (Soyler, 2018: 45). Moreover, social media is adaptable; i.e. traditional media does not provide for the same degree of flexibility that social media does. An article in a journal, for example, cannot be withdrawn once it has been published. The best that may be done is to have a correction published in a later edition. Content on social media may be edited to fit any scenario (Chrysalis Communications, 2021).

vi- Interconnectivity Across Networks: The most widely used social networking tools today are structurally tied to one another. In terms of income and profitability, platform businesses are buying platforms that people utilize most (Soyler, 2018: 45).

vii- Measurability: It is simple and quick to track activities on social media networks. It is not as difficult or predictable as with traditional media. Social media is an internet-based system in which all of a user's social media activities on any platform are maintained in a database. In this manner, it is possible to see what kind of content the user creates, shares, and interprets, as well as how frequently he or she utilizes social media (ibid.: 46).

2.1.5 Traits of Social Media

The following are the traits that all social media applications have in common:

i. Participation: The participatory aspect of social media enables concerned participants to interact with one another. Social media blurs the boundaries between media and audience by promoting contributions and feedback from anybody who is interested (Mayfield, 2008). Drury (2008: 274), emphasizing the social aspect of social media, said that social media allows people to exchange and communicate with one another, allowing material to become more democratized than ever before. Most social media sites encourage participation, comments, and information sharing by providing and allowing user feedback and content sharing, as well as the creation and alteration of page content. Accessing and utilizing content is rarely hampered by constraints (Alyaseen, 2017: 17).

ii. Connectedness: Social networking sites are characterized as interconnected networks through the links provided by the pages of those sites that link one to other sites of social

networking, such as liking a news story on a social networking site, and sharing it with others through social media channels, and this makes it easy and works to speed up the transmission of information (Alyaseen, 2017: 18-19). Social media helps users to navigate from one location in cyberspace to another by offering Web links to other sites, services, and people. It also provides connection to its users (Mayfield, 2008).

iii. Community and Commonality: Social networking services allow users to easily and rapidly create specific groups in order to communicate efficiently, allowing societies or groups all over the world to be united around common interests such as photography, a political problem, or a beloved television show. It also has the capability of forming groups based on certain interests, each with its own name and objectives (Alyaseen, 2017: 18). However, it is critical to distinguish between community and commonality. While social media aids in the formation of communities, its focus is not solely on creating communities that are more consistent and regular in character, and are centered on a concept or common objective rather than a collection of content. (Boyd & Ellison, 2007).

iv. Openness: Another distinguishing feature is the willingness to listen to and engage with consumer input, as evidenced by the fact that there are few obstacles to obtaining content or expressing comments (Mayfield, 2008). The majority of social media applications and technology transferability have negligible flow restrictions, allowing information to flow freely between sources and users, as well as among users. The networking concept of social media, as well as the availability of simple means for creating and sharing material, contribute to the openness attribute (Meadows-Klue, 2008). The apparent ease with which users can give and receive items, information, and opinions appears to be the heart of openness in social media, whether through technological or cultural means.

v. Personal Profile: The name of the person is identified, and basic information about him is known, such as gender, date of birth, personal interests, and photo, in addition to other information, and the profile is like a CV, through which it is possible to see the activities he has done recently, and know his friends, the places he has been in if they were published, photo album, and other information, and the profile is like a CV, through which it is possible to see the activities he has done recently (Alyaseen, 2017: 17).

vi. Pages: This idea was invented by ‘Facebook’ and worked on using it in an effective commercial way. It is currently working on creating targeted advertising campaigns, allowing owners of commercial products to direct their pages and products to show them to a specific category of users. Facebook deducts an amount of money for each click or view accessed by any user who clicked or watched the advertisement. The idea of pages is to create a page in which information is placed about a product or service, users then browse those pages, and if they find themselves interested in that page they add it to the pages they like (ibid.: 19).

2.1.6 Uses of Social Media

In terms of diversity, social media surely has a number of distinct functions. Each area depends on social media, from Artificial Intelligence to brands promotion. Whether admitted or not, we are living with social media. It is very crucial that we understand the value of social media to make the most of it.

i. Communication

The communication tools are essentially a famous sort of social media platforms. Examples of these tools are blogs and websites which allow users to produce articles and blogs in order to interact, communicate, inform, and influence their audiences. The readers of these blogs will be able to leave comments (Bhasin, 2018).

Other applications include social networking sites like Twitter, Facebook, and Instagram, which leverage personal information, comments, images, video posts to boost the opportunities of connection between people (Taweel, 2017: 21). Individuals can develop deep personal bonds with one another through these sites (Alyaseen, 2017: 19). Businesses have the ability to effectively communicate with their target audiences. Furthermore, with the availability of current digital smart phones, users, purchasers, and customers may contact with one another much more easily and quickly (Rafiq & Javeid, 2018).

ii. Collaboration

Most of us utilize a variety of tools that have a social component on a daily basis. One of these tools is Wikipedia, which is a platform for knowledge that allows people to update their points of view. It is essentially an online encyclopedia which anyone can use and update. Another example is Google Docs that allows people to edit and share documents online (Fernando, 2012).

Social media as a collaborative tool also enables multiple users to benefit from a single platform to download and upload files. Different individuals can contribute to the intended results in the most personalized and result-driven way (Bhasin, 2018). Social media permits establishing networks for different entities and institutions as well (Taweel, 2017: 21).

iii. Opinions and Reviews

Social media enables its users to offer reviews of anything they want to comment on. For example, one can find reviews for any restaurant on the website via social media. Amazon can help customers choose the products they want with the published reviews and ratings. Businesses can ask people to share in the social media pages their feedback or testimony, which automatically convinces more users to make a purchase (Bhasin, 2018). Consumers frequently utilize social media to share their thoughts, feelings, and attitudes concerning the utilization of products and services. Furthermore, social media allows consumers to compare prices and quality, features, services, and usability of products and services supplied by similar businesses (Rafiq & Javeid, 2018).

Although review and opinion sites could look like communication and blog sites, a minor but significant difference may exist between them. While blog sites can be designed by people or organizations and may not be well considered, other sites have the specific emphasis on becoming well-known "excellent sources" for information and knowledge (Fernando, 2012).

iv. Brand Monitoring

Although brand monitoring tools are now not known to all, they are certainly very important for consumer brands and companies to keep track of what is being said about their products and

services on the web. All of this is possible through social media in the online world. These tools offer the greatest aid in summarizing all feedback and comments concerning any particular enterprise (ibid.).

Brands can respond to trends, promotions and competitors but can analysis them as well. This allows marketers to preserve their brand's credibility on the web. Even if someone comments negatively about the brand, they can solve the problem immediately and maintain their brand's online reputation (Bhasin, 2018).

v. Entertainment

Gaming is not something that began socially, with its beginnings in hands-on console games and gadgets (Fernando, 2012). But the introduction of the Internet and other social media have now given the entertainment and gaming business the social component, insofar as certain games now greatly rely on that to engage and attract players who share games online with other members (Alyaseen, 2017: 20). So, one should consider websites that encourage entertainment. Because of the widespread use of social media, numerous channels that promote live entertainment are created. These sites not only improve people's engagement, but they also make them entertained (Taweel, 2017: 21).

Social media platforms are also used to initiate and boost films and television shows. Companies also develop a wide range of entertainment videos to inform, entertain and engage the public (Bhasin, 2018).

vi. Media Sharing

Social media is a means of transferring and circulating information from its source to the beneficiaries (Taweel, 2017: 21). YouTube and Vimeo are two of the most popular sites for media sharing, where users may upload and view videos (Alyaseen, 2017: 19), as well as contribute comments, establish channels, and interact with other users. Examples of tools for music sharing are Spotify and LastFm that offer functionality to allow playlists and musical preferences to be shared by others (Bhasin, 2018). Soundcloud, like YouTube, is especially widely known among music practitioners since it permits them to listen to, upload, and

download songs free of charge. Flickr and Picasa are two famous sites that provide picture sharing services with social elements (Fernando, 2012).

vii. Paid Advertising

Social media users may also conduct sponsored advertising on many social media sites quite efficiently. Paid advertising may be conducted on social media sites such as Facebook, LinkedIn, Twitter, and Snapchat (Taweel, 2017: 21). Social Media platforms have a large user base to maximize brand's, product's, and services' online presence on a demographic basis. The performance of paid ads campaigns can also be monitored and the campaign can be modified accordingly to get better findings (Bhasin, 2018).

Social media advertisements are also extremely inexpensive, and marketers' investments will achieve higher returns. Paid advertisements will be displayed to one's target audiences, assisting in the development of customer engagement and better sales. To summarize, businesses nowadays use social media to advertise and promote their products and services, make online sales, attract new potential customers, provide brand support, and contact businesses, among other things (Rafiq & Javeid, 2018).

2.1.7 Social Media Sites

According to Weinberg (2009: 149), social media sites are "generic terms for sites that are used to connect users with similar backgrounds and interests". The majority of these platforms share a few key features: Their users are able to (1) construct dynamic and personalized profiles, within a confined system, (2) make a list of potential "friends" who have a common connection, and (3) see and navigate their connections list as well as the ones that other people make inside the system (Boyd and Ellison, 2007, 211).

Facebook, Twitter, and Instagram are the most popular social media platforms utilized by users for various purposes. Below is a survey of some of these sites, in addition to snapchat and TikTok.

2.1.7.1 Facebook

Facebook is one of the most popular and widely used social platforms networks in the world, and its rapid dispersion and expansion makes it the fastest growing social networking site. It has a population of over 3 billion people in different areas of the world (Orzan et al., 2014). Mark Zuckerberg, Facebook's creator, released the initial version of the site, www.facebook.com, in February, 2004 as a tool for Harvard University students to share information, but it has been accessible to individuals all around the world since August 2006 (Vejmola, 2010: 44).

The basic premise of Facebook is to connect people on the Internet and share information such as thoughts, opinions, images, videos, links, and event invitations (ibid.). Facebook is defined as an electronic website for social communication. In other words, it permits ordinary people and corporate entities (such as companies) to highlight their self and enhance their position using the website's tools to interact or communicate with other individuals within the domain of this site or other sites and to create linkages with others (Nassour & Hammad, 2017: 481).

Facebook has evolved from a platform for displaying personal photos and socializing with friends and family to a communication channel between electronic communities as well as a platform for presenting political ideas and forming electronic political gatherings, something that the most powerful virtual parties on the ground have failed to do. It has also become a standard marketing communication medium for hundreds of large and small businesses to communicate with their target audiences (Nassour & Hammad, 2017: 481). The fact that knowledge spreads like wildfire here has a huge marketing potential because people can see all of their friends' information, as well as the information of their friends' friends, and so on. Furthermore, because Facebook is predominantly used by teenagers, we may target a specific demographic (Vejmola, 2010: 44). As a result, Facebook transcends its social function to a multi-purpose communication site.

2.1.7.2 Twitter

The Twitter site is a social network that millions of people across the globe use to connect with their friends, relatives and co-workers via their personal computers and smartphones. The Twitter interface enables users to submit brief messages of up to 140 characters in length that can be read by its users. (Khafallah & Katatliyah, 2019: 40).

The Twitter service was created in 2006 as short messaging service (SMS), originally called Twtr, by former Googlers Evan Williams and Biz Stone. Engineer Jack Dorsey joined the management team after seeing potential in the project, and the final version of Twitter was launched by Southwest music conference in Austin, Texas, in March 2007. Due to the investment of project finance, Twitter Inc. was founded in the following month as a private corporation. Twitter has been essentially a free SMS with a social networking component from its start (Encyclopaedia Britannica, 2020).

As a combination of broadcasting service and social network, Twitter was classified as a “social broadcasting technology” (Shi et al., 2013). It allows for the dissemination of information on the Internet from both official and unofficial sources. Twitter is also considered a micro-blogging site that has become prominent in publishing and organizing information about major events, has become a part of numerous media systems that enable users to receive the influx of information from all media sources (Khafallah & Katatliyah, 2019: 40).

Twitter is a simple platform that helps businesses engage with the appropriate audience at the right moment in a more meaningful way. Businesses and organizations of all sizes and kinds can now stay in touch with their clients. It can be used to instantly communicate information with people who are interested in one’s business, obtain real-time market insight and feedback, and cultivate relationships with customers, partners, and other stakeholders. (Vejmola, 2010: 45).

2.1.7.3 Instagram

Instagram is a photo and video sharing social network and free application. It enables users to share their lives by taking photos and videos with their smartphones and applying digital filters to them, as well as sharing (Jeesmitha & Com, 2019). Instagram, a combination of the words

"instant camera" and "telegram," was founded by Mike Krieger and Kevin Systrom in October 2010 and then purchased by Facebook for almost one billion dollars in cash and stock (Jaber, 2018: 33).

Instagram's simplicity has helped it achieve broad appeal, despite the fact that it is a smartphone application that enables users to modify and publish images and short videos. Although virtually all smartphones have cameras built in, they frequently fail to generate high-quality photos. The quality of poor pictures can be improved and made more professional by utilizing Instagram (Christensson, 2014).

Instagram is one of the most rapidly developing social networking programs in recent years, with no signs of slowing down, and it is predicted to acquire more than half of the early adopters of social networking sites. Hence, Instagram cannot be overlooked as part of a social media marketing strategy. (Jaber, 2018: 33) It is a platform that can be used by both individuals and corporations. Companies can create a free business account on the photo-sharing app to advertise their brand and products. Free engagement and impression metrics are available to businesses with business accounts. More than 1 million advertisers use Instagram to share their stories and drive commercial results, according to Instagram's website. Furthermore, 60% of users claim the app helps them discover new products (McLaughlin, 2017).

2.1.7.4 Snapchat

Snapchat is a smartphone application and service that allows users to share images, videos, and messages with others. In contrast to all other social media and networks applications which demand that users manually remove anything that they have made, Snapchat originated as a private Message Program that permitted users to create automatically destroyed photographs or messages which are immediately deleted (Jaber, 2018: 36). As a result, the service is excellent for sharing short updates with friends without piling up files or texts on one's phone (Christensson, 2016).

Snapchat was produced in Venice, California in September 2011, by Evan Spiegel and his two colleagues Reggie Brown and Robert Murphy as a multimedia program (Jaber 2018: 36). It is a mobile application available for both Android and iOS smartphones. One of the app's

fundamental features is that any picture, video, or message one sends is only exposed to the recipient for a limited time before being unreachable. The app's ephemeral, or fleeting, character was originally intended to facilitate a more natural flow of interaction (Tillman, 2021).

Because of what this massive social networking platform has become in this industry, marketing on Snapchat is one of the most significant techniques a business owner can utilize to accomplish the correct marketing for his product. Snapchat has a number of features and benefits that distinguish it from other social media platforms in terms of e-marketing, allowing marketers to market on Snapchat more effectively (Jaber, 2018: 36)

Snapchat was originally designed to be used for personal, one-on-one photo sharing, but today it can be utilized for a variety of activities such as sending short films, live video chatting, texting, saving material in a private storage space, the ability to apply filters to snaps and the option to display one's current position on a global map. However, the most important thing to remember about Snapchat is its immediate communication via one's smartphone. Before Snapchat, social media was mostly desktop-based and focused on data collection (Tillman, 2021).

2.1.7.5 TikTok

TikTok is a media app for iOS and Android that allows users to create and share short videos. It was first released in China in September 2016 under the name Douyin. ByteDance released the app for markets outside of China the next year, in 2017. Both TikTok and Douyin utilize the same software, but they operate on distinct networks to comply with Chinese censorship regulations (Mohsin, 2021). In 2018, music was added to this app, and it quickly became widespread among young people all around the globe. It operates on mobile phones. It is simple to use, and accessible to anybody with a smartphone, and this is the reason behind its growing popularity (Jamil & Jamil, 2020).

TikTok is a mobile video production and sharing app that has captured the interest of youthful audiences all over the world. TikTok has become the most downloaded Apple iOS video app as a consequence of its design, technology, and surrounding cultural circumstances, with half of

the 500 million monthly users being between the ages of 13 and 18 (Chen, 2018). The software intentionally addresses a user group that has hitherto been overlooked by former video hosting websites and editing applications. (Bresnick, 2019).

TikTok is an electronic recreation place realized as a virtual play structure. This structure is computer representation of physical playground experiences. As a sort of play, virtual playgrounds provide speedy video creation and sharing workflows (e.g. Apple Photo Booth, YouTube) (ibid.).

In a really creative and entertaining setting, TikTok provides marketers a great potential to engage younger audience throughout the world. Its quick-running character keeps users active for relatively extended durations, with users spending on the app on average 52 minutes daily. 90% of TikTok users check the app at least once a day. Furthermore, they are quite active on the app. TikTok also does not need large resources for content production (Battisby, 2020).

In terms of reach and engagement, TikTok offers advertisers equal opportunities. TikTok enjoys a greater rate of interaction from followers than other social media platforms such as Instagram and YouTube. TikTok accounts with no followers can receive millions of views on a new video due to the algorithm's viral nature. The engagement will follow as long as the contents attract the viewers. Marketers may generate tremendous excitement by employing material that appeals to the public with a properly designed campaign (Geyser, 2021)

2.1.8 Social Media Marketing

Social media marketing is a kind of online marketing that entails generating and distributing content on social media networks to meet one's marketing and branding objectives. Posting texts and photo updates, videos, and other material that encourages audience interaction, as well as paid social media advertising, are all examples of social media marketing (Wordstream, 2021).

Social media is also changing marketing strategies by helping businesses to better understand consumer behavior and preferences, as well as predict demand and communicate with

customers. Many customers increasingly utilize social media to convey their needs and concerns as well as provide feedback and opinions on the items and services they have received (Vithayathil et al., 2020:2).

Consumers may now engage and discuss about brands with one another in a rapid and easy manner thanks to social media (Voramontri & Klieb 2019: 210). According to McKinsey (as cited in Vithayathil et al., 2020:2), marketing experts use prominent social media platforms like Facebook and Twitter to generate interest in their products, resulting in increased sales and higher returns on investments.

Consumers can form communities on social media platforms to discuss and share ideas about certain companies, goods, or services. Managers may use social media to create marketing messages and deliver them to millions of consumers at the same time, unlike traditional media (Mangold and Faulds, 2009). Furthermore, businesses use social media to engage customers in order to achieve organizational goals. Many businesses utilize social media to respond to negative feedback from customers and retailers about their brands and products. Consumer attitudes and preferences, as expressed through product reviews on social media platforms and networks, can have an impact on the value of a company. Social media may be an effective tool for businesses to retain a positive image and weather market volatility (Vithayathil et al., 2020:2).

To sum up, the social web is a place where individuals with a shared interest may assemble to exchange opinions and ideas; therefore, instead of functioning as broadcasters, marketers should become integrators of consumer societies. In other words, the Web should not be viewed as only an advertising medium. It is a location where marketers are able to listen, react to communities, check material, and boost specific content within the broader social realm (Weber, 2009).

2.1.9 Advantages and Disadvantages of Social Media Marketing

In order to have a comprehensive and critical look at social media marketing, it is worthy to consider its advantages and disadvantages and as follows:

2.1.9.1 The advantages

The key benefits of social media marketing are cost savings and increased reach. A social media platform is usually less expensive than traditional marketing channels like face-to-face salespeople, intermediaries, or wholesalers (Watson et al., 2002). Furthermore, some of the benefits of social media marketing sites are the following:

- a. Social media aids in the activation of the user's abilities. Communication with diverse individuals, cultures, and places fosters creative thinking with diverse patterns and techniques when using social media platforms (Salih et al., 2013).
- b. It reinforces the idea of sharing and interacting with others, as well as the importance of mastering excellent communication techniques (Nassour & Hammad, 2017: 481).
- c. It achieves a good amount of entertainment and recreation (Salih et al., 2013).
- d. It is used by business people to promote their websites, as well as their products and services (Nassour & Hammad, 2017: 481).
- e. Social media has the features of receiving input from all participants, being clear, allowing bilateral dialogue, being connected, and allowing communities to grow quickly and effectively (Mayfield, 2008).
- f. Social media provides numerous benefits, including the ability to link businesses with consumers, create partnerships, and maintain those ties in a timely and cost-effective manner. Other social media roles include changing and influencing views, attitudes, and end behavior, as well as bringing together people who share similar interests (Vinerean et al., 2013: 67).
- g. Social media's distinct features and enormous popularity have greatly altered marketing strategies such as advertising and branding. Consumer behavior has also been affected by social media, from information intake to his behavior after buying, such as discontentment remarks or behaviors, as well as Internet usage habits (ibid).

Moreover, customers can benefit from the following three areas of advantages provided by social media platforms, which enhance reach and lower expenses:

a. The marketing firm can give customers a limitless amount of information, presented in a simple, digestible and comprehensible way, without the need for human participation (Watson et al., 2002).

b. A social media marketing agency may establish interactions by personalizing information for individual clients, allowing them to produce products and services that are tailored to their specific needs (Sheth & Sharma, 2005).

c. Social media platforms can facilitate transactions between customers and businesses that would otherwise necessitate human interaction, as seen with successful companies like Dell and Amazon.com (ibid.).

To further comprehend the importance of social media marketing, there are four primary benefits to succeeding in this industry:

i. Cost-related: The biggest advantage of social media marketing, according to Weinberg (2009), is cost. In comparison to other forms of marketing, social media marketing has relatively low price hurdles. Most social media platforms allow one to create a profile and submit content for free. The spreading nature of social media implies that every individual who views a post can distribute information more widely in their own network so that a huge number of individuals can access it within a short period of time (ibid.).

ii. Social interaction: New media have increased and developed new types of social connection. People spend more than a quarter of their online time engaged in communication activities (e.g., emails, IM conversation, and social networks (Hill & Moran, 2011). Social networking sites have evidently changed the frequency of people connection online, as well as increased the number of people with whom they communicate, resulting in new methods for influencing behavior (Burmaster & Covey, 2009).

iii. Interactivity: The interactivity of new media permits consumers to become more than just passive recipients of stimulation, as the case in watching TV or listening to the radio. The degree to which users take part in real-time modification of the shape and contents of the mediated environment may be generally referred to as ‘interactivity’ (Hill & Moran, 2011). The level of interactivity varies depending on the context. Interactivity, in an online social networking

environment, is a user-centered engagement with computers, messages, or other users, with an emphasis on the experience component of the networking process. This user interactivity allows consumers to take part in personal social networking through the selection of information, timetables and communication acts. Consumers can take active control and undertake bidirectional conversations in certain applications of social media (Liu & Shrum, 2002)

iv. Customer service: A certain level of complexity in the construction of a website is often unavoidable for website designers. As a result, a smart customer service system is essential. In order to help consumers pick or buy products, and link to frequently asked questions (FAQs). Thus online representatives are helpful. Completion of orders and fast delivery systems are as essential as other aspects for e-loyalty development. A sophisticated logistics system that ensures quick delivery after the checkout process helps satisfy consumer needs and contributes in turn to loyal conduct (Gommans et al., 2001).

2.1.9.2 The disadvantages

The online environment not only provides possibilities for social media marketers but also complexities and obstacles. Web openness provides all audiences with online information and underlines the necessity for consistent strategy, design, execution and management of online marketing communication (Hart et al., 2000). There are five major drawbacks to social media marketing that must be considered:

i. Time intensive

According to Barefoot & Szabo (2009), social media marketing has a changeable nature, with an emphasis on building long-term connections which can lead to greater sales. Someone must be in charge of monitoring each network, responding to comments, answering queries, and providing customers with useful information about the product. Barefoot & Szabo (ibid.) add that it is impossible to compete with companies without a service managing these social networks. The first and arguably most essential prior consideration is that marketing on social media needs a substantial investment time. A firm must fulfill the requisite time commitment and either approve or reject it as feasible for its operations.

ii. Trademark and copyright issues

Steinman and Hawkins (2010) state that it is crucial for firms, while utilizing social media to promote their brands and goods, to safeguard their own trademarks and copyrights, because brands of an enterprise are frequently almost as valuable as their products or services. The potential of social media to foster informal and unexpected communication may help corporations promote their brands and spread copyrighted content, but also encourage the misuse of trademarks and copyright by third parties. Marketers should constantly track the usage of their trademarks and copyrights while utilizing social media, via a third-party source or a company's own social media platform. If left unchecked, this type of corporate impersonation may harm the company's brand and public image; yet, such monitoring can also act as a good sign of business success (ibid.).

iii. Trust, privacy and security issues

Hoffmann et al. (1999) believe that confidence, privacy and data security problems may also be included in utilizing social media to market one's own brand, products or services. Companies must be conscious of these concerns and take adequate steps to reduce their exposure to responsibility connected to collecting, using and maintaining their personal data. Facebook and Twitter, for example, have their own privacy rules that regulate their use of customer data and third-party behavior with regard to personal data on the social media platform. Marketers utilizing third-party social media outlets should guarantee that their campaigns do not urge customers to participate in actions that are against the privacy regulations of the social media firm, and that they are following the standards themselves. Brand confidence usually helps reduce ambiguity, and is part of the loyalty's attitude. Therefore, it is clear that loyalty in general and the trust of brands in particular may assist in overcoming some of the drawbacks of the Internet (ibid.).

iv. User-generated content:

In recent years the Internet has brought out new kinds of content production, communication and cooperation. Marketing tactics often use user-generated content on social networking sites formats such as photographs, videos, podcasting, ratings and reviews and blogs (Filho & Tan

2009). User-generated content has a big commitment as a marketing tool, and it provides customers with a comparatively high degree of confidence. Requesting user produced material for a marketing plan presents a certain risk of legal liability for content supplied by the participant in the campaign. However, marketers may take certain precautions to reduce the legal risk connected with marketing initiatives including the spread of user content through social media (Gommans et al., 2001).

v. Negative feedbacks:

Social Media in some manner makes consumers marketers and advertisers, and the consumer may cause good or bad pressures on the enterprise, its products and its services, depending on both how the firm is online and on the quality of its products and services. Product reviews, images and tags generated by consumers that serve as a valuable information source for online customers making product decisions have grown fast in the Internet and have a major impact on electronic marketing after Web 2.0 technologies have been introduced (Roberts & Kraynak, 2008). Negative post replies are one element of social networking that is particularly harmful to marketing campaigns. Customers who are dissatisfied with a product or industrial competitors are able to upload disappointing or insulting photos, posts or videos, and marketers cannot do much to prevent this. However, negative criticism or other input cannot be overlooked. Social networks must be run effectively enough to react and neutralize damaging messages promptly (ibid.).

2.2 ADVERTISING

One of the electronic elements that organizations use to promote their business is online advertising. It is a communication force that plays a key role in persuading consumers to purchase products advertised by profit and non-profit organizations, by displaying information about the advertised products in order to motivate and encourage consumers to purchase. It plays a major role in building and enhancing reputation because it represents an attempt to influence consumers' ideas and decisions through advertising messages sent by electronic means of communication.

2.2.1 Definition of Advertising

Advertising is described as communication that encourages people to buy items and services. Advertisements are wedged between television shows, mixed with popular songs on the radio, and strewn across daily newspapers' news sections (Stanton, 1984).

Advertising refers to the strategies and procedures used to make public announcements of products, services, views or reasons to convince the public to react in some way towards the promoted information. Most advertising promotes a product for sale, but comparable techniques are used to persuade people to drive safely, donate to various organizations, or vote for political candidates, among many other things. Advertising is the most important source of money for the media (e.g., newspapers, magazines, or television stations) in many nations. Advertising has grown to be a huge and essential service business in the noncommunist world (Encyclopaedia Britannica, 2021).

2.2.2 Importance of Advertising in Marketing

Advertising importance comes from a number of critical functions. It encourages store owners to offer a range of commodities, stimulates competition among product and service manufacturers, keeps costs low through the development of mass markets, supports free expression by subsidizing media outlets, and fosters inventiveness. In principle, having access to all attainable information about a product should help a consumer achieve all of these goals and allow them to make the most informed product purchases possible. In practice, no one spends that much time gathering information. The amount of information required to make an informed product purchase is determined by factors such as the product's cost and the difficulty of collecting further data (Gottlieb, 1991).

In addition, the importance of advertising in marketing can arise in the following points (Oberlo 2021):

a. Product Advertising. The creation of product advertisements is an important first step in the lifespan of a product. It serves as a product introduction and can be a terrific method to get company's name out there.

b. Creating Demand. Sales estimates are computed before a product is manufactured in order to save manufacturing costs. Once a product is made, it must be sold, and great marketing are one of the most successful ways for firms to do it.

c. Control and Track. Today, digital advertising has evolved into a science. With the press of a mouse, businesses can be highly targeted and track every conversion from an ad. Advertising is extremely significant in marketing for attribution modeling and conversion rate optimization (CRO) because of its control and traceability.).

d. Competition. You can use advertising to push your company against a competitor on a public platform. How you and your competitors respond is critical because it shapes the market. Promotional advertising in conjunction with your rival, when used as part of an aggressive marketing effort, can swiftly result in major gains.

2.2.3 Objectives of Advertising

The objectives of advertising can be classified according to these criteria: Informing, Persuading and Reminding. Informative advertising creates awareness of brands, products, services, and ideas. It announces new products and programs and can educate people about the attributes and benefits of new or established products. Persuasive advertising tries to convince customers that a company's services or products are the best, and it works to alter perceptions and enhance the image of a company or product. Its goal is to influence consumers to take action and switch brands, try a new product, or remain loyal to a current brand. Reminder advertising reminds people about the need for a product or service, or the features and benefits it will provide when they purchase promptly (Ghojel, 2015: 34). These criteria are clarified in Table 2.1 below:

Table 2. 1 Objectives of advertising according to the criteria of informing, persuading and reminding

Informing	
● Explicitly detailing how the product operates and the services that are accessible ● Assisting customers with their concerns and clarifying misunderstandings ● Creating a pleasant mental image for the organization and its brand	● Adding value to the consumer's experience ● announcing a new product to the market ● Inventing new applications for the product ● Notifying the market of any price changes
Persuading	
● Persuading the customer to accept a sales call ● Persuading the customer to tell others about the brand ● Changing consumer perceptions of product worth	● Creating a brand loyalty ● Encourage customers to switch to the company's own brand and persuade them to buy immediately

(Objectives of advertising according to the criteria of informing, persuading and reminding “table 2.1 continued”)

Reminding	
• Using non-seasonal avenues to keep the brand in the thoughts of customers • Reminding the customer that the product will be required in the near future	• Relationships with customers must be maintained. • Keeping the maximum level of product awareness • Reminding the consumer where to buy the product

2.2.4 Advertising Planning

According to Khan (2007: 285), advertising planning starts with the plan brief prepared by the advertiser, and then reviewed by the agency experts. This may include:

- a • Account executive who keeps in touch with the client.
- b • People who are creative, as well as the creative director.
- c • Department of media.
- d • Department of production and research

In addition, multiple objectives can be included in an advertising plan, such as financial contribution and guiding the customer through the various phases of awareness previously described. The effectiveness of the advertisement is also a strong indicator of the strategy's success or failure.

2.2.5 Types of Advertising

Oberlo (2021) classifies advertising into two main types:

2.2.5.1 Traditional advertising, which is categorized into these types:

a -Print advertising

Print advertising, whether in a magazine, newspaper, periodical, or flyer, is a proper way for getting one's name out there.

b -Billboards

Billboards can be static or moving product ads for nearly anything, and they can be found atop cities all around the world.

c -Television advertising

For more than 50 years, television advertising was the most popular method of getting a product in front of people. Since the advent of digital and mobile marketing, its popularity has only slightly waned. As a result, it is a fantastic way to get one's company's name out there.

d -Radio advertising

Radio advertising, although being only audio and lacking any accompanying images, is nonetheless incredibly powerful. There are two types of listeners: older people and people who listen to the radio on their way to work. Short and to-the-point advertisements will keep listeners interested; anything more would overwhelm them.

2.2.5.2 Digital advertising, which is classified into these types:

a -Social media advertising

The popularity of social media platforms has expanded, and with it has come advertising on the networks. Placing promotional ads on these popular websites is a terrific way to reach out to a wider demographic than ever before. With just a few clicks, you may select your age range, interests, places, and much more.

b -Search and display advertising

With the use of search and display ads that are targeted to keyword queries, search engines have taken advantage of effective advertising. This type of promotional ad is ideal for retargeting and remarketing to those who have already visited one's website.

c -Mobile advertising

Because mobile usage has increased tenfold in such a short period of time, it is no wonder that advertising has been added to the mix. SMS ads, app ads, and website ads targeted for mobile consumers are examples of mobile-first advertising. When it comes to marketing to a mobile audience, the possibilities are unlimited.

d -Popups

Websites are constantly attempting to increase conversions and revenue. Ads that are effective are one approach to accomplish this. It is a good idea to use popups with calls to action. Exit popups can be used to entice people back to a page when they are about to depart. Popups that offer discount codes or a link to the exact product one is looking for can make or break a potential customer's decision.

e -Lego

Lego's basic advertising encourages people to be more creative. If you want to catch your audience's attention, simple visuals can be the best way to go. Customers may decide whether or not to buy from you based on how basic or advanced your product is. If you have a product or service with multiple tiers that not everyone will use, make it as simple as possible. Depending on how advanced your audience becomes, you can always expand on this.

2.2.6 Social Media Platforms of Advertising

Advertising, as a unique communication instrument, offers a wide range of expression options for various social media platforms; it is almost as if each of these platforms has its own language. Oralkan & Celikkol (2017: 550-551) cite the following:

Facebook is a powerful advertising platform that allows for a variety of formats such as banner ads, rich media ads, video ads, and sponsorships (Lou & Koh, 2018: 3). Particularly, entertainment-oriented video advertising on Facebook is getting a lot of traction; in fact, Facebook's primary language is entertainment. As a result, advertising' Facebook strategies are primarily based on entertainment. Facebook offers a great way to increase the number of people who see one's posts; more likes and comments mean greater engagement, which can be done with well-designed content.

LinkedIn is a valuable tool for sharing content, particularly articles. By publishing infographics, gifs, and even short movies, Instagram helps to interact with followers through its visual medium, accelerating branding goals.

Twitter is another viable option. The increase in character count from 140 to 280 is likely to have a positive impact on message content options. There are widely used hashtags that link a large number of people. It is critical to maintain the page as active as possible by tweeting and retweeting frequently. Because Twitter users have a tendency to follow the flow of messages that share a similar way of thinking or ideas, Twitter is giving more directional involvement (Zhang, 2017: 161). Consumers are also following brands on this platform, thus it is advantageous for marketers to emphasize personality attributes in order to initiate dialogs.

2.2.7 Advertising Strategy Alternatives

Below are the five advertising strategy alternatives that influence the attitude of customers, introduced by Khan (2007: 285). In this regard, advertising should:

- influence the forces that buyers evaluate as in: a car economy, style, low-maintenance space, and so on.
- emphasize the features that are vital for that product class, such as camera aperture, filter, clarity, and so on.
- Increase or lower the rating for a key feature of a product class.

- Change the way people think about a company's brand when it comes to the same product features.
- Change the perception of a competitor's brand in relation to a specific prominent product feature.

2.2.8 Content of Advertising Message

It is worthy to consider the content of the advertising message. It consists of the following four significant elements:

i. Informativeness

The primary aim of advertising is to change consumer attitudes and behavior and generate their awareness to realize the characteristics and advantages of competing products in the market where advertising is used as a means to influence the behavior of consumers so that they act in a way that makes the product more acceptable to them by providing appropriate persuasion and providing them with information that helps them discover the characteristics of the product. The information provided through advertisements affects consumer satisfaction and purchasing decisions. Advertisements generally aim to change consumer behavior by informing about the advantages and characteristics of new products, informing about the new uses of existing products and any change in the price of the advertised product. In brief, advertising affects consumer attitudes positively by providing information that helps to know the characteristics of the advertised products; that is, providing information appropriate to the consumer's desires affects the effectiveness of advertisements through traditional advertising and the effectiveness of online advertising (Saadeghvaziri & Hosseini, 2011.)

ii. Entertainment

An advertising message addresses the heart of the target consumer through fun and sense of humor instead of relying on rigid texts. The consumer's sense of pleasure through advertising

plays a fundamental role in determining his / her trends towards advertisement; thus, the message should be entertaining, concise and able to attract the consumer's attention directly. The use of entertainment in advertising is a basic source of success when used properly, and it may lead to failure if it reaches to the point of ridiculing the consumer and not taking into account good taste, diminishing respect for a certain group of people, or criticizing religious, political or other groups. The advertiser should not exaggerate the use of humor in expressing ideas in the advertising message so that this does not lead to a negative interpretation by the consumer. Consequently, we find that advertisements that are fun and entertaining for a specific audience increases the buying intent of consumers (Ghojel, 2015: 34).

iii. Irritation

In comparison to the informativeness and enjoyment factors, the annoyance variable is a negative indicator. It is evident that social media is a well-oiled marketing machine, ideal for informing people about new products, discovering what people liked and did not like about an event, or simply creating buzz for a product that may need some help. Consumers, on the other hand, are less likely to be convinced by advertising because it offends, irritates, or manipulates them (Haida & Rahim, 2015: 2-3).

iv. Credibility

Credibility refers to the extent to which consumers perceive messages of advertising believable and to the extent to which consumers trust the source of advertisement (MacKenzie & Lutz, 1989). The factors that determine advertising credibility address mostly the integrity of advertising. However, advertising credibility is explained by different dimensions, such as trust, authenticity, transparency, listening, responsiveness and affirmation (Blackshaw, 2008). The factors that determine advertising credibility address mostly the integrity of advertising (Haida & Rahim 2015: 2-3).

2.3 CONSUMER PURCHASING BEHAVIOR

The study of consumption and behavior is considered one of the difficult and complex problems facing the management of business organizations in general and marketing management in particular. Consumption is no longer a process that comes at the back of the economic cycle, as

most institutions have changed their strategies, seemingly commensurate with this new consumer, whose needs and desires are becoming more and more complex. Hence the need to study consumer behavior to understand it better, and then to influence it by different means.

2.3.1 Consumer Behavior and Consumer Purchasing Behavior

Consumer behavior refers to the mental and physical activities that customers engage in to make decisions about paying for, purchasing, and using items and services (Altunışık et al. 2006: 37). It can relate to the consumer's actions, reactions, and outcomes as he or she goes through the decision-making process, makes a decision, and then uses the product. Consumer behavior can be defined as the choosing, acquisition, and consumption of goods and services in order to fulfill one's desires. Different processes are engaged in consumer behavior. The consumer begins by attempting to identify which commodities he would like to consume, and then selects only those commodities that offer greater utility. After that, the consumer calculates the amount of money he has available to spend. Finally, the consumer assesses current commodity pricing and makes a judgment on which commodities he should consume (Cohen et al., 2008).

Consumer Purchasing Behavior: is a process by which consumers identify their needs, collect information, evaluate alternatives, and make the purchase decision. It is a series of choices made by a consumer prior to making a buying that begins once the customer has established a willingness to buy (Kumar & Reinartz, 2016).

2.3.2 Factors Influencing the Purchases of a Consumer

The factors that influence the purchases of a consumer are cultural, social, personal and psychological. These factors are explained below.

2.3.2.1 Cultural factors

Consumer behavior is deeply influenced by cultural factors such as: purchaser culture, subculture, and social class.

a. Purchaser culture

Basically, culture is the part of every society and is the important cause of person wants and behavior. The influence of culture on buying behavior varies from country to country, therefore

marketers have to be very careful in analyzing the culture of different groups, regions or even countries (Richard and Habibi, 2015).

b. Subculture

Each culture contains different subcultures such as religions, nationalities, geographic regions, racial groups etc. Marketers can use these groups by segmenting the market into various small portions. For example marketers can design products according to the needs of a particular geographic group (Bektas, 2019).

c. Social class

Every society possesses some form of social class which is important to the marketers because the buying behavior of people in a given social class is similar. In this way marketing activities could be tailored according to different social classes. Here we should note that social class is not only determined by income but there are various other factors as well such as wealth, education, occupation etc. (Jisana, 2014).

2.3.2.2 Social factors

Consumer purchasing behavior is also influenced by social variables. Reference groups, family, role, and status are all essential social variables.

a. Reference groups

Reference groups provide the required criteria, and contrast, for comparison, group evaluation and personal characteristics. It is hypothesized that individuals compare themselves with reference groups from the people who occupy the social role that the individual aspires to (Hasan, 2014).

b. Family

Buyer behavior is strongly influenced by the member of a family. Therefore marketers are trying to find the roles and influence of the husband, wife and children. If the buying decision of a particular product is influenced by wife then the marketers will try to target the women in their

advertisement. Here we should note that buying roles change with change in consumer lifestyles (Furaiji et al., 2012).

c. Roles and status

Each person possesses different roles and status in the society depending upon the groups, clubs, family, organization etc. to which he belongs. For example, a woman is working in an organization as finance manager. Now she is playing two roles, one of finance manager and other of mother. Therefore, her buying decisions will be influenced by her role and status (Kotler and Armstrong, 2010).

2.3.2.3 Personal factors

Consumer behavior can also be influenced by personal characteristics. Age, economic position, educational level, gender and personality are only a few of the key human variables that impact the purchase decision.

a. Age

Since each age group has its own ideas, opinions and perceptions of another age group, the age factor plays an important role in influencing the consumers' desires and purchasing behavior. Young people have their own opinions and choices that differ wholly or partly from the old or middle-aged. Because of their familiarity with information and communication technology, young people are the most popular online shopping group. The youth tend to buy certain brands (sports or youth cars) because modernity, looks and speed play an effective role in making a purchase decision (Hasan, 2014).

b. Level of education:

Education is one of the most important factors that affect the behavior, perceptions and motives of an individual, as education broadens the horizon of individual aspirations, enhances his knowledge, and opens up many fields for him. Education also influences the individual consuming behavior, where the educated individual tends to make his decision with rational rather than emotional motives. Moreover, those who have a higher level of education are more

willing to accept innovations and developments, and when consumers become more experienced in online shopping they are more active and more willing to shop (Matrood & Ribh, 2018).

c. Economic situation

The purchasing conduct of a consumer is heavily influenced by his economic condition. In particular, income plays the most prominent role in influencing young people and their behavior, as this category of a society is characterized by the factor of unemployment and low income, which affects their purchasing decision. In taking their decision, young people depend on the amount of cash available to them (Jisana, 2014).

d. Gender

Gender forces a person to follow a certain behavior in his decision or even his choices. The selection of a car model, for example, may be different for the male on the one hand and the female on the other hand, as well as the choice of color and various fixtures in it too (Hasan, 2014).

e. Personality

Personality changes from person to person, time to time and place to place. Therefore, it can greatly influence the buying behavior of customers. Actually, Personality is not what one wears; rather it is the totality of behavior of a man in different circumstances. It has different characteristics such as dominance, aggressiveness, self-confidence etc. that can be useful to determine the consumer behavior for particular product or service (Kotler & Armstrong, 2010).

2.3.2.4 Psychological factors

Consumer purchasing behavior is influenced by four major psychological variables; namely, motivation, perception, beliefs and attitudes.

a. Motivatio

Motivation is a driving force represented in the desires and needs that a person wants to satisfy or the things that an individual wants to avoid. Motives are divided into mental motives, which show a situation where the purchase decision is made after prior studying and planning; so, the electronic purchase is considered mental. The second type is emotional motivation and appears in the case of a purchase decision being made without prior study or planning (Matrood & Ribh, 2018).

b. Perception

Perception is the process of receiving, organizing and absorbing information and temptations through the five senses. The consumer's perception of previous experiences is related to his purchasing behavior, as he usually receives information about clothes, for instance, and their origin country, compares it with the stock of information, impressions and values available in his memory, and then decides to buy or not. In other words, perception plays an important role in the buying decision of a product by receiving, studying and interpreting information, and comparing it with the consumer's previous experiences and information in memory; then he builds a mental image of the product (Foxman et al., 1989).

c. Beliefs and attitudes

Attitude is a mental and emotional readiness that has a degree of stability that determines the feeling of the individual and formulates his behavior in relation to certain topics.in terms of preference and lack of preference. Stated differently, attitude is an expression of the inner feelings of individuals, which reflects or reveals their positive or negative inclinations towards a specific thing, such as a product, a brand, service, the name of a store, etc. There are a number of important things that lead to the formation of attitudes towards the electronic purchase of certain products such as personal factors, personal experiences, society and family, and the influence of advertising media (Hasan, 2014).

2.3.3 Consumer Decision Making Process

The decision-making process of a consumer is similar to a detailed explanation of problem-solving behavior. Consumer behavior is not a straightforward action-reaction system in the market place. Every action is viewed as a cognitive process that influences and directs the consumer's purchasing decisions. The act of purchasing is merely one component of this process, according to this viewpoint, which views consumer behavior as problem solving (Xideas & Moschuris, 1998).

It is beneficial to evaluate the process before and after the consumer's choice to buy in order to better comprehend the process. There are five interrelated stages of the purchasing decision-making process as follows.

2.3.3.1 The feeling of a need

The first stage of the purchasing decision-making process is the stage of the emergence of the need and the diversification of needs appears when the consumer is aware of a significant difference between what is present while he believes that he will obtain it, and the consumer realizes that the products he consumes daily do not represent the needs he wants because they do not achieve sufficient satisfaction for him. With some of his problems, the consumer cannot bear the state of deficiency or tension in achieving his need, as he carries out the decision-making process that leads him to consuming a product of a brand or a feverish service and thus solving his problems (Lawson, 1997).

2.3.3.2 Searching for information

The size and quality of the information to be collected depends on the nature of the products. If the product is a commodity or service with high costs, the consumer strives to collect and select information from the collection of available resources. If it is a commodity or service that is purchased in a routine and low-cost manner, then the consumer does not strive much in collecting information and is content with information He has available from previous experiences (Miklošik, 2015).

2.3.3.3 Evaluation of alternatives

As a result of development and competition in production, many alternatives have appeared in front of the consumer for the needs he seeks to satisfy. For example, without limitation, he is faced with a large number of alternatives in choosing clothes, shoes, etc. The most important stages in the step of the buying process, as the consumer has to carry out the two process of evaluating alternatives from him, the most important stages in the steps of the buying process, as the consumer has to complete my sentence evaluating and examining the alternatives available to him before he takes the purchase process. With the aim of choosing the best alternative from his point of view and so that there is no loss on his part in the buying process (Silverman, 2011).

2.3.3.4 Purchasing decision making

At the end of the stage of evaluating the alternatives, the consumer moves to the stage of the purchasing decision when they choose the product that best meets their demands. Consumers determine where, when, and how they want to make the purchase (Taweel, 2017). This decision is connected to the preceding procedure. Consumers must make several selections such as the product's kind, brand, cost, color, quantity and location. These judgments, however, are not simple to make, due to the fact that there are a number of elements that might influence a consumer's decision. The perceived danger element is the most critical. This element arises since it is impossible to predict whether a purchase will be gratifying or not (Kaufmann & Gaeckler, 2015).

2.3.3.5. Post-purchase behavior

This stage is related to the buyer's behavior and feeling after the purchase process, where the individual tends to analyze and evaluate his decision he has made after using the product and whether this use led to the expected satisfaction before the purchase or more than expected (Wang, et al., 2019).

2.3.4 Micro and Macro Consumer Behavior

Micro consumer behavior is concerned with an individual's purchasing, consuming, and discarding behavior, whereas macro consumer behavior is concerned with the impact of

consumer behavior on society. Macro consumer behavior is similar to the societal marketing notion, in which marketers must consider the long-term societal impact of their marketing rather than focusing just on customer requirements.

Customer research in the early stages tended to focus on micro concerns such as marketing mix effects on sales, consumer motives, single buy behavior, pre-purchase considerations, and consumer decision-making processing. This is not to say that micro-focus should be abandoned. It is just that there is more to life than purchasing, thus macro consumer behavior is linked to overall human behavior. See Table 2.2 on the distinctions between micro and macro consumer behavior (Ling et al., 2015).

Table 2. 2 The Distinctions between micro and macro consumer behavior

SPECIFICATIONS	MICRO CONSUMER BEHAVIOR	MACRO CONSUMER BEHAVIOR
Focus	Focus on individual consumer: effects of marketing mix on consumers' purchase behaviors	Focus on social impact: effects of marketing activities and buying on culture and well-being
Dependent variables	Buying choices	Individual, interpersonal and cultural effects
Independent variables	Marketing variables and individual Differences	Marketing variables and consumer choices

2.3.5 Social Media and Consumer Behavior

Consumers utilize social media for the ease of instant access to information which helps consumers pick what to buy or learn more about new products or brands (Mangold and Faulds, 2009). Consumers' product choice and purchasing behavior have been demonstrated to be influenced by online consumer reviews. The perceived informativeness and persuasiveness of

online product reviews, as well as the perceived quantity of reviews, are found to have a considerable beneficial impact on consumers' purchase intentions (Yayli and Bayram, 2012).

When compared to business communications and ads, social media is seen as a more reliable source of information. There is widespread skepticism of mainstream media. As a result, customers are turning away from traditional media such as television, magazines, and newspapers as sources of information to help them make purchasing (Mangold and Faulds, 2009).

Young people nowadays spend the majority of their time in digital surroundings. The term "young consumers" is a good way to describe young people who closely follow innovations in mobile communication technology and the Internet (Voramontri & Klieb, 2019).

The impact of social media on consumer behavior spans a broad range of activities, including informing, sharing ideas and attitudes, gaining awareness and knowledge, and visualizing post-purchase behavior without actually purchasing (Bilgin, 2018: 129).

2.3.6 Why Purchasing Through Social Media?

The purpose of visiting a website is to assist customers in communicating with other users in order to accomplish their goals. Customers can be impacted in a variety of ways by other users, all of which are beneficial in creating educated opinions about new items. Using social media has become a requirement in recent years, affecting customers in a variety of ways. Information considerations, design features, product aspects, psychological factors, and cultural variables are some of these aspects (Erkan & Evans, 2016).

i. Information factors: People will be inclined to shop online if a wide selection of products and information is available. Customers will be enticed to shop online even more by offers, warranties, and guarantees that come with products (Limayem et al., 2000).

ii. Design elements: The design features of a web page typically affect purchasers. If the website is well-designed and updated on a regular basis, customers will be more encouraged to buy online. Furthermore, the style of creation is influenced by the information provided about

various objects and the display of site themes (e.g., colors, symbols, links, images) (Ahmed, 2020).

iii. Psychological factors: People's attitudes toward internet buying are influenced by these elements. Customers will be more keen to buy online and have less doubt about a product if they create confidence in a website. Customers' attitudes on using social media may also be influenced by their friends and relatives (Akar & Topçu, 2011).

iv. Cultural factors: Various cultures can impact consumer choices and decisions on specific products. It may also affect how people connect with and communicate with modern technologies (Pookulangara and Koesler, 2011).

2.3.7 Types of Purchasing Behavior

A consumer classification based on purchasing behavior can be the following (Balbi, 2017):

- a. Those who are not planning on buying but might do so are susceptible.
- b. Prospectors are people who believe they should buy something.
- c. Those who are making their first purchase.
- d. Those who have previously purchased.
- e. Those who have never purchased.

When it comes to buying decisions, consumers are impacted by their own values and opinions of them. All of these elements will ultimately have an impact on their buying habits. Values are influenced by their degree of education, culture, and living environment, although perceptions might be subjective or objective, and are based on prior experience, topic specificity, or previous experience (Sârbu et al., 2018). Table 2.3, developed by Voramontri, & Klieb (2019), summarizes the main types of purchase behavior.

Table 2. 3 Types of purchase behavior

<i>Purchase behavior</i>	<i>Characteristics</i>	<i>Examples</i>
Complex buying	High consumer involvement	Car Laptop

	Expensive Infrequent High risk	
Dissonance-reducing	High consumer involvement	Carpet
	Few brand differences Expensive Infrequent High risk Price sensitive	Furniture
Habitual buying	Low customer involvement	Household goods
	Little brand difference Frequent or repeat purchases	Groceries
Variety-seeking buying	Low customer involvement s Significant brand differences Brand switching for variety	Cookies Restaurant

2.4 REVIEW OF RELEVANT LITERATURE

The following studies are worthy to consider since they are relevant to our research:

i. Tayih (2007) conducted a study intended at determining the influence of online advertisements on the phases of purchase decision-making among the Palestinian university students in Gaza strip, as well as identifying the rates at which young people use the internet, the tasks they engage in, the products whose advertisements they view, the significance of advertisements aspects, the websites they favor to employ and the distinctions that may exist among people surveyed in regards to the study hypotheses.

The researcher used the descriptive analytical methodology, and the questionnaire as an instrument to collect data from a random satisfied sample of 382 students. The study concluded that internet advertising greatly affects most of the stages of making a purchase decision for

users, and that the exposure of university youth to online advertisements positively affects the stages of the purchase decision-making.

ii. Abideen et al. (2011) investigated the impact of advertising on consumer purchasing behavior in Pakistan, focusing on mobile phone purchases. Advertising is the most important element influencing mobile phone purchases, according to the survey. The study also found that commercials that appealed to consumers' emotions were more likely to result in purchases. Advertising is also determined to be the most influential factor in influencing customer purchasing behavior, particularly when advertisements are designed to excite, stimulate, and frenzy the consumer.

iii. Kumar et al. (2011) conducted a research on the elements that influence consumer purchasing behavior among consumers of electronic items, as well as the impact of advertising on consumer purchasing behavior. Consumer behavior is determined by the efficacy of a company's marketing and advertising efforts, which influence customers' perceptions of product quality.

iv. Ahmed and Ashfaq (2013) conducted a study to determine the impact of advertising on customers' purchasing decisions when it comes to cosmetics. According to the results of the study, product quality affected 41% of respondents, persuasiveness influenced 39%, and information offered by the advertisement influenced 20%.

v. In his study, Hasan (2014) aimed to identify the effect of online advertising on the purchasing behavior of the young Jordanian consumers of cars in the province of Amman / Jordan. The independent variable (online advertising) included five dimensions: characteristics, incentives, content, medium, and mental image. A questionnaire of 46 items was designed for the purpose of obtaining information that helps in testing hypotheses. The questionnaire data obtained from 544 respondents were analyzed based on the statistical program (SPSS).

The results showed that there is an effect of online advertising (in terms of characteristics, content, mental image, medium, and incentives) altogether to influence the purchasing behavior of the Jordanian consumers of cars.

vi. Rehman et al. (2014) investigated how advertising affects consumer buying behavior in Pakistan. The results of the correlation showed that advertising is positively correlated with buying behavior, with the highest correlation of 0.414. This means that advertisement has an impact on consumer buying behavior. It was discovered that advertisements provide consumers with the information they require about the advertised product, which then becomes a source of awareness when consumers discuss the information with their friends and families, and that this information has an impact on what consumers buy, when they buy, where they buy, and how they buy.

vii. ALAssaf (2017) investigated the relationship between three major aspects of social network advertising; namely, message content, message characteristics, and means media, on consumer purchasing behavior in the Jordanian mobile phone business.

Using a questionnaire survey, the researcher gathered information from the study's subjects. A total of 480 questionnaires were included in the sample of Jordanian youngsters, especially in the capital city "Amman", but only 418 surveys were returned. Message content, message characteristics, and means media had a statistically positive impact on consumer buying behavior, according to the study's findings.

viii. Nassor and Hammad (2017) aimed to identify the role and importance of advertising through social networking sites and its impact on client satisfaction with the brand by conducting a survey on the population of the study who are the clients of Syriatel Company in Lattakia Governorate, whereas the study sample was 424 clients. The researcher concluded that there is a statistically significant effect of the form, characteristics and objectives of

advertisement via social networking sites on customer satisfaction with the brand represented by the repetition of the purchase process.



CHAPTER THREE

RESEARCH METHODOLOGY

To achieve the objectives of the research and answer its questions, the researcher relied on the following methodology framework:

3.1 PROBLEM OF THE STUDY

With the increase in the number of the Iraqi university students using social media for advertising, there is an urgent need to investigate the impact of advertising using social media on the purchasing behavior of Iraqi university consumers. Hence, the study problem is summarized in the following main question:

What is the influence of social media advertising on the purchasing behavior of the Iraqi university students?

This question is divided into the following sub-questions:

- i. Is there a relationship between the content of social media advertisement and consumer purchasing behavior?
- ii. Is there a relationship between the personal nature of social media advertisement and consumer purchasing behavior?
- iii. Is there a relationship between the privacy aspect of social media advertisement and consumer purchasing behavior?
- iv. Are there differences in the influence of social media advertising on the purchasing behavior of Iraqi university students according to certain demographic variables?

3.2 RESEARCH PHILOSOPHY

The research philosophy aims to clarify the way in which the researcher views knowledge and how it develops, and what is the role of the researcher's values, beliefs and ideas in the study; that is, what is the relationship between the researcher and the study. This research is based on

‘Positivism’ according to which, and with regard to the philosophy of ‘Ontology’, the researcher will isolate himself from the research and will not interfere with or adopt a particular point of view that he defends; he will present the ideas and opinions of other researchers without highlighting his personal opinion. With regard to the philosophy of values (Axiology), the researcher will not take his beliefs, culture and personal values into consideration in the research. Concerning ‘Epistemology’, the researcher will only present the different opinions and ideas of researchers without prejudice to any of them. (See Maylor, 2003).

3.3 RESEARCH METHOD

The deductive method is adopted as a research method; that is, thinking depends on moving from the general to the particular, and transforming the theory that links social media advertising and purchasing behavior into specific testable hypotheses, and then choosing the appropriate method to test the hypotheses and collect the necessary data for this purpose. If the data support the hypothesis, a conclusion will be reached that the theory is correct. Therefore, the steps involved in the research are as follows (Bryman & Bell, 2003):

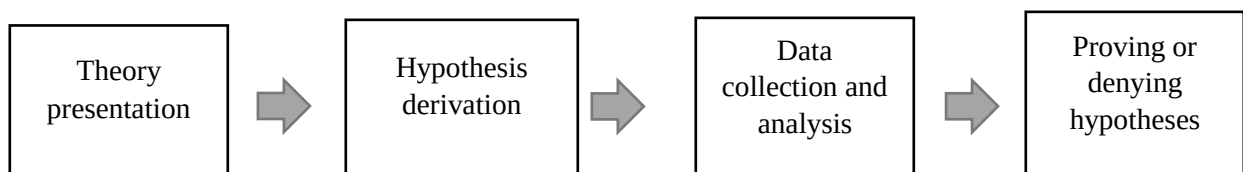


Figure 3. 1 Steps of the research

In addition, the main reason for adopting the deductive method of research is that it is the most appropriate method for positivist philosophy, due to the presence of a large number of previous studies that linked social media advertising with various related concepts and consumer

purchasing behavior. Therefore, it has relied on previous studies in order to build the intellectual framework and choose and measure research variables.

3.4 RESEARCH STRATEGY

The research is based on the ‘field study’ strategy, where the questionnaire is adopted as a basic tool for collecting primary data because the objectives, philosophy and method of the study are focused on testing hypotheses and generalizing results. Field research is a qualitative research method that focuses on the understanding and interpretation of the social interactions of groups of people, communities, and society via observation and contact with individuals in their natural environments (Research Connections, 2021). Therefore, the optimal strategy in achieving this is the field study.

3.5 RESEARCH VARIABLES

To answer the study questions and achieve its objectives, the following diagram was developed (Figure 3.2) to clarify the existence of the following variables

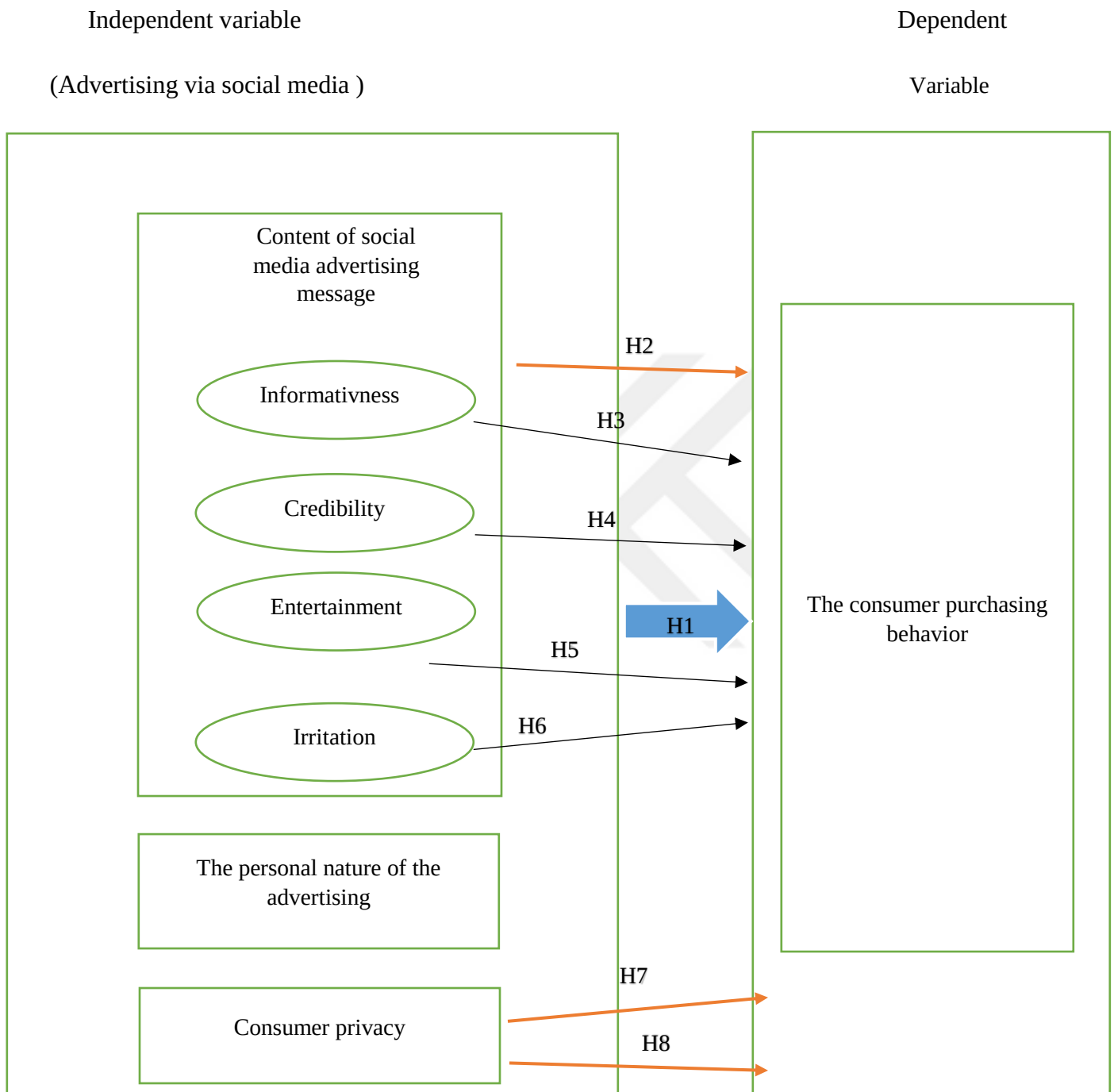


Figure 3. 2 Research variables

- i. Demographic variables: a set of variables that express personal information related to the consumer; namely, gender, age, marital status and type of social media mostly used.
- ii. Independent variable: Advertising via social media, by studying the following related aspects:
 - a. The content of the advertising message represented by the following characteristics: informativeness, credibility, entertainment and irritation.
 - b. The personal nature of the advertisement.
 - c. Consumer privacy.
- iii. The dependent variable: the consumer's purchasing behavior.

3.6 RESEARCH POPULATION

In scientific research population is defined as “a complete set of elements that possess a standard parameter between them” (QuestionPro, 2021). The research population includes approximately 187,500 male and female Iraqi university students in the city of Baghdad who are social media users, with different ages and marital status and who use different social media platforms, in order to examine the effect of advertising via social media on these consumers’ purchasing behavior, and identify whether there are significant differences in their reactions to these advertisements according to certain demographic variables.

3.7 RESEARCH SAMPLE

A sample is “a subset of a population selected to participate in the study, it is a fraction of the whole, selected to participate in the research project” (Brink, 1996: 133). In view of the large size of the population and in order to achieve the objectives of the research, the researcher adopted the sampling method instead of comprehensive enumeration, using the convenience sampling method. Convenience sampling is “a type of nonprobability sampling in which people are sampled simply because they are "convenient" sources of data for researchers” (Lavrakas,

2008). The reason behind adopting this kind of sampling is the difficulty of obtaining a random sample of college students who are ready to cooperate in the Covid 19 pandemic circumstances. The questionnaire was distributed online to the sample subjects in several colleges in the city of Baghdad. A statistical equation produced by Creative Research Systems (2012) was used to calculate the sample size.

There are two types of sample selected for the present study. The first type is a pilot sample of 50 subjects for the purpose of checking the feasibility and understandability of the questionnaire and its items and the time required for answering it. The second type is the main sample whose size is 472 subjects. The distribution of the main sample according to the demographic variables of the research is displayed in Table 3.1 below.

Table 3. 1 The main sample descriptive statistics

demographic variable	Category	N	%
Marital status	Single	405	85.8%
	Married	61	12.9%
	Other	6	1.3%
Gender	Male	175	37.1%
	Female	297	62.9%
Age	18_24 Year	421	89.2%
	24_30 Year	23	4.9%
	30_35 Year	16	3.4%
	35_40 Year	9	1.9%
	More Than 40	3	0.6%

(The main sample descriptive statistics "table 3.1 continued")

Mostly used sites	Facebook	129	27.3%
	Twitter	3	0.6%
	Instagram	227	48.1%
	Snapchat	10	2.1%
	TikTok	16	3.4%
	Other	87	18.4%

3.8 DATA COLLECTION METHODS

The researcher relied on the quantitative methodology in analyzing the data, because it is the most appropriate methodology for the positivist philosophy and the deductive method, where the questionnaire is adopted as a tool for collecting primary data. The researcher also obtained secondary data from published and unpublished research, Arab and foreign academic books, reports and statistics issued by the government or relevant private authorities to develop a broad concept regarding the topic of research.

The questionnaire of the study is a ready-made one adopted from Ghajel (2015) with a verified validity and reliability. The reason behind selecting it, though it is not new, is that it is supposed to suit the Iraqi situation because social media advertising was known and used in marketing lately in Iraq; i.e. after 2003. The questionnaire has two parts, as follows:

- Part one contains general data under which personal data are included; i.e. "Demographic Questions" such as gender, age, marital status, and social media platforms are used.
- Part two includes two main sections, with a total of 42 items. The first section is related to the independent variable (advertising through social media sites), and it comprises three domains: the content of the advertising message (19 items distributed under the headings of informativeness, credibility, entertainment and irritation), the personal nature of advertisements (6 items) and the consumer privacy (6 items). The second section is related to consumers' purchasing behavior and their opinions on the role of advertising via social media in their purchasing behavior, and it includes 11 items.

The five-point Likert scale is used in the distribution of the item response scores, which is graded from the highest (Strongly Agree) to the lowest (Strongly Disagree) and as follows:

1=Strongly Agree, 2=Agree, 3=Neutral, 4=Disagree, 5=Strongly Disagree.

3.8.1 The Questionnaire Validity

Since the present study has adopted a ready-made questionnaire, the original indicators of factor analysis to calculate the questionnaire validity are also adopted. They are shown in Table 3.2 below. In this analysis, the closely related items in the questionnaire were grouped into groups, each of which expresses a factor of the success of advertising through social media, where a new set of variables is defined to replace the questionnaire items, which leads to shortening the number of variables and facilitating the analysis process.

Table 3. 2 Factor analysis indicators of the questionnaire validity

First domain: Advertisement content	
<i>Informativeness</i>	
1. Social media advertising provides information on new goods and services.	.550
2. Social media advertising succeeds in describing the characteristics of the advertised product.	.603
3. Social media advertising can show the change in the prices of advertised products.	.516
4. Social media advertising provides good information about the promotional offers (free samples, discounts).	.554
5. Social media advertising provides information about the places of sale of the advertised products.	.767

(Factor Analysis Indicators of the Questionnaire Validity “table 3.2 continued”)

6. The quality of the information presented in the social media advertising affects my impressions about the company.	.417
<i>Credibility</i>	
7- Social media advertising provides correct information about the advertised product.	.673
8. The advertisements published in social media sites enjoy the validity required in presenting the advantages of the advertised product.	.650
9. I prefer to follow up on social media advertisements sent by famous companies.	.491
10. Advertisements sent by acquaintances (family, friends, colleagues) have more credibility.	.606
11. The information provided in advertising via social media is sufficient for you to make a decision to purchase the advertised products.	.611
<i>Entertainment</i>	
12. Interesting phrases are used in the social media advertisements.	
13. The advertising message includes attractive ideas expressed in a clear language and wording.	.705
14. The entertainment content of the advertisements published via social media succeeds in attracting attention to it.	.572
15. I feel that watching advertisements on social media is interesting.	.572
<i>Irritation</i>	
16. The content of the message in the social media advertisement includes unwanted information.	.638
17. I feel that most of the advertisements on social media are annoying.	.690
18. Advertising on the social media contains misleading information.	.613
19. The social media advertisement takes into account the culture of the target community.	.675
Second Domain: The personal nature of social media advertising	

(Factor Analysis Indicators of the Questionnaire Validity “table 3.2 continued”)

20. Through advertisements via social media, I receive the information at the proper time.	.703
21. I feel that getting useful information through social media advertising saves time.	.636
22. Social media advertisements depend on my personal information (age, gender, income, etc.)	.631
23. Social media advertisements depend on my preferences (my interests, hobbies, fun activities, holidays, etc.)	.672
24. I find Social media advertising published at a specific time or date (special occasions, holidays, changes in stock prices) useful.	.642
25. I would like to present my personal information to make social media advertising better suit my needs.	.548
Third domain: Consumer Privacy	
26. Privacy is one of the factors that prevent me from receiving social media advertising.	.686
27. Personal data are exposed to misuse risks when applying for social media advertising services.	.719
28- Social media advertisements are published without distinguishing between my whereabouts (home, work, leisure).	.637
29. Advertising based on my consent reduces the risks associated with purchasing advertised goods and services.	.739
30. It is important for me to be able to choose the advertisements that fulfill my needs.	.599
31. I believe that my personal data is protected by laws related to data privacy.	.583
Dependent variable: Consumer purchasing behavior	
32. Social media advertisements attract my attention.	.693
33. I read all the details mentioned in social media advertisements.	.611

(Factor Analysis Indicators of the Questionnaire Validity “**table 3.2** continued”)

34. I am Interested in knowing what is mentioned in the advertisement on the social media about the advantages of the advertised product.	.604
35. Social media advertisements can convince me of the need for the advertised product.	.632
36- I keep the address of the place of sale of the advertised product in order to visit that place and check the product before buying it.	.648
37. I contact the advertiser to get more information about the advertised product.	.670
38. I am interested in knowing the brand name of the product when reading the advertisement.	.548
39. The advertisements published on social media encourage me to collect information about the advertised product.	.572
40. I visit the place of sale to closely see the advertised product before purchasing it.	.590
41. I buy the advertised product instead of the competitive products that I usually buy.	.668
42. I Depend on the information mentioned in the advertisement on the social media to choose the appropriate product from among all similar products in the store.	.708

3.8.2 The Questionnaire Reliability

The researcher has used the Cronbach’s alpha equation to calculate the reliability using the internal consistency of the research variables, which measures the percentage of variance in the responses and the extent of the reliability of the questionnaire items; that is, the extent to which the scale is able to give the same results if it is applied again. The reliability coefficients are displayed in Table 3.3 below. All the reliability coefficients (including the total one, which is 0.727) are significant and positive with high values, which indicates that the research questionnaire is reliable.

Table 3. 3 The reliability coefficients of the questionnaire

Domain number	Domain title	Number of items	alpha Cronbach's reliability coefficient value
Domain One First Aspect	The content of the advertising message: Informativeness	6	.712
Domain One Second Aspect	The content of the advertising message: Credibility	5	.674
Domain One Third Aspect	The content of the advertising message: Entertainment	4	.738
Domain One Fourth Aspect	The content of the advertising message: Irritation	4	.727
Domain 2	The personal nature of social media advertising	6	.730
Domain 3	Consumer Privacy	6	.628
Dependent variable	Consumer purchasing behavior	11	.918
Total		42	.727

3.9 DATA ANALYSIS METHODS

In analyzing the research data after collecting, preparing and processing it, the researcher relied on a set of statistical analysis methods, using the statistical program SPSS, where descriptive statistics methods were used, such as frequencies, percentages, arithmetic means and standard

deviations, in addition to using a set of statistical methods to analyze the relationship between variables and test hypotheses, such as simple and multiple linear regression, one-sample t-test and t-test for independent samples, and One-Way Anova.



CHAPTER FOUR

DATA ANALYSIS AND RESULTS

4.0 AN INTRODUCTORY NOTE:

In order to test the hypotheses of the study, Pearson correlation coefficient, one sample and two independent samples t-tests, one-way ANOVA analysis, Scheffe test and multiple regression are applied. This chapter presents a detailed description of the analysis of the data obtained through the administration of the questionnaire to the study sample. The significance levels of the obtained results are determined according to the criterion $p < 0.05$.

4.1 IDENTIFYING THE SAMPLE MEMBERS' AWARENESS OF SOCIAL ADVERTISING

In this respect, we need to recognize the sample members' awareness of social media advertising according to the following criteria:

4.1.1. Among the Sample Members as a Whole

To find out the degree of awareness of social media advertising among the sample members as a whole, the t-test for one sample is used. The result shows that the calculated t-value (31.150) is greater than the tabular t-value of 1.96 at 0.05 level of significance, which indicates that the members of the university sample are highly aware of social media advertising. This is shown in Table 4.1 below.

Table 4. 1 t-test statistics of social media advertising among the sample members

	N	Mean	Std. Deviation	Hypoth etical mean	Calculated t-value	Tabular t-value	Df	Sig
Social Media Advertising	472	75.6610	12.09304	93	31.150	1.96	471	0.003

4.1.2 The Demographic Variables

In order to identify the significance of the statistical differences for the impact of social media advertising (the independent variable) according to the demographic variables, t-test for two independent samples, the analysis of variance (ANOVA) and Scheffe test are used.

A- Marital Status

By using ANOVA, it is found that the calculated F value (0.309) is smaller than the tabular value (3.00) between 2 and 469 degrees of freedom, which indicates the acceptance of the null hypothesis that there are no statistical differences for the social media advertising variable and the rejection of the alternative one according to the marital status variable (single - married - other cases) and this is evident through the mean scores in Tables 4.2 and 4.3 below.

Table 4. 2 ANOVA statistics for the marital status variable

Social Media					
Marital status	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	90.497	2	45.248	.309	.735
Within Groups	68789.266	469	146.672		
Total	68879.763	471			

Table 4. 3 Descriptive of the marital status variable

Social Media			
Marital status	N	Mean	Std. Deviation
Single	405	75.4840	12.06184
Married	61	76.7705	12.72713
Other	6	76.3333	7.65942
Total	472	75.6610	12.09304

B- Gender

In order to identify the degree of awareness of social media advertising according to the gender variable (male - female), the t-test for two independent samples is used. Since the calculated t-value (2.485) is greater than the tabular value (1.96), a statistically significant difference is found in favor of males with the largest average (76.717), while the average of females is 73.869,

which indicates the male's ability to deal with advertising via social media. This is displayed in Table 4.4 below.

Table 4. 4 t-test statistics for the gender variable

gender		N	Mean	Std. Deviation	Calculated t-value	Tabular t-value	df	Sig 0.05
Social Media	Male	297	76.7172	12.07637	2.485	1.96	470	significant
	female	175	73.8686	11.94287				

C- Age

By using ANOVA to identify the significance of the statistical differences in social media advertising, according to the age variable and for ages (18-24, 25-30, 31-35, 36-40, 41-and above) it is found that the calculated F value (1.802) is smaller than the tabular value (2.37) between 4 and 467 degrees of freedom, which indicates the acceptance of the null hypothesis that there are no statistical differences for social media advertising according to the age variable and the rejection of the alternative one. This is clear in Tables 4.5 and 4.6 below.

Table 4. 5 ANOVA statistics for the age variable

Social Media					
Age	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	1047.134	4	261.783	1.802	.127
Within Groups	67832.629	467	145.252		
Total	68879.763	471			

Table 4. 6 Descriptive of the age variable

Social Media			Std.
Age	N	Mean	Deviation
18-24	421	75.8860	12.08605
25-30	23	69.7391	13.36963
31-35	16	77.7500	10.68020
36-40	9	74.3333	9.39415
41-and above	3	82.3333	8.14453
Total	472	75.6610	12.09304

D- Most Frequently Used Websites

Using ANOVA to identify the significance of the statistical differences in social media advertising according to the variable of the most frequently used websites, it is found that the calculated F value (2.926) is greater than the tabular value (2.21) between 5 and 466 degrees of freedom, and this is evident by the value of significance in ANOVA Table 4.7 below, estimated at 0.013 less than 0.05.

Table 4. 7 ANOVA statistics for the mostly used websites variable

Social Media					
The sites mostly used	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	2096.910	5	419.382	2.926	.013
Within Groups	66782.853	466	143.311		
Total	68879.763	471			

Table 4. 8 Descriptive of the mostly used websites variable

Social Media			
The sites mostly used	N	Mean	Std. Deviation
Facebook	129	73.6202	11.31039
Instagram	227	75.0132	11.15597
Twitter	3	79.3333	5.50757
Snapchat	10	79.7000	8.79457
Tiktok	16	79.8750	14.93486
Other	87	79.0115	14.53904
Total	472	75.6610	12.09304

This indicates the acceptance of the alternative hypothesis and the rejection of the null hypothesis in the presence of statistical differences for social media advertising according to the variable of the most frequently used sites, which has prompted the researcher to make post multiple comparisons of the mean scores by means of Scheffe test as shown in Table 4.9 below.

Table 4. 9 Scheffe multiple comparisons of the most frequently used websites
variable

(I) Social Media	(J) Social Media	Mean Difference (I-J)	Std. Error	Sig.
Facebook	Instagram	-1.39306-	1.31995	.953
	Twitter	-5.71318-	6.99151	.985
	snap chat	-6.07984-	3.92963	.792
	tik tok	-6.25484-	3.17299	.566
	Other	-5.39134-	1.66078	.063
Instagram	Facebook	1.39306	1.31995	.953
	Twitter	-4.32012-	6.95713	.996
	snap chat	-4.68678-	3.86813	.916
	tik tok	-4.86178-	3.09649	.782
	Other	-3.99828-	1.50950	.222
Twitter	Facebook	5.71318	6.99151	.985
	Instagram	4.32012	6.95713	.996
	snap chat	-.36667-	7.88044	1.000
	Tiktok	-.54167-	7.53175	1.000

(Scheffe multiple comparisons of the most frequently used websites variable” table 9.4 continued”)

	Other	.32184	7.02976	1.000
Snapchat	Facebook	6.07984	3.92963	.792
	Instagram	4.68678	3.86813	.916
	Twitter	.36667	7.88044	1.000
	Tiktok	-.17500-	4.82577	1.000
	Other	.68851	3.99729	1.000
Tiktok	Facebook	6.25484	3.17299	.566
	Instagram	4.86178	3.09649	.782
	Twitter	.54167	7.53175	1.000
	snap chat	.17500	4.82577	1.000
	Other	.86351	3.25641	1.000
Other	Facebook	5.39134	1.66078	.063
	Instagram	3.99828	1.50950	.222
	Twitter	-.32184-	7.02976	1.000
	snap chat	-.68851-	3.99729	1.000
	Tiktok	-.86351-	3.25641	1.000

In the above table, it is noted that the significance values for the multiple comparisons of Scheffe test are greater than 0.05, which rejects the alternative hypothesis and accepts the null hypothesis that there are no significant differences between groups.

4.2 IDENTIFYING THE SAMPLE MEMBERS' PURCHASING BEHAVIOR

In this respect, we need to recognize the sample members' purchasing behavior according to the following criteria:

4.2.1 Among the Sample Members as a Whole

To identify the degree of availability of purchasing behavior among the sample members as a whole, the t-test for one sample is used. As displayed in Table 4.10 below, the result shows that the calculated t-value (17.344) is greater than the tabular value of 1.96, which indicates the availability of purchasing behavior among the members of the university sample.

Table 4. 10 t-test statistics of purchasing behavior among the sample members

	N	Mean	Std. Deviation	Hypoth etical mean	Calcu lated t-value	Tabular t-value	Df	Sig
purchasing behavior	472	27.4661	6.93210	33	17.344	1.96	471	0.041

4.2.2 According to the Demographic Variables

In order to identify the significance of the statistical differences for the availability of purchasing behavior (the dependent variable) according to the demographic variables, t-test for two independent samples, ANOVA analysis and Scheffe test are used.

A- Marital Status

Using ANOVA, it is found that the calculated value (0.867) is smaller than the tabular value (3.00) between 2 and 469 degrees of freedom, which indicates the acceptance of the null hypothesis that there are no statistical differences in the purchasing behavior and the rejection

of the alternative one, according to the marital status variable (single - married - other cases). This is evident in the mean scores displayed in Tables 4.11 and 4.12 below.

Table 4. 11 ANOVA statistics for the marital status variable

purchasing behavior					
Marital status	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	83.395	2	41.698	.867	.421
Within Groups	22550.062	469	48.081		
Total	22633.458	471			

Table 4. 12 Descriptive of the marital status variable

purchasing behavior			
Social status	N	Mean	Std. Deviation
Single	405	27.6370	7.05138
Married	61	26.4262	5.85793
Other	6	26.5000	8.98332
Total	472	27.4661	6.93210

B- Gender

To identify the significance of the statistical differences in purchasing behavior according to gender (male - female) among the sample members, the t-test for two independent samples is used. Since the calculated t-value (1.135) is smaller than the tabular value (1.96), no statistically significant difference is found, which means the acceptance of the null hypothesis that there are no statistical differences in the purchasing behavior of male and female students. This is clear in Table 4.13 below.

Table 4. 13 t-test statistics for the gender variable

Gender		N	Mean	Std. Deviation	Calculated t-value	Tabular t-value	df	Sig 0.05
buying behavior	Male	297	27.7441	7.02759				
	Female	175	26.9943	6.76069	1.135	1.96	470	insignificant

C- Age:

Using ANOVA table to identify the significance of the statistical differences in purchasing behavior according to the age variable (for ages 18-24, 25-30, 31-35, 36-40, 41-and above) it is found that the calculated t-value (2.050) is smaller than the tabular value (2.37) between 4 and 467 degrees of freedom with significance value of 0.86 which is greater than 0.05. This indicates the acceptance of the null hypothesis that there are no statistical differences in purchasing behavior according to the age variable and the rejection of the alternative one, and this is evident in the mean scores displayed in Tables 4.14 and 4.15 below.

Table 4. 14 ANOVA statistics for the age variable

purchasing behavior	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	390.489	4	97.622	2.050	.086
Within Groups	22242.968	467	47.629		
Total	22633.458	471			

Table 4. 15 Descriptive of the age variable

buying behavior				
	N	Mean	Std. Deviation	Std. Error
18-24	421	27.7268	6.91713	.33712
25-30	23	23.9130	7.14724	1.49030
31-35	16	27.5000	6.36658	1.59164
36-40	9	24.7778	3.86580	1.28860
41-and above	3	26.0000	12.16553	7.02377
Total	472	27.4661	6.93210	.31908

D- Mostly Used Websites:

Using ANOVA to identify the significance of the statistical differences in the purchasing behavior of the most frequently used websites, it is found that the calculated t-value (1.419) is smaller than the tabular value (2.21) between 5 and 466 degrees of freedom. This is indicated by the value of significance (0.216), which means the acceptance of the null hypothesis that there are no statistical differences in the purchasing behavior according to this variable. This is detailed in Tables 4.16 and 4.17 below.

Table 4. 16 ANOVA statistics for the mostly used websites variable

buying behavior	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	339.528	5	67.906	1.419	.216
Within Groups	22293.930	466	47.841		
Total	22633.458	471			

Table 4. 17 Descriptives of the mostly used websites variable

buying behavior				
	N	Mean	Std. Deviation	Std. Error
Facebook	129	27.0078	7.08817	.62408
Instagram	227	27.0573	6.47400	.42969
Twitter	3	28.3333	3.05505	1.76383
snap chat	10	31.4000	7.58947	2.40000
Tiktok	16	28.5625	5.50114	1.37528
Other	87	28.5287	7.92382	.84952
Total	472	27.4661	6.93210	.31908

4.3 VERIFICATION OF RESEARCH HYPOTHESES

This section includes the statistics and results related to the verification of the main hypothesis of the study as well as its sub-hypotheses.

4.3.1 Verification of the Main Hypothesis

The main hypothesis of the study states: “there is a statistically significant relationship between social media advertisements and the purchasing behavior of university students”. To identify the significance of the value of the correlation coefficient between these two variables, Pearson formula is used. As shown in Table 4.18 below, it is found that Pearson correlation coefficient is 0.611, which is statistically significant at 0.01 level.

Table 4. 18 Correlation between social media advertisements and the consumer purchasing behavior

		Social Media	buying behavior
Social Media	Pearson Correlation	1	.611**
	Sig. (2-tailed)		.000
	N	472	472

** Correlation is significant at the 0.01 level (2-tailed).

The significance of the correlation coefficient using the t-test between the independent variable and the dependent variable is found out to be 17.5 which is greater than the tabular value of (1.96), and this is evident by the value of significance that comes with 0.00. This indicates that there is a significant correlation between the independent variable, which is social media advertising, and the dependent variable, which is consumer purchasing behavior. This proves the null hypothesis.

4.3.2 Verification of Hypothesis 1.1

To verify Hypothesis 1.1 that states “There is a statistically significant relationship between the content of social media advertisement and consumer purchasing behavior”, Pearson formula is used (see Tables 4.19 and 4.20 below).

Table 4. 19 Correlation between advertisements content and the consumer purchasing behavior

		Advertisement content	Buying behavior
Advertisement Content	Pearson Correlation	1	.548**
	Sig. (2-tailed)		.000
	N	472	472
Buying Behavior	Pearson Correlation	.548**	1
	Sig. (2-tailed)	.000	
	N	472	472
** Correlation is significant at the 0.01 level (2-tailed).			

Table 4. 20 Descriptive statistics of the correlation between content and the consumer purchasing behavior

	Mean	Std. Deviation	N
Advertisement content	46.3432	7.77802	472
Buying behavior	27.4661	6.93210	472

It is found that Pearson correlation coefficient is 0.548, which is statistically significant at 0.01 level, and this proves the null hypothesis and the existence of a significant relationship between the content of social media advertisement and consumer purchasing behavior.

The verification of the subhypotheses that branch off this hypothesis is detailed below to identify the significance of the value of the correlation coefficients between the aspects of the independent variable (the content of social media advertisement) which include 'informativeness, credibility, entertainment and irritation', and the dependent variable (the purchasing behavior of the consumer).

4.3.2.1 Verification of hypothesis 1.1.1 (informativeness)

To verify Hypothesis 1.1.1 that states, “There is a statistically significant relationship between the informativeness aspect of the advertisement content and consumer purchasing behavior”, Pearson formula is used. As shown in Table 4.21 below, it is found that Pearson correlation coefficient is 0.451, which is statistically significant at 0.01 level.

Table 4. 21 Correlation between informativeness and the purchasing behavior

		buying behavior	Informativeness
buying behavior	Pearson Correlation	1	.451**
	Sig. (2-tailed)		.000
	N	472	472

** Correlation is Significant at the 0.01 level (2-tailed).

The significance of the correlation coefficient using the t-test between this aspect of the independent variable and the dependent variable amounts to 11.00, which is greater than the tabular value of 1.96, and this is evident through the value of significance that comes with 0.00. This indicates the presence of correlation between the informativeness aspect of the independent variable and the dependent variable, which is the purchasing behavior of the consumer.

4.3.2.2 Verification of hypothesis 1.1.2 (credibility)

To verify Hypothesis 1.1.2 that states, “There is a statistically significant relationship between the credibility aspect of the advertisement content and consumer purchasing behavior”, Pearson

formula is used. As shown in Table 4.22 below, it is found that Pearson correlation coefficient is 0.449, which is statistically significant at 0.01 level.

Table 4. 22 Correlation between credibility and the purchasing behavior

		buying behavior	Credibility
buying behavior	Pearson Correlation	1	.449**
	Sig. (2-tailed)		.000
	N	472	472

** Correlation is significant at the 0.01 level (2-tailed).

The significance of the correlation coefficient using the t-test between this aspect of the independent variable and the dependent variable amounts to 10.89, which is greater than the tabular value of 1.96, and this is evident through the value of significance that comes with 0.00. This indicates the existence of a correlation between the credibility aspect of the independent variable and the dependent variable, which is the purchasing behavior of the consumer.

4.3.2.3 Verification of hypothesis 1.1.3 (entertainment)

To verify Hypothesis 1.1.3 that states, “There is a statistically significant relationship between the entertainment aspect of the advertisement content and consumer purchasing behavior”, Pearson formula is used. As shown in Table 4.23 below, it is found that Pearson correlation coefficient is 0.494 which is statistically significant at 0.01 level.

Table 4. 23 Correlation between entertainment and the purchasing behavior

		buying behavior	Entertainment
buying behavior	Pearson Correlation	1	.494**
	Sig. (2-tailed)		.000
	N	472	472

** Correlation is significant at the 0.01 level (2-tailed).

The significance of the correlation coefficient using the t-test between this aspect of the independent variable and the dependent variable amounts to 12.35, which is greater than the tabular value of 1.96, and this is shown by the value of significance that comes with 0.00. This indicates the existence of a correlation between the entertainment aspect of the independent variable and the dependent variable, which is the purchasing behavior of the consumer

4.3.2.4 Verification of hypothesis 1.1.4 (irritation)

To verify Hypothesis 1.1.4 that states, “There is a statistically significant relationship between the irritation aspect of the advertisement content and consumer purchasing behavior”, Pearson formula is used. As shown in Table 4.24 below, it is found that Pearson correlation coefficient is -0.097 which is statistically significant at 0.05 level.

Table 4. 24 Correlation between irritation and the purchasing behavior

		buying behavior	Irritation
buying behavior	Pearson Correlation	1	-.097*
	Sig. (2-tailed)		.035
	N	472	472

* Correlation is significant at the 0.05 level (2-tailed).

The significance of the correlation coefficient using the t-test between this aspect of the independent variable and the dependent variable amounts to 2.10, which is greater than the tabular value of 1.96, and this is evident by the value of significance that comes with 0.035 which is smaller than 0.05. This indicates that there is a negative correlation between the irritation aspect of the independent variable, and the dependent variable, which is the purchasing behavior of the consumer.

4.3.3 Verification of Hypothesis 1.2 (Personal Nature of Social Media Advertising)

To verify Hypothesis 1.2 that states, “There is a statistically significant relationship between the personal nature of social media advertising and consumer purchasing behavior”, Pearson formula is used. As shown in Table 4.25 below, it is found that Pearson correlation coefficient is 0.507 which is statistically significant at 0.01 level.

Table 4. 25 Correlation between the personal nature of social media advertising and the purchasing behavior

		buying behavior	personal nature
buying behavior	Pearson Correlation	1	.507**
	Sig. (2-tailed)		.000
	N	472	472

** Correlation is significant at the 0.01 level (2-tailed).

The significance of the correlation coefficient using the t-test between this domain of the independent variable and the dependent variable amounts to 13.00, which is greater than the tabular value of 1.96, and this is evident through the value of significance that comes with 0.00. This indicates the existence of correlation between the personal nature domain of the independent variable and the dependent variable, which is the purchasing behavior of the consumer.

4.3.4 Verification of Hypothesis 1.3 (Consumer Privacy):

To verify Hypothesis 1.3 that states, “There is a statistically significant relationship between the consumer privacy domain of social media advertising and consumer purchasing behavior”, Pearson formula is used. As shown in Table 4.26 below, it is found that Pearson correlation coefficient is 0.423 which is statistically significant at 0.01 level.

Table 4. 26 Correlation between consumer privacy and the purchasing behavior

		buying behavior	Consumer Privacy
buying behavior	Pearson Correlation	1	.423**
	Sig. (2-tailed)		.000
	N	472	472

** Correlation is significant at the 0.01 level (2-tailed).

The significance of the correlation coefficient using the t-test between this domain of the independent variable and the dependent variable amounts to 10.07, which is greater than the tabular value of 1.96, and this is evident through the value of significance that comes with 0.00. This indicates that there is a correlation between the consumer privacy domain of the independent variable and the dependent variable, which is the purchasing behavior of the consumer.

4.3.5 Verification of Hypothesis 1.4 (According to Demographic Variables)

Hypothesis 1.3 that states, “There are statistically significant differences in the influence of social media advertising on the purchasing behavior of Iraqi university students according to certain demographic variables” is verified according to the following demographic variables:

A- Gender

The significance of the statistical difference of the correlation coefficients between social media and consumer purchasing behavior according to the gender variable

Table 4. 27 The difference between social media and consumer purchasing behavior by gender variable

value (z)	correlation coefficient	Variable		
0.134	0.613	Social media and buying behavior	Male	Gender
	0.605		Female	

It is clear from Table 4.27 above that the tabular value (z) of 1.96 is greater than the calculated value (0.134), which indicates the acceptance of the null hypothesis that there are no statistically significant differences in the correlation coefficients between males and females.

B-Marital Status

The significance of the statistical difference of the correlation coefficients between social media and consumer purchasing behavior according to the marital status variable

Table 4. 28 The difference between social media and consumer purchasing behavior by marital status variable

value z	correlation coefficient	Variable		
237	0.6090	Social media and buying behavior	Single	Marital status
	0.709		Married	
	0.360		Other	

It is clear from Table 4.28 above that the tabular value (z) amounting to 1.96 is less than the calculated value (), which indicates the rejection of the null hypothesis. Thus it is possible to

expect the relationship and accept the alternative hypothesis in the presence of statistically significant differences in the correlation coefficients between all cases (Married - Single - Other) in favor of the highest correlation (married).

C- Age

The significance of the statistical difference of the correlation coefficients between social media and consumer purchasing behavior according to the age variable

Table 4. 29 The difference Between Social Media and Consumer Purchasing Behavior by Age Variable

Age			buying behavior	Social Media	
18-24	buying behavior	Pearson Correlation	1	.596**	
		Sig. (2-tailed)		.000	
		N	421	421	
25-30	buying behavior	Pearson Correlation	1	.719**	
		Sig. (2-tailed)		.000	
		N	23	23	
31-35	buying behavior	Pearson Correlation	1	.816**	
		Sig. (2-tailed)		.000	
		N	16	16	
36-40	buying behavior	Pearson Correlation	1	.694*	
		Sig. (2-tailed)		.038	
		N	9	9	

(The difference between social media and consumer purchasing behavior by age variable “table 4.29 continued”)

41-and above	buying behavior	Pearson Correlation	1	.666	**
		Sig. (2-tailed)		.536	
		N	3	3	*

** Correlation is significant at the 0.01 level (2-tailed).

* Correlation is significant at the 0.05 level (2-tailed).

From Table 4.29 above, the correlation coefficient values between the independent variable and the dependent variable are all significant, as the significance values come less than the significance levels (0.05) and (0.01), which indicates the rejection of the null hypothesis and acceptance of the alternative one with the presence of statistical significance between the independent variable and the dependent variable in favor of the highest correlation (31-35 age category).

D- The most frequently used sites:

The significance of the statistical difference of the correlation coefficients between social media and consumer purchasing behavior according to the most frequently used sites variable

Table 4. 30 The difference between social media and consumer purchasing behavior by most frequently used sites variable

Social Media			buying behavior	Social Media
Facebook	buying behavior	Pearson Correlation	1	.560**
		Sig. (2-tailed)		.000
		N	129	129
Instagram	buying behavior	Pearson Correlation	1	.644**
		Sig. (2-tailed)		.000
		N	227	227
Twitter	buying behavior	Pearson Correlation	1	.971
		Sig. (2-tailed)		.154
		N	3	3
Snapchat	buying behavior	Pearson Correlation	1	.220
		Sig. (2-tailed)		.541
		N	10	10
TikTok	buying behavior	Pearson Correlation	1	.966**
		Sig. (2-tailed)		.000
		N	16	16
Other	buying behavior	Pearson Correlation	1	.584**
		Sig. (2-tailed)		.000

(The difference between social media and consumer purchasing behavior by most frequently used sites variable "table 4.30 continued")

		N	87	87
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** Correlation is significant at the 0.01 level (2-tailed).

In Table 4.30 above, it is evident that the correlation coefficient values between the independent variable and the dependent variable are all significant, as the significance values come less than the significance level (0.01), which indicates the rejection of the null hypothesis and acceptance of the alternative one with the presence of statistical significance between the independent variable and the dependent variable in favor of the highest correlation (31-35 age category).

4.4 RECOGNIZING THE IMPACT OF ADVERTISING THROUGH SOCIAL MEDIA ON CONSUMER PURCHASING BEHAVIOR USING MULTIPLE REGRESSION

The researcher has resorted to using multiple regression model to predict the extent of this effect, and Tables 4.31 – 4.33 below clarify this effect.

Table 4. 31 Multiple regression model summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.649 ^a	.421	.414	5.30867

The multiple regression model includes the dependent variable as well as the independent variables (informativeness, personal nature, entertainment, privacy, irritation). Table 4.31 above shows the adjusted value of the determination coefficient of the multiple regression model, (Adjusted R Square), which indicates that the regression model explains about 41.4% of the

variance in the dependent variable. It can be said that the five aspects or sub-components of social media together explain about 41.4% of the variation in consumer purchasing behavior.

Table 4.32 shows the statistical significance test of the multiple regression model concerning the effect of social media advertising on the purchasing behavior of Iraqi university students. It is found out that the F value is 56.353, which is statistically significant at (0.05) significance level. This indicates that the five sub-components are crucial in predicting the nature of purchasing behavior, and this is a conclusion that there is an important impact of social media advertising on the purchasing behavior of the consumer.

Table 4. 32 ANOVA statistics of the multiple regression model

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	9528.852	6	1588.142	56.353	.000 ^a
	Residual	13104.605	465	28.182		
	Total	22633.458	471			

Table 4.33 below displays the regression equation constants and the effect of each aspect of advertising via on social media on the purchasing behavior of the consumer.

Table 4. 33 The regression equation constants

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1	(Constant)	3.122	1.594	1.959	.051
	Informativeness	.315	.101	.137	.002
	Credibility	.269	.099	.119	.007
	Entertainment	.543	.117	.205	.000
	Irritation	-.270-	.109	-.094-	.014
	Personal nature	.489	.084	.255	.000
	Consumer behavior	.452	.095	.200	.000

From the above table, the following points are noted:

- A significant statistical effect at the level of significance (0.05) for the informativeness aspect on the purchasing behavior, where the regression value for this sub-component is 0.137, which means that this value will change by the same amount in the purchasing behavior of the consumer; the effect is positive and direct.

- A significant statistical effect at the level of significance (0.05) for the credibility aspect on the purchasing behavior, where the regression value for this sub-component is 0.119, which

means that this value will change by the same amount in the purchasing behavior of the consumer; the effect is also positive and direct.

- A significant statistical effect at the level of significance (0.05) for the entertainment aspect on the purchasing behavior, where the regression value for this sub-component is 0.205, which means that this value will change by the same amount in the purchasing behavior of the consumer; the effect is also positive and direct

- A significant statistical effect at the level of significance (0.05) for the irritation aspect on the purchasing behavior, where the regression value for this sub-component is -0.094 -, but this effect is negative, which means that this value will change negatively in the purchasing behavior of the consumer. In other words, it can be predicted that whenever there is disturbing content, a decrease in the consumer's purchasing willingness will result.

- A significant statistical effect at the level of significance (0.05) for the domain of personal nature of advertisements on the purchasing behavior, where the regression value for this sub-component is 0.255, which means that this value will change by the same amount in the purchasing behavior of the consumer; the effect is positive and direct.

- A significant statistical effect at the level of significance (0.05) for the domain of consumer privacy on the purchasing behavior, where the regression value for this sub-component is 0.200, which means that this value will change by the same amount in the purchasing behavior of the consumer; the effect is positive and direct.

The following figure illustrates the regression analysis in predicting consumer purchasing behavior:

Normal P-P Plot of Regression Standardized Residual

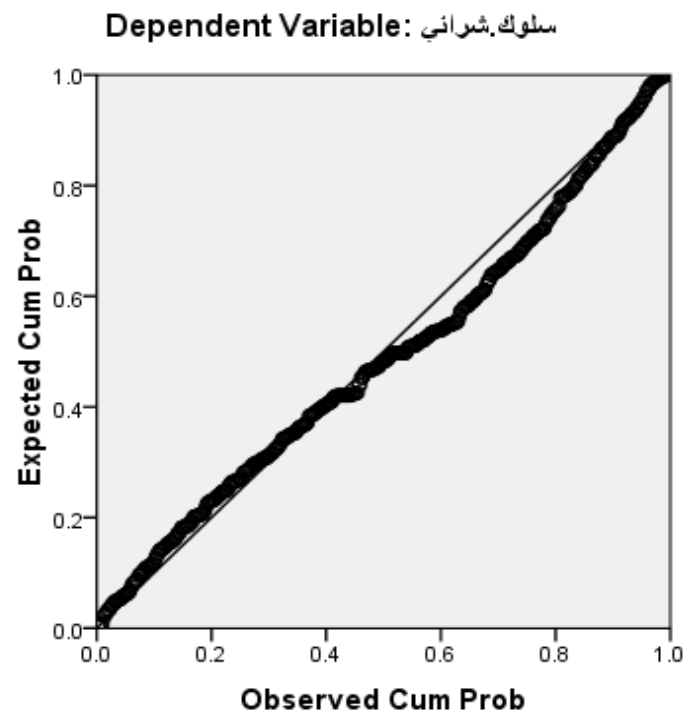


Figure 4. 1 Normal P-P plot of regression standardized residual

CHAPTER FIVE

RESULTS DISCUSSION, CONCLUSIONS AND RECOMMENDATIONS

5.1 DISCUSSION OF RESULTS

As a summary, it can be said that social media occupies an important position in the contemporary community nowadays due to the multiplicity of its benefits and advantages, as well as the multiplicity of its beneficiaries. Institutions and companies are working to intensify their marketing programs through social media sites because of their wide acceptance among customers. Therefore, marketing on these sites has become the modern way of marketing, because it allows interaction and dialogue among consumers, in addition to the fact that companies' use of these sites plays an effective role in facilitating the purchasing process for its customers at the lowest costs and the best methods.

In general, it is found out that social media advertising is well-known to the members of the university students sample. However, their awareness of this kind of advertising does not differ according to their age, marital status or the websites they mostly used. The only exception is the gender variable since male students appear to be more aware of social media advertising than female students are. Findings also show that purchasing behavior is available among the university sample members as a whole. However, its presence is equivalent in all the categories of the sample according to gender, marital status, age and websites used.

The most prominent finding in the present study is that there is a significant and positive correlation between the study's two primary variables; i.e. advertising via social media and consumers' purchasing behavior, which validates the main hypothesis of the study. This finding agrees with those of Tayih (2007), Hasan (2014) and Rehman et al. (2014).

The statistical manipulation of the questionnaire data and the verification of the study sub-hypotheses have revealed the following:

1. The content of social media advertisement is significantly and positively related to the purchasing behavior of university students, and this result is similar to that of Nassor & Hammad

(2017). More specifically, the following points concerning the aspects of the content of social media advertisement are found out:

A. The informativeness aspect of the advertisement content is positively correlated with university students' purchasing behavior. This finding is in agreement with that of AlAssaf (2017).

B. The credibility aspect of the advertisement content is positively correlated with university students' purchasing behavior. This result is consistent with that of Ahmed & Ashfaq (2013).

C. The entertainment aspect of the advertisement content is positively correlated with university students' purchasing behavior. This finding agrees with that of Kumar et al. (2011).

D. The irritation aspect of the advertisement content is negatively correlated with university students' purchasing behavior.

2. The personal nature of social media advertisement is significantly and positively related to the purchasing behavior of university students. This result is in accordance with that of Abideen et al. (2011).

3. The privacy of social media advertisement is significantly and positively related to the purchasing behavior of university students.

4. As for differences in the effect of social media advertising on the purchasing behavior of Iraqi university students according to their demographic variables, it is found out that all demographic variables understudy, except gender, have witnessed significant differences in this effect. More specifically, the "married" marital status, the "31-35 age category", and the "Twitter site" have achieved the highest correlation between the independent variable and the dependent variable. This result is somehow consistent with that of Tayih (2007).

Finally, the use of multiple regression model has added further evidence on the influence of advertising via social media on Iraqi university students' purchasing behavior. This model shows, in particular, that five aspects of social media advertising that together explain about 41.4% of the variation in consumer purchasing behavior are informativeness, personal nature, entertainment, privacy and irritation.

5.2 CONCLUSIONS

According to the results of the current study, the following conclusions are drawn:

1. The purchasing behavior of Iraqi consumers is highly affected by the advertisements published through social media platforms.
2. Iraqi university students' purchasing behavior is highly affected by the characteristics of the advertisements published through social media. The content that includes clear, credible, entertaining, and agreeable information appropriate to the needs and desires of the consumers attracts their interest and increases their desire to buy the advertised products.
3. The quality of the content of the advertising message is a key factor that instills in the university young students the high willingness to purchase under the effect of social media platforms and devices. Thus, the social media advertisement becomes favorite for many consumers when its content takes into consideration their location and time.
4. The purchasing behavior of the consumer is influenced by the ability of advertisements via social media to describe the characteristics of the product and provide good information about prices, places of sale and the most important promotions. Therefore, it can be concluded that the better information is presented about the advertised product within social media advertisements, the greater the consumer's desire to buy the product will be.
5. The purchasing behavior of the consumer is affected by the extent to which the advertising message published via social media is honest and accurate in presenting the advantages of the advertised product, hence providing a basis for making a purchasing decision. Thus, it can be concluded that the greater the credibility of the advertising message through social media, the greater the consumer's desire to buy the advertised product will be.
6. The disturbing content in advertising through social media, which includes unwanted information, negatively affects the purchasing behavior of the consumer. Advertisements published without the consent of the consumer do not attract attention towards the advertised product. Thus, it can be concluded that the greater the disturbing content of the social media advertisement, the less the consumer's desire to purchase the advertised product will be.

7. Advertisements via social media, published based on consumers' personal information, preferences and interests, attract consumers' attention and increase their desire to purchase the advertised product. The ability of social media advertisers to customize marketing offers after determining the category to which the consumer belongs, the social status and age, in addition to the website he/she mostly use, positively affects the purchasing behavior of the consumer.
8. The purchasing behavior of the consumer is affected by the extent to which the advertising message takes into account his privacy because this minimizes the risks associated with purchasing the advertised product. Unwanted advertising messages that are published without any prior request are among the factors that prevent the consumer from receiving advertisements.
9. Advertisements published through the social media sites Facebook, Twitter, Instagram, Snapchat, and TikTok encourage Iraqi university students to buy products more than those published via other sites do.
10. From the responses to the questionnaire, it is noticed that Iraqi university students are interested in the potentials of using social media in online marketing.

5.3 LIMITATIONS OF THE RESEARCH

Concerning the spatial limits of the study, and due to the large number of university students in Iraq, this research was applied within the state colleges of the City of Baghdad (i.e. private colleges are not included), and the online distribution of questionnaire forms was limited to the accessible sample of university students with the assistance of their instructors.

As for time limits, this research has been applied during the first quarter of the year 2021.

5.4 RECOMMENDATIONS

In the light of the literature investigated and the results of the study, the researcher recommends the following:

1- The advertising companies need to develop their marketing methods, and study the multiple factors for the success of advertising via social media devices and sites. In this regard, they appeal to identify the target audience to take advantage of the marketing opportunities offered by social media to advertise their products speedily at the appropriate time and place, and achieve effective and direct communication with consumers, motivating them to make the purchasing decision.

2- Ads via social media should be honest in presenting the advantages of the products. Advertisers must ensure that the advertisements for their products truthfully display the specifications and quality of these products, and make sure that they reach the consumer with the same quality as declared in the advertisement lest it should present a bad image of the company and its products and destroy trust in social media ads.

3- Since the entertaining content of the advertising message attracts the consumer's attention, it is necessary for the advertiser to focus on the entertainment and fun elements in the advertising messages for the products advertised through the social media platforms, thus influencing the purchasing behavior of consumers.

4- Companies who desire to use social media for advertising their products must customize their marketing offers according to consumers' demographic variables, and cope these advertisements in line with the considerations of each consumer in terms of personal information (age, gender, marital status and websites mostly used) on the one hand, and in terms of his desires and preferences on the other. This will enhance the effective and direct communication with consumers and deliver advertising messages to the largest possible numbers of consumers to influence their purchasing behavior.

5- The issue of privacy and the protection of personal information are essential factors that influence the success of social media advertising. Hence, the advertising companies should apply the measures that protect the consumer's personal data and obtain his consent before publishing ads.

6- Companies wishing to advertise their products through social media are invited to take advantage of the results of this study to discover the elements that influence a consumer's

purchase behavior, taking into account other variables related to advertising through social media, which may have a greater impact on consumer purchasing behavior.

7-Companies should take the ethical aspects of advertisement into consideration to increase consumers' trust in their products.

8- As to the academic dimension, a course on social media advertising can be prepared and included in the educational program of Business Administration Department in order to familiarize students with a variety of marketing devices that lead to effective advertising in social media.

5.5 SUGGESTIONS FOR FUTURE RESEARCH

The following ideas can be investigated for further studies:

1. An evaluation of the purchases made by different populations in the light of social media advertising.
2. An assessment of the role of effective management of social media advertising in improving the quality of consumer purchase behavior.
3. A comparative study of the impact of social media advertising vs conventional advertising on consumer buying behavior.
4. A replication of the present study using other recent scales or a scale designed by the researcher based on previous scales.
5. An examination of the relationship between other aspects of social media advertising and the buying behavior of consumers.
6. Identification of the role of social media advertising in influencing the online purchasing decision of Iraqi consumers.

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APPENDIX

THE QUESTIONNAIRE OF THE STUDY

The researcher has prepared a questionnaire for a master's thesis in business administration entitled (The effect of advertising via social media on the purchasing behavior of Iraqi consumers).

The following pages contain a set of items that are important to do this research, bearing in mind that the scientific honesty obliges the researcher not to disclose the information given by you to any party and that this information is only to help in carrying out scientific research.

Before filling out this questionnaire, I would first like to draw your attention that your response to these items depends on advertisements published through social media sites for shopping services and goods such as food, detergents, cosmetics, clothes, and electronics.

Thank you for cooperation in service of scientific research.

First of all, fill in this personal information, please.

Age	18- 24 year 30- 35 year ☐	More than 40 ☐
	24- 30 year 35- 40 year ☐	
Gender	Male ☐	Female ☐
Marital status	Single ☐ married ☐	Other ☐
Which of the following social media is the most used by you?	Facebook ☐ Twitter ☐ Instagram ☐	Snapchat ☐ Tik Tok ☐ Other ☐

Independent variable: Social media advertising					
First domain: Advertisement content	Complete ly agree	Agre e	Not decide d	Disa gree	Comple tely disagree
Informativeness					
1. Social media advertising provides information on new goods and services.					
2. Social media advertising succeeds in describing the characteristics of the advertised product.					
3. Social media advertising can show the change in the prices of advertised products.					
4. Social media advertising provides good information about the promotional offers (free samples, discounts).					
5. Social media advertising provides information about the places of sale of the advertised products.					
6. The quality of the information presented in the social media advertising affects my impressions about the company.					
Credibility					
7- Social media advertising provides correct information about the advertised product.					
8. The advertisements published in social media sites enjoy the validity required in presenting the advantages of the advertised product.					
9. I prefer to follow up on social media advertisements sent by famous companies.					
10. Advertisements sent by acquaintances (family, friends, colleagues) have more credibility.					
11. The information provided in advertising via social media is sufficient for you to make a decision to purchase the advertised products.					
Entertainment					
12. Interesting phrases are used in the social media advertisements.					

13. The advertising message includes attractive ideas expressed in a clear language and wording.					
14. The entertainment content of the advertisements published via social media succeeds in attracting attention to it.					
15. I feel that watching advertisements on social media is interesting.					
Irritation					
16. The content of the message in the social media advertisement includes unwanted information.					
17. I feel that most of the advertisements on social media are annoying.					
18. Advertising on the social media contains misleading information.					
19. The social media advertisement takes into account the culture of the target community.					
Second Domain: The personal nature of social media advertising					
20. Through advertisements via social media, I receive the information at the proper time.					
21. I feel that getting useful information through social media advertising saves time.					
22. Social media advertisements depend on my personal information (age, gender, income, etc.)					
23. Social media advertisements depend on my preferences (my interests, hobbies, fun activities, holidays, etc.)					
24. I find Social media advertising published at a specific time or date (special occasions, holidays, changes in stock prices) useful.					
25. I would like to present my personal information to make social media advertising better suit my needs.					
Third domain: Consumer Privacy					
26. Privacy is one of the factors that prevent me from receiving social media advertising.					

27. Personal data are exposed to misuse risks when applying for social media advertising services.					
28- Social media advertisements are published without distinguishing between my whereabouts (home, work, leisure).					
29. Advertising based on my consent reduces the risks associated with purchasing advertised goods and services.					
30. It is important for me to be able to choose the advertisements that fulfill my needs.					
31. I believe that my personal data is protected by laws related to data privacy.					
Dependent variable: Consumer purchasing behavior					
32. Social media advertisements attract my attention.					
33. I read all the details mentioned in social media advertisements.					
34. I am Interested in knowing what is mentioned in the advertisement on the social media about the advantages of the advertised product.					
35. Social media advertisements can convince me of the need for the advertised product.					
36- I keep the address of the place of sale of the advertised product in order to visit that place and check the product before buying it.					
37. I contact the advertiser to get more information about the advertised product.					
38. I am interested in knowing the brand name of the product when reading the advertisement.					
39. The advertisements published on social media encourage me to collect information about the advertised product.					
40. I visit the place of sale to closely see the advertised product before purchasing it.					

41. I buy the advertised product instead of the competitive products that I usually buy.					
42. I Depend on the information mentioned in the advertisement on the social media to choose the appropriate product from among all similar products in the store.					

