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## IMPACT OF SOCIAL MEDIA MARKETING ON CONSUMER BEHAVIOR IN SAUDI ARABIA

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### ABSTRACT

In today's digital era, consumers are influenced by the trends on social media. The trends on social media eventually become the decision of the consumer to purchase. Social media becomes the biggest challenge for business and brands. The aim of this study is to know how social media advertising affects consumer behavior in Saudi Arabia. The research model of this study consists of three main elements that influence social media marketing, namely the intention to visit website, purchase or click, brand image and advertising. This study used a quantitative approach and gathered the data through an online questionnaire survey. The data were obtained from 62 participants from Saudi Arabia and analyzed with SPSS for regression analysis and correlation matrix. The obtained result demonstrates there is no impact of social media marketing on consumer behavior due to the noncreative. Therefore, the effectiveness of its creative content should be increased, when adopting social media marketing on a brand.

### 1. INTRODUCTION

In recent years, companies have used social networking as a means of marketing. For example, Snapchat, Instagram, YouTube, Twitter, Facebook etc. have been considered as new platforms that allow users to communicate with each other [1, 2]. Social media allows consumers to recognize brands. Social media includes all marketing tools. In the past there was nothing linking consumers to each other. Now consumers are becoming more connected and closer to each other. When a consumer has a new product, they will evaluate the product, this evaluation influences the other consumers [3, 4]. The new Internet and other digital technologies are not only transforming the practice of marketing but also the way we think about it, Technology has caused the marketing environment to dramatically change [5]. With the new technology the consumers gained power and full information about the market. All of us know the power of Word of Mouth "WOM" and

how it's effect on the consumers, at this days the "WOM" gains more power than before with the social media now it's affect the decision making in direct way and so fast. The consumers' trust each other when someone evaluated the products or the services they take on consideration.

Social media now become the *modus operandi* and it's a primary thing in our life. Applications have made great growth in human interaction. And at these days the Internet plays an important role in modern marketing, as marketers can reach customers faster and more efficiently. Internet marketing communications E-WOM, Online Communities, and Online Advertisement are effective in promoting brand and product [6].

Social media is also a hybrid in that it springs from mixed technology and media origins that enable instantaneously, communication, and utilizes multi-media formats and numerous delivery platforms, with global reach capabilities [7]. Marketing managers are trying to work on how to integrate social media into their IMC strategies. Marketers cannot ignore the phenomenon of social media, because it has become an effective way of operands for consumers that they disseminating information on products and service. Marketing managers cannot control the content and frequency of information, because the customers talk to each other cannot know everything that happens between consumers [8, 9]. Now at these days of social media, marketing managers' control over the content, timing, and recurrence of information is severely disappearing. Various social media platforms, many of which are completely independent of the producing/sponsoring organization or its agents, magnify consumers' ability to communicate with one another [7]. Social media have gained incremental attention among scholars, and who have, in turn, been responding and keeping pace with the increased usage and impact of this new medium [10].

Social media is magnifying the impact among consumers, but ways of shaping conversations are not yet known. Social media enables that companies communicate easily with customers and make them close to each other, and also make customers communicate with one another [11]. The promotion-related of social media, customers can use it to communicate with one another. This "waves" has profoundly affected all aspects of consumer behavior, and has bestowed consumers with the power they have not previously experienced in the marketplace. Social media is considered by consumers as a stronger source of information regarding products and services than corporate-sponsored communications transmitted via the traditional elements of the promotion mix [7]. Marketing managers must accept the reality that a vast amount of information about their products and services is sharing by individual consumers to other consumers via social media channels. Consumers frequently rely on different types of social media to conduct information searches and make their purchasing decisions. Consumers are responding to this information in ways that directly influence all aspects of consumer behavior, from information [7]. The control over the dissemination of information was in the hands of the marketing organization but now the situation is changing. With the rise of social media as primary tools for communication, the mediating role played by traditional media between companies and publics has diminished [10]. Current media have "expanded up," however, as bloggers play an active role in presenting diverse viewpoints, generating and spreading popular rumors, and influencing public opinions on issues, events, and public figures. In the communication process, persuasive power has therefore gradually shifted from media institutions to active, participatory audiences called prosumers or producer's [10]. The impact of social media also shows a shift in the culture and economy of the field and the paradigm of inspiration. Therefore, this study aims to determine how the social media advertising effect on the consumer behavior of Saudi Arabia.

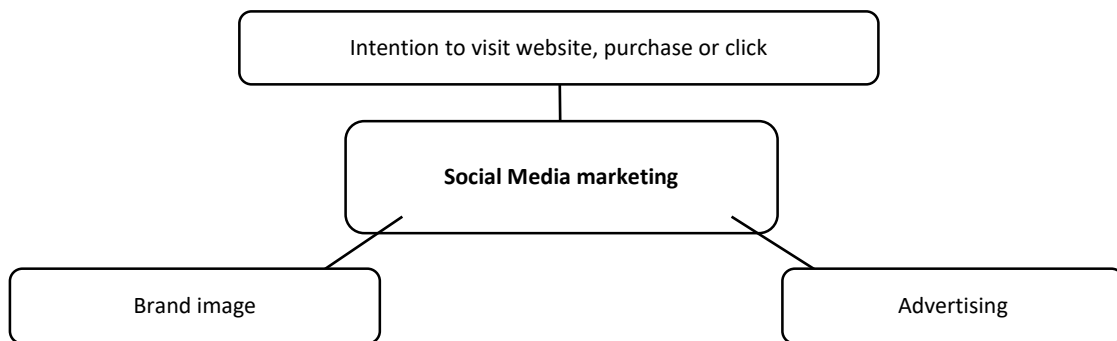
**1.1 Hypotheses development and research model**

This study aims to identify to which extend the social media advertising effect on consumer behavior in Saudi Arabia. The research model of this study is illustrated in Figure 1. The three main elements that influence the social media marketing are the intention to visit website, purchase or click, brand image and adverting. Thus, the proposed hypotheses are:

H1: Social media marketing has a positive impact on Intention to visit website, buy or click.

H2: Social media marketing has a positive impact on Brand image.

H3: Social media marketing has a positive impact on Advertising.



**Figure 1.** Research model

**2. METHODOLOGY**

This study was conduct in Saudi Arabia. The research method used in this study is quantitative approach and the research tools that used gather the primary data is through online questionnaire survey. The data of this study were collected from 62 samples to determine the impact of social media marketing on consumer behavior. The data obtained from the questionnaire survey were analyses using SPSS program.

**3. RESULT AND DISCUSSION**

This study aims to identify how social media marketing impact consumer’s behavior, either is in a positive or negative ways. The study’s target is the consumers in Saudi Arabia. The questionnaire data were obtained from 62 respondents and analyses using SPSS program.

**3.1 Reliability Statistics**

Reliability Statistics analysis is used to measures the reliability and existence of the subject [12]. Table 1, Table 2 and Table 3 sum up the value of Cronbach’s alphas have a good level of reliability (Cronbach’s Alpha  $0.7 \leq \alpha < 0.9$ ). The intention to visit website, buy or click has a good reliability with Cronbach’s Alpha (0.661). The brand image has a good reliability with Cronbach’s Alpha (0.803). The advertising has a weak reliability with Cronbach’s Alpha (0.010).

**Table 1.** Intention to visit website, buy or click

Reliability Statistics	
Cronbach's Alpha	.661
N of Items	3

**Table 2.** Brand image

Reliability Statistics	
Cronbach's Alpha	.803
N of Items	6

**Table 3.** Advertising

Reliability Statistics	
Cronbach's Alpha	.010
N of Items	5

**3.2 Regression analysis**

Regression analysis is used to examine the connections among factors [3]. Table 4, table 5 and Table 6 demonstrate the R Square value of .000, 0.032, and 0.048 for the variables of intention to visit website, buy or click, brand image, and advertising respectively. Therefore, the hypotheses testing result are:

H1: Social media marketing has a negative impact on Intention to visit website, buy or click.

H2: Social media marketing has no impact on Brand image.

H3: Social media marketing has no impact on Advertising.

**Table 4.** Intention to visit website, buy or click

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.001 <sup>a</sup>	.000	-.017	.7542
a. Predictors: (Constant), AVG( PI )				

**Table 5.** Brand image

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.178 <sup>a</sup>	.032	.016	.7421
a. Predictors: (Constant), AVG (BI)				

**Table 6.** Advertising

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate

1	.219 a	.048	.032	.7359
a. Predictors: (Constant), AVG (ADV)				

### 3.3 Correlation Matrix

Correlation matrix shows the relationship between the variable in the study. Table 7 illustrates there is a correlation between intention to visit website, purchase or click and brand image denoted by Pearson Correlation value of 0.001. The other variables there are no correlation between them.

**Table 7.** Correlations

Correlations		AVG (SME)	AVG (PI)	AVG (ADV)	AVG (BI)
AVG (SME)	Pearson Correlation	1	.001	-.219	-.178
	Sig. (2-tailed)		.995	.088	.166
	N	62	62	62	62
AVG (PI)	Pearson Correlation	.001	1	.200	.405**
	Sig. (2-tailed)	.995		.118	.001
	N	62	62	62	62
AVG (ADV)	Pearson Correlation	-.219	.200	1	.095
	Sig. (2-tailed)	.088	.118		.462
	N	62	62	62	62
AVG (BI)	Pearson Correlation	-.178	.405**	.095	1
	Sig. (2-tailed)	.166	.001	.462	
	N	62	62	62	62
**. Correlation is significant at the 0.01 level (2-tailed).					

### 3.4 Overall Discussion

The result of this study is the social media marketing now don't have that much of impact on consumers due to the ways that they used. In table 4 it shows that social media marketing doesn't have an impact on the intention to visit the website, buy or click, social media don't influence the

consumer a lot. Table 5 social media marketing has no impact on the Brand image. Table 6 also social media marketing has no impact on Advertising. All this happened due to the ways that they using at these days and the consumers they have more awareness they don't trust a lot the ways that use it now. The trend now is that they give any influencer the product or the service that they provide for the consumers to let them talk about it and an exaggeration in praise, when that consumers discover that not all the things that they talk about are like what they say, their trust will decrease and they will automatically not believe anything in social media. The correlations test in Table 7 shows there is a relationship between intention to visit website, purchase or click and brand image. The more the brand has expressed itself and the difference it is the greater the turnout and will not spend money on advertising because of its good reputation and documented consumers because consumers will make these ads through WOM. Consumers love to boast of a brand that has a reputation, strength, and popularity. Consumers like to follow brands and know the new and the news, but what they do not like is mandatory ads that appear out of nothing, and consumers also hate the frequent talk of influencers on products and services in abundance and exaggeration.

#### **4. CONCLUSION**

This study discussed the impact of marketing through social media on consumer behavior. The means of social communication did not have much effect on consumer behavior, unlike in the past, it had a strong impact. Consumers have become aware of all the information and are familiar with almost everything. Social media has given consumers great power. The power of consumers to intervene in pricing and brings the brand to the means of social communication and make them speak and argue with consumers. In the past, brands were focused on the needs of consumers but now they are spending more money to meet their needs and reach more of their expectations. After almost everything became digital, intensified competition because of the presence of all brands in one place and mobility among them became faster and easier and compare them and know the prices offered easily and with one click. Brands are now starting to use marketing through social media in the wrong way they follow the trend without thinking about change. Now consumers are looking for innovation and change from the direction in which they are. Consumers are quickly getting bored of a trend. When a brand becomes a social media, marketing strategy should revolve and should pay close attention to digital marketing and change strategies so that consumers are not bored.

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