RESEARCH TITLE

THE EFFECT OF SOCIAL MEDIA MARKETING ON CONSUMER BEHAVIOR DURING COVID 19 IN JORDAN

Sara Zaki Mohammad Al Qaisi[1]

[1] İstanbul Ticaret Üniversitesi

Email: sarazaki992@gmail.com

Student id: 200023128

Advisor: Assist. Prof. Evrim İldem Develi

Abstract

In the 21st century, the popularity of social media has grown. Companies and organizations are always looking for ways to use this new platform in their marketing strategy in order to boost business growth. As social media is a platform for networking and communication, it is critical for businesses to develop a voice in order to humanize the brand. This study examined the impact of social media on customer attitudes towards social media marketing and purchasing behavior from the perspective of different consumers in Jordan. Therefore, the study followed the descriptive analytical approach, and therefore a questionnaire was distributed to 384 participants to investigate their attitudes towards marketing through social media.

The most important findings are that most of the respondents follow Facebook, that most of the respondents follow Netflix, and that most respondents use social media to socialize casually, and the least use to find employment. Most of the respondents have medium interests, most of the decision makers are in their homes, most of the respondents make their decisions regarding personal care, and most respondents buy brands that previously purchased, most respondents sometimes look for discounts, most respondents switch brands occasionally.

INTRODUCTION

Almost two years had passed since one of the most bizarre viruses appeared on the market and began causing problems on countries all over the world. COVID-19 has had a wide-ranging influence, to say the least. Since the beginning of Corona, the whole globe has been subjected to a slew of negative events, including, but not limited to, social distancing, business decreases, capital reductions, distant working, and restricted travel.

The influence of COVID-19 has been enormous. It changed how business is conducted and caused many changes in society. As a result of the pandemic, the marketing industry has evolved significantly (Craven, Liu, Mysor, & M, 2020).

Furthermore, the function and influence of social media as a marketing tool is expected to grow in importance since, at a time when social distancing is frequent, social media provides avenues for consumers to communicate with others without having physical touch. Social marketing eliminates the middlemen, providing brands the unique opportunity to have a direct relationship with their customers (Sudipto, 2018). As a result, COVID-19 will almost certainly result in changes in consumers' use of social media during consumer behaviors.

Moreover, social media, which includes information, images, promotions, discounts, and influencers, has the power to impact customer purchasing behavior. Ignoring online marketing is like opening a business but not telling anyone (Aaron, 2021). Brands and enterprises cannot ignore the effects of social media on consumer behavior. However, little has been published of social media marketing's impact on consumer's behavior during the pandemic since it happened not long ago.

Thus, the focus of this study is to determine whether consumer's behavior is influenced by the social media marketing during the Covid19 or not. Specifically, the purpose of this study is to explore the extent to which social media marketing impact dominates and control consumers' behavior.

STATEMENT OF THE PROBLEM

Among the many tools that influence consumer's behavior is social media. Before covid 19 invaded the world, sellers, companies and businessmen and women did not pay much attention to social media marketing. They took the short-term benchmarks to gauge the progress of their business.

Most studies back then focused on other tools yet forgetting the most essential tool which is "Social Media Marketing". The concern is bigger when it comes to promoting and delivering important information about the products or brands to consumers under the pressure of quarantine and the rest of the obstacles caused by the pandemic.

So, Social Media Marketing is about creating content that brings the audience together as a community and eliminates the middlemen, providing brands and products the unique opportunity to have a direct relationship with their customer.

For this reason, this research would be conducted as an attempt to address the business community to be aware of the significant role of Social Marketing on which their consumers' behavior will greatly depend.

PURPOSE OF THE STUDY

The purpose of this present study is to investigate the impact of social media marketing on individuals' behavior during the pandemic of covid19. More specifically, this study will examine the behavior and perceptions of social media marketing and how it affects purchasing decisions among consumers.Although several researches that have been conducted on the effects of social media marketing on financial gains, the study's interests are specifically geared towards the examined

effects of the use of social media on brand awareness and customer loyalty, which essentially could lead to an increase in business revenue

The study will be conducted via surveys on social media presence of businesses with participants being regular consumers in Jordan.

RESEARCH QUESTIONS

The present study will attempt to answer the following research questions:

- How do consumers perceive the usage of social media?

- What are the attitudes towards social media marketing?

- Is there any relationship between the Social Media Marketing and consumer behavior?

- To what extent does Social Media Marketing affect the consumer's behavior?

- How can companies use social media to improve customers' interaction?

The above-mentioned questions are relied upon after reading the book "Marketing Intelligence & Planning", Volume 39, Number 3, 2020, pp. 361-376(16). The question was inspired from the book "the power of social media marketing" by Cheung Man Lai; Pires Guilberne D.; Rosenberger III, Philip J.; Oliveira, Mauro Jose De.

SIGNIFICANCE OF THE STUDY

The present study will be a contribution in the research on Marketing and Consumers Behavior. In particular it is significant for sellers, companies and business man and women who seek the betterment of marketing industry. Moreover, it addresses the consumer's needs for social media to maintain contact with friends and extended relatives. Some consumers will use social media tools to network and locate job prospects, connect with others all over the world who have similar interests, and express their own ideas, feelings, and insights.

ASSUMPTIONS
In conducting this study, the following assumptions were made. It was assumed that:

1. Everyone has some type of access to social media.

2. Individuals use social media to find or research a new service provider or new products.

3. Individuals are influenced by social media to make purchasing decisions.
LIMITATIONS OF THE STUDY

As with most research projects, there are many limitations to the present study:

- It is predicted that it might be difficult to get accurate data from the part of all consumers in Jordan.
- Limitation of time, space and shortage of best available material will influence the ongoing of the research process.

Therefore, a limited sample of representative consumers and sellers would be undertaken.

Methodology

Research methodology is a method by which a problem is solved, and by which one knows how to conduct research. This is to gain knowledge, as its goal is to arrive at a work plan for the study, through which theoretical procedures, research methods, statistical methods, experimental studies, etc. are clarified. Some call the research method research methods. This chapter seeks to develop a methodological framework for the research in terms of describing the study's methodology through which the objectives of the study can be achieved, answering its questions, determining whether it is a qualitative or quantitative research, defining the study population, the selected sample, the method of selection and its characteristics, steps for preparing and developing the study tool, procedures and verification. From the tool to measure validity and reliability, the focus is on the dependent and independent variables identified as well as the validity and reliability of the questionnaire items and measures taken to ensure this and data collection, and all survey procedures will be processed, including sampling rates, response and identification of statistical methods used in data processing.

Study Approach:

Research methodology is one of the important tools in research studies to determine the problems that need to be investigated, and to reach the goals specified in the research study. It can be described as a method of data collection and analysis; These methods must be compatible with the research problems to obtain an accurate and realistic result. This study is one of the studies that follow the descriptive approach according to quantitative research. The descriptive approach means adopting methods that depend on the skills and capabilities of the decision-maker, and not relying on numbers or mathematical models. Quantitative research is A means of testing objective theories or previous formulations by examining the relationships between variables. The quantitative method aims to identify perceptions, experiences, attitudes, or behaviors, measure the variables on which they depend, compare, and indicate correlations. The quantitative method is often performed with a survey on a representative sample so that the results can be extrapolated to the entire population studied.

Study population:

Study population is defined as the target population of the study that you intend to study or treat. In research studies, it is often not appropriate or feasible to take the entire population in question exclusively. Instead, most researchers take a sample from the concerned community for inclusion in their study. The aim of it is to generalize the results of the study from the sample to the community under study. The current study relies on users of social networking sites to purchase products and one of the most important statistics of users of social networking sites in Jordan, according to the statistics of the website https://gs.statcounter.com/ the following :

Table 1. The rate of use of social networking sites in Jordan

Date	Facebook	YouTube	Twitter	Instagram	Pinterest	LinkedIn	reddit	Tumblr	VKontakte	Other
2019	91.46	6.06	1.14	0.51	0.71	0.03	0.02	0.03	0.02	0.02
2020	89.24	6.99	1.58	1.14	0.91	0.06	0.03	0.02	0.02	0
2021	79.57	12.79	4.83	1.39	1.02	0.21	0.08	0.08	0.02	0
2022	86.69	8.85	1.9	1.6	0.71	0.1	0.11	0.03	0.01	0

Source: https://gs.statcounter.com

It is clear from Table (1) that most social media users in Jordan use the Facebook application, and it was also noted that it increased in use in 2019, at the height of the spread of the Corona virus, with a percentage of 91.46%, and the volume of social media users in 2019 reached 5.306 million A user in Jordan, in light of the spread of the Corona virus, until it reached 6.85 million users in Jordan in 2022, according to the report https://datareportal.com/, which is the study community, and Table (2) illustrates this.

Table 2. The number of social media users in Jordan from 2019 to 2022

Date	Number of social media users
2019	5.306
2020	5.7
2021	6.3
2022	6.85

Source: https://datareportal.com/

Study sample:

Sampling can be defined as the process of selecting a statistically representative sample of individuals from the population of interest. Sampling is an important tool for research studies because the population in question usually consists of too many individuals to include in any research project as participants. A good sample is a statistical representation of the population concerned and is large enough to answer the research question, and given the large size of the study population, the researcher has used the method of determining the sample for an unknown population, using the Z-score to determine the reliable sample size by looking at the normal derivation set at a confidence level. 95% (1.96). Then an option or response (50% = 0.5) and confidence interval (0.05 = + 5) is chosen using the formula below:

$n = Z^2 (P) (1-P)/C^2$

Where:

Z= standard normal deviation set at 95% confidence level

P = percentage picking a choice or response

C= confidence interval

$n = (1.96)^2 (0.5) (1-0.5) / (0.05)^2$

$n = (3.8416) (0.5) (0.5) / 0.0025$

$n = 0.9604/0.0025$

$n = 384.16$

$n = 384$

Therefore, the study community was determined from a sample of 384 users who were collected in a simple random way through social networking sites by sending a link to the questionnaire that was designed by Google form to users of social media, through social media shopping pages and groups and obtaining the results of their responses via Google form.

Data collection methods:

Determining the methods of data collection is an important step during the preparation of the research, and it is divided into two types, which are as follows:

Primary data:

The primary data is defined as the data that is collected for the first time by the researcher. It is realistic and original data. The primary data is collected in order to reach a solution to the problem at hand. It is real-time data. The primary data is collected to address the problem at hand. Collecting primary data is a very complex process. On the other hand, primary data sources include surveys, observations, experiments (Wagh,2021), questionnaires, personal interviews, etc. In this study, the questionnaire was relied on as a primary source for the study, and it was designed online, as it was created via Google Form. The questionnaire was appropriate to the nature and subject of the study, and items were generated for each of the independent and dependent variables and their dimensions.

Secondary data:

Secondary data is defined as data that has already been collected or produced by others, agencies, organizations, reports, or previous studies. They are merely an analysis and interpretation of the raw data. While secondary data is collected for purposes other than the problem at hand, such as the theoretical framework, previous studies, or study methodology. Secondary data collection is quick and easy. Secondary data collection sources are government publications, websites, books, press articles, internal records, etc., which is what was used in this study (Kalu et al., 2019).

Study models :

In this part of the study, the models on which the study was built are shown as follows :

According to Fig. 1, the main study model that was built on the hypothesis of the study, which states that there is a statistically significant effect at 0.05 of social media marketing on Consumer's behavior, and then this study came to answer this hypothesis either by acceptance or rejection.

Fig. 1. The main model of the study that answers the main hypothesis

According to Fig 2, the study sub-model that was built on the hypothesis of the study that there is a statistically significant effect of 0.05 for each of the dimensions of social media marketing consisting of Advertising (A), Public relations (PR), & Sales motivation (SM) on Consumer's behavior, and then this study came to answer this hypothesis, either by accepting or rejecting.

Fig. 2. Detailing the main model of the main hypothesis
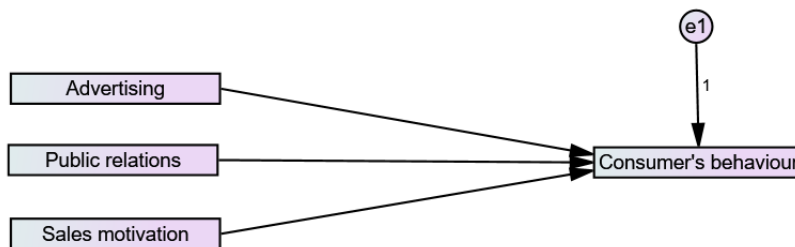
Study Measurement :

Likert scale was used, which is the assessment of the attitudes or opinions of respondents to a questionnaire on a 3-value scale. Ranging from 'agree' to 'disagree', respondents were asked to indicate their degree of agreement or disagreement with a series of items on the Likert scale as shown in the following Table (7):

Table 7. Likert Triple Scale

Measurement	Value
Strongly Disagree	1
Disagree	2
Neutral	3
Agree	4
Strongly Agree	5

Sourse : Bashshur et al. (2011)

The Likert scale was processed according to the following equation :

1. The length of the category = the upper limit of the category - the lower limit of the category / number of levels = (5-1) /3 = 1.33.
2. The length of the category = the least weight = 1 + 1.33 = 2.33. Therefore, the first category becomes (1-less than 2.33), which is the low category, the second category (2.33-less than 3.66), which is the medium category, and the third category (3.66-5), which is the high category.

Based on the transaction, the degree of approval specified in Table No. (8) was determined.

Table 8. Approval scores based on the scale's range

Category	value difference
low	1- less than 2.33
medium	2.33- Less than 3.66
high	3.66-5

Statistical methods:

To answer the questions of the study and test its hypotheses, the Statistical Package for Social Sciences (SPSS) programming was used to conduct descriptive and inferential analysis and test hypotheses through the use of the following statistical methods:

Descriptive statistics: in order to display the characteristics of the sample members and describe their answers, which are shown in Table No. (12)

Table (12) Descriptive statistics tests and their uses

Test type	Definition in this study
Frequencies and percentages	It was used to measure the relative frequency distributions of the characteristics of the sample members and their answers to the questionnaire statements
Arithmetic mean	It was used as the most prominent measure of central tendency to measure the average answers of the sample members to the questions of the questionnaire.
standard deviation	It was used as one of the measures of dispersion to measure the deviation in the answers of the sample members from their arithmetic mean.

Inferential Statistics: The Statistical Program for Social Sciences (SPSS) was relied upon to be able to apply the statistical methods and indicators shown in Table No. (13).

Table (13) Inferential statistics tests and their uses

Test type	Definition in this study
Pearson Correlation	To test the correlation coefficients of the independent variables and the construct validity test to show the degree of correlation of each paragraph with the total degree of its axis, and in order to determine the ability of each paragraph of the scale to be distinguished.
Cronbach Alpha	To test the stability of the study tool.
Multiple Linear Regression	To test the effect of independent variables on the dependent variable.

Data analysis and hypothesis testing results

This chapter deals with the results of the study by presenting the responses of the study sample members to its questions and treating them statistically using statistical methods to arrive at the results, analysis and interpretation. By describing the variables of the study and finding differences between the study groups, the statistical package for the social sciences (SPSS V.21) was used, and the following are the most important results of the study that came in this regard:

Description of the personal characteristics of the respondents:

This part of the study aims to indicate the frequencies and percentages of the respondents' personal data related to the first part of the questionnaire. The following is an explanation of the sample's answers, and Table (14) shows the findings of the study.

Table 14. Frequencies and percentages of the primary data of the respondents

Code	Variable	categories	Frequency	Percent
PI1	Gender	Male	136	35.4
		Female	248	64.6
PI2	Age	20 -30 years old	178	46.4
		31-40 years old.	61	15.9
		41- 50 years old.	82	21.4
		51 years old and above.	63	16.4
PI3	What is the highest level of school you have completed or the highest degree you have received?	Less than high school.	2	0.5
		High school degree or equivalent.	41	10.7
		Bachelor degree.	226	58.9
		Associate degree.	9	2.3
		Graduate degree.	106	27.6
PI4	What is your current marital status?	Single	182	47.4
		Married	202	52.6
PI5	Do you have any children?	No	212	55.2
		Yes	172	44.8
PI6	If yes, how many children do you	No	211	54.9

	have?	One	24	6.3
		Two	52	13.5
		Three	20	5.2
		Four	37	9.6
		Five	26	6.8
		More than five	14	3.6
PI7	Apart from your own children, are there anyone else you are required to take care of?	No	203	52.9
		Yes	181	47.1
PI8	Are you currently employed?	No	154	40.1
		Yes	230	59.9
PI9	How many years of work experience do you have?	Less than 1 year	15	3.9
		1-5 years	85	22.1
		5-10 years	62	16.1
		11 or more years	69	18.0
PI10	What is your current work arrangement?	Fully at the office	141	36.7
		Fully remote	89	23.2
PI11	Which of the following work arrangement do you prefer?	Fully at the office	77	20.1
		Fully remote	153	39.8
PI12	How many hours a day do you work?	Less than 6 hours	2	0.5
		6-8 hours	99	25.8
		8-10 hours	109	28.4
		10 or more hours	20	5.2
PI13	In which of the following is the organization you work for?	Private sector	175	45.6
		Public sector	55	14.3
PI14	What is your monthly household income?	Less than 100 jd	2	0.5
		100-200 jd	7	1.8
		200-300 jd	44	11.5
		300-400 jd	75	19.5
		400-500 jd	35	9.1
		More than 500 jd	67	17.4

The results of Table (14) showed that most of the respondents were females with a percentage of 64.6%, and the least of them were males with a percentage of 35.4%, that most of the respondents were aged 20-30 years old with a percentage of 46.4%, and the least of them were 31-40 years old. with a percentage of 15.9%, and that most of the respondents had a bachelor degree with a percentage of 58.9%, and the least of them obtained less than high school with a percentage of 35.4%, and that most of the respondents were married with a percentage of 52.6%, and the least of them were single with a percentage of 47.4%, and that most the respondents have no children with a percentage of 55.2%, and the least of them have children with a percentage of 44.8%, and that most of the respondents who have children have two children with a percentage of 13.5%, and the least of them are more than 5 children with a percentage of 3.6%, and that most of the respondents do not have people they take care of them with a percentage of 52.9%, and the least of them have people who take care of them with a percentage of 47.1%, and that most of the respondents are currently employed with a percentage of 59.9%, and the least of them are unemployed with a percentage of 40.1%, and that most of the respondents have experience of 1-5 years with a percentage it reached 22.1%, and the least of them had experience of less than 1 year with a percentage of 3.9%, and that most of the respondents work with the fully system at the office with a percentage of 36.7%, and the least of them work with the fully remote system at a percentage of 23.2%, and that most of the respondents for their additional work in the fully system remote with a percentage of 39.8%, and they work in the fully at the office system at a percentage of 20.1%, and that most of the respondents work 8-10 hours at a percentage of 28.4%, and the least of them work less than 6 hours at a percentage of 0.5%, and that most of the respondents work in the private sector with a percentage of 45.6% and the least of them

work in the public sector at a percentage of 14.3%, and that most of the respondents have income of 300-400 jd with a percentage of 19.5%, and the least of them have income less than 100 jd with a percentage of 0.5%.

Description of the Purchasing characteristics of the respondents:

This part of the study aims to indicate the frequencies and percentages of the respondents' Purchasing characteristics related to the first part of the questionnaire. The following is an explanation of the sample answers, and Table (15) illustrates the findings of the study.

Table 15. Frequencies and percentages of the primary data of the respondents

Code	Variable	categories	Frequency	Percent
PC1	Which of the following social media platforms do you use often?	Instagram.	141	36.7
		Facebook.	183	47.7
		TikTok.	22	5.7
		LinkedIn.	14	3.6
		Snapchat.	17	4.4
		Twitter	6	1.6
		None.	1	0.3
PC2	Are you subscribed to any of the following streaming services?	Netflix.	157	40.9
		Amazon Prime Tv.	56	14.6
		Hulu.	7	1.8
		Disney+.	8	2.1
		HBO.	4	1.0
		Other (Please specify)	44	11.5
PC3	What is your purpose of using social media websites?	To purchase products.	45	11.7
		To socialize casually	202	52.6
		To promote products/services	48	12.5
		Event planning	17	4.4
		To make friends	29	7.6
		To find employment	12	3.1
		Other (Please specify)	31	8.1
PC4	How often do you buy products on Social Media Platforms?	Occasionally	95	24.7
		Rarely	192	50.0
		Frequently	71	18.5
		Always	16	4.2
		Almost Never	10	2.6
PC5	How often do you purchase products online?	Less than once a month.	184	47.9
		About once a month.	80	20.8
		Several times a month.	61	15.9
		About once a week.	19	4.9
		Several times a week.	40	10.4
PC6	How interested are you in the products you see on the Social Media platforms in a scale of one to five?	1 (Very low)	22	5.7
		2 (Low)	59	15.4
		3 (Intermediate)	153	39.8
		4 (High)	92	24.0
		5 (Very High)	58	15.1
PC7	Are you the primary decision maker in	No	100	26.0

	your household regarding any purchasing product?	Yes	284	74.0
PC8	For which of the following are you the primary decision-maker about what to purchase in your household?	Health care.	59	15.4
		Personal care.	119	31.0
		Travel planning.	41	10.7
		Groceries.	64	16.7
		Home maintenance.	47	12.2
		Finance.	32	8.3
		Pet care.	13	3.4
		None of the above.	9	2.3
PC9	Do you typically make a decision about which brands to purchase beforehand or at the time of purchase?	At the time of purchase.	168	43.8
		Beforehand.	216	56.3
PC10	How often do you search for sales or coupons before you purchase a product online?	Rarely.	58	15.1
		Always.	88	22.9
		Sometimes.	156	40.6
		Most of the time.	81	21.1
		Never	1	0.3
PC11	How often do you wait for sales or coupons before your purchase a product online?	Rarely.	65	16.9
		Always.	103	26.8
		Sometimes.	140	36.5
		Most of the time.	75	19.5
		Never	1	0.3
PC12	In general, how often do you switch brands when purchasing online?	Rarely.	37	9.6
		Always.	60	15.6
		Sometimes.	185	48.2
		Most of the time.	101	26.3
		Almost Never	1	0.3

The results of Table (15) showed that most of the respondents follow Facebook with a percentage of 47.7%, and the least of them do not follow any application with a percentage of 0.3%, that most of the respondents follow Netflix with a percentage of 40.9%, and the least of them do not follow HBO with a percentage of 1.0%, Most of the respondents use social media to "to socialize casually" with a percentage of 52.6%, and the least of them use to find employment with a percentage of 3.1%, that most respondents rarely buy on social media with a percentage of 50.0%, and the least of them do not buy with a percentage of 2.6 %, and that most of those who bought were buying less than once a month. With a percentage of 47.9%, the least of them buy about once a week. With a percentage of 4.9%, that most of the respondents have average interests with a percentage of 39.8%, and the least of them have very low interest at a percentage of 5.7%, that most of the decision-makers in their homes with a percentage of 74.0%, and the least of them are not decision-makers with a percentage of 26.0%, and most of the respondents make their decisions regarding concerning personal care, with a percentage of 31.0%, and the lowest of their decisions regarding other matters by a percentage of 2.3%. The respondents are sometimes looking for discounts by a percentage of 36.5%, and least of them are looking for never for discounts by a percentage of 0.3%, and that most of the respondents switch brands sometimes by a percentage of 48.2%, and the least of them exchange them almost never for discounts by a percentage of 0.3%.

Answer to the study hypotheses:

Multiple regression is mainly based on the treatment of variances and variances, as it can be considered as a means to achieve added value. The values along the paths of the double arrows are correlations. Whereas those along odd arrow paths (i.e. asymmetric) provide three associated values. The R^2 value, a measure of the model's goodness to the data, can be calculated from either the SRV coefficient or the standard path coefficients (equivalent to beta regression weights) and simple correlations between each input and output (also called the dependent variable/criterion).

The path coefficients in the PLS and the criterion coefficient in the regression analysis were similar. By value, the significance of the hypothesis was tested. It indicates the variance expected in the building depending on the change of unit in the independent building. Values were calculated for each path in the assumed model, and the higher the value, the greater the appreciable effect on the subjective underlying structure. However, the value of its significance level must be verified by a T-test. A smoothing procedure was used to assess the significance of the hypothesis. To test the significance of the path coefficient and T values, normalization was performed using 384 subsamples without changing the signal which were applied in this study as shown in Table 23, 24, 25 and Fig. 7,8.

Table 23. Testing the main hypothesis of custom on the effect of social media marketing on Consumer's behaviour

				R^2	B	S.E.	T. value	P
H₀	Consumer's behaviour	<---	Social media marketing	-0.002	-0.002	0.06	-0.046	-0.046

From Fig. 4 and Table 23, it can be seen that social media marketing has no effect on consumer's behavior so the main hypothesis was not supported as presented in Table 23. Furthermore, the hypotheses were tested at a significance level of 0.05. Therefore, the result showed the effect of social media marketing on consumer's behaviour.

Fig. 4. Testing the main custom hypothesis on the effect of media marketing on consumer's behaviour
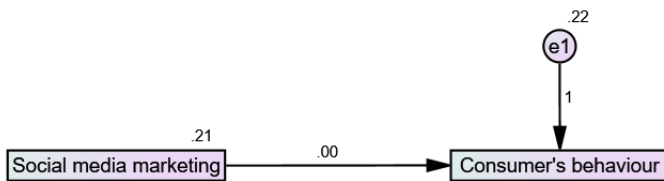

Table 24. Testing the main hypothesis of custom on the effect of each dimension of media marketing on consumer's behaviour

				R^2	B	S.E.	T. value	P
H₁	Consumer's behaviour	<---	Advertising	-0.049	0.201	0.08	2.52	0.012
H₂	Consumer's behaviour	<---	Public relations	-0.19	-0.132	0.09	-1.468	0.142
H₃	Consumer's behaviour	<---	Sales motivation	0.242	-0.031	0.067	-0.454	0.65

From Fig. 5, it can be seen that advertising has an effect on consumer's behavior with path parameters -0.19 explaining approximately 4.6% of the variance in consumer's behaviour, and an R^2 value greater than 4.6% indicating poor explanatory power. Therefore, the research model for this study has poor predictive validity. It was also noted that there was no effect between public relations and sales motivation and consumer's behaviour. Hypotheses were evaluated by size, score, and significance of path parameters, and most of the hypotheses were supported as presented in Table 24. Furthermore, the hypotheses were tested at a significance level of 0.05. Therefore, the result showed that advertising having an effect on consumer's behavior had a stronger path factor (t = 3.03, P < 0.01), and customer focus on customer satisfaction had a stronger path factor (t = 2.52, P < 0.01).

Fig 5. Testing the main hypothesis of custom on the effect of each dimension of media marketing on consumer's behaviour
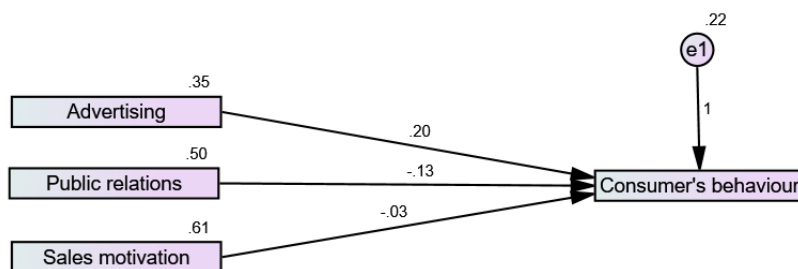
Discussing results and recommendations

This chapter includes a presentation of the results of the study through testing hypotheses, answers to the study's questions, and achieving its objectives. It also includes a set of recommendations made by this study in light of its results.

First: the results of the study:

The results of the study include several sections as follows:

1. **With regard to personal characteristics**

The results of the study showed that most of the respondents are females and least of them are males, and that most of the respondents are between 20-30 years old, and the least of them are between 31-40 years old. And that most of the respondents have a bachelor degree, and the least of them have obtained less than high school, and that most of the respondents are married, and the least of them are single, and that most of the respondents do not have children, and least of them have children, and that most respondents who have children have two children, and least of them are more than 5 children, and that most of the respondents do not have people to take care of them, and least of them have people who take care of them, and that most of the respondents are currently employed, and the least of them are not employed, and that most of the respondents have experience of 1-5 years and least of them experience less than 1 year, and that most of the respondents work in the fully system at the office, and the least of them work with the fully remote system, and that most of the respondents for their additional work in the fully remote system, and the least of them work in the fully at the office system, and that most of the respondents work 8-10 hours, and the least of them work less than 6 hours, and that most of the respondents work in the private sector, and the least of them work in the public sector, and that most of the respondents have an income of 300-400 jd, and their income is less than 100 jd.

2. **Regarding Purchasing Characteristics:**

The results of the study showed that most respondents follow Facebook, and least of them do not follow any application, that most respondents follow Netflix, and least do not follow HBO, that most respondents use social media to socialize casually, and least use to find employment, that most the respondents rarely buy on social networking sites, and the least of them do not buy, and most of those who buy were buying less than once a month., and the least of them buy about once a week., that most of the respondents have medium interests, and the least of them are very low, that most decision makers in their home, and least of them are not decision makers, and most of the respondents make their decisions regarding personal care, and the least of them are their decisions regarding other matters, as it was found that most of the respondents buy brands that were previously purchased, and least of them are at the time of purchase, and that most of the respondents are sometimes looking for discounts, and the least of them they never look for discounts, and most of the respondents switch brands sometimes, and least of them almost never switch brands for discounts.

3. **Regarding the description of the study variables:**

They consist of the following:

- **Social media marketing:** It can be noted that this variable is of high value, and the most important results of the dimensions of this variable were the following:

A. **Advertising:** It indicates that the level of (Advertising) came within the high level from the point of view of the sample members.

B. **Public relations:** It indicates that the level of (public relations) came within the high level, from the point of view of the respondents.

C. **Sales motivation:** It indicates that the level of (sales motivation) was within the high level from the point of view of the respondents.

- **Consumer's behaviour:** It can be seen that this variable has a high value, and the most important results of removing this variable were:

A. **Motivations:** It indicates that the level of (Motivations) came within the high level from the point of view of the sample members.

B. **Visualization:** It indicates that the level of (Visualization) came within the high level from the point of view of the sample members.

C. **learning:** Indicates that the learning level is within the high level from the sample members' point of view.

D. **Directions:** Indicates that the level of (Directions) came within the high level from the point of view of the sample members.

4. **Regarding the answer to the study's hypotheses:**

It was noted that social media marketing had no effect on consumer's behaviour, so the main hypothesis was not supported as hypotheses were tested at a significance level of 0.05. Therefore, the result showed no effect of social media marketing on consumer's behaviour. To test this result, the effect of each dimension of the independent variable on the dependent was studied, and it was found that advertising has an effect on consumer's behavior and indicates a weak explanatory power. Therefore, the research model for this study has poor predictive validity. It was also noted that there was no effect between public relations and sales motivation and consumer's behaviour.

Second: Study recommendations:

Based on the results of the study, the study recommended the following:

1. Working on improving the information content of the products available on the pages of social networking sites because of their positive impact on the follow-up and attention of customers, especially friends.

2. Continuing to develop advertisements on social networking sites by providing everything that is new and permanently and not neglecting them, because of their importance to customers

3. Establishing policies and procedures to develop existing products and new products in line with customer feedback on social media pages

4. Taking into account the appropriate selection of celebrities who are chosen to promote advertising campaigns for companies, so that attention should be paid to the appropriate selection of celebrities who have the ability to influence their followers.

5. Paying attention to the electronic spoken word and comments on publications, as they have a clear impact on the influence of followers, especially by friends.

6. Activating the role of friends by companies present on social networking sites because their electronic spoken word has an impact on purchasing behavior.

7. Providing more details about the products displayed on the social media pages (price, country of origin, delivery price, type of good or service ... etc.)

8. Develop the art of marketing through social networking sites using ideas and imagination and reading the minds of consumers

9. Work on developing the website interface in a modern and sophisticated manner

10. Spreading consumer awareness of the importance of dealing with marketing through social networking sites because it is an inevitable, necessary and inevitable inevitability.

11. Working to provide several options for customers of all types and types of products by companies present on social networking sites, in addition to making sure to publish advertisements on a continuous basis with the offers they have throughout the year.

12. Emphasis on the follow-up of customers after the purchase process by the companies present on social networking sites so that the customer's satisfaction is ensured because it has a significant impact on his electronic spoken word about the product and the company, and thus this will affect the purchasing behavior.

CONCLUSION

The study aimed to identify the role and impact of the use of social media on the purchasing behavior of consumers who use social media. Therefore, the researcher had to study the characteristics of social media users according to their use of social media, as well as identifying the purchasing characteristics of the respondents. The most important results that the researcher found in the light of this study is that note that social media marketing does not have any effect on consumer behavior in general. But when calculating each of the dimensions of social media, we found that advertisements have an impact on consumer behavior, while the rest of the dimensions did not affect consumer behavior

This may be due to the fact that social media users use social media to communicate, but for purchasing, they prefer to buy face to face and not through an intermediary because they prefer to buy products according to their purchasing senses, and this only happens about the direct purchase route may be due to the purchasing behavior of respondents.

References:

Aaron, I. (2021, January 20). *How New-Age Social Media Marketing Is Changing and What You Need to Know.* Récupéré sur Bsiness.com.

Andaleeb, S. S., & Latiff, S. (2016). *Strategic marketing management in Asia.* Bingley: Emerald group publishing Limited.

Anderson, H. a. (2000). Creating loyalty: Its strategic importance in your customer. Dans *Customer Relationship Management* (pp. 55, pp. 55-67.).

Assael, H. (1992). *Consumer Behavior and Marketing Action. Fourth Edition.* Boston: PWS-Kent Publishing Company.

Asur, S. (2020, March). *Predicting the Future with Social Media.* Récupéré sur ResearchGate: https://www.researchgate.net/publication/45909086_Predicting_the_Future_with_Social_Media

Asur, S. (2012). The Economics of Attention: Social Media & Businesses. *Social Media & Business* , 37(4), 77-85.

Baekdal, T. (2009). *Web trends.* Récupéré sur http://www.baekdal.com/Trends/web-trends-2009 [Retrieved 16.3.2013]).

Barefoot, D. a. (2010). Friends with benefits: A social media-marketing handbook. *San Francisco: No Starch Press.*

Belch, G. E. (1990). *Consumer Behavior and Marketing Action.* PWS-Kent Publishing Company: Boston.
Berkman, H. &. (1986). *Consumer Behavior: Concepts and Strategies.* Kent Publishing Company: Bonston.

Borges, B. (2009). *Marketing 2.0 Bridging the Gape between Seller and Buyer through Social.* Tucson, Arizona: Wheatmark.

Borgman, P., & Wanner, H. &. (2021, 6 25). *Brands + Social Audio Platforms: Everything To Know Before Joining.* Récupéré sur Reputation Partners: https://reputationpartners.com/brands-social-audio-platforms-everything-to-know-before-joining/

Chaudhuri, A. a. (2001). The chain of effects from brand trust and brand affect to brand performance: the role of brand loyalty. *Journal of Marketing* , Vol. 65 No. 2, pp. 81-93.

Coles, L. (2015). Marketing with Social Media: 10 easy steps to success for business. *Milton Old: John Wiley & Sons.*

Craven, M., Liu, L., Mysor, M., & M, W. (2020, March). *COVID-19: Implications for business.* Retrieved from Mckinsey & Company: https://www.aedcr.com/sites/default/files/docs/mckinsey-full_article.pdf.pdf.pdf

Delaney, J., Salminen, N., & Lee, E. (2012). *The growing impact of social media.* Récupéré sur http://www.sociallyawareblog.com/2012/11/21/time-americans-spend-per-month-on-social-media-sites/

Dilorenzo, M. (2010, August 1). *Social Media Marketing and Strategy.* Récupéré sur PRWeek: https://www.prweek.com/article/1266889/michael-dilore

DOLLARHIDE, M. (2021, August 31). *Social Media.* Récupéré sur Investopedia: https://www.investopedia.com/terms/s/social-media.asp

Drury, G. N. (2008). Social Media: Should marketers engage and how can it be done effectively. *Journal of Direct, Data and Digital Marketing Practice* , 9(3), 274-277.
Dugan, L. (2012). *How do Consumers Use Social media to shop?* Récupéré sur http://www.mediabistro.com/alltwitter/consumers-use-social-media-to-shop_b25544   [Retrieved 16.3.2013]

Durkin, M. (2013). Perspectives on battling digital marketing myopia. *Tweet me cruel* , 13(1), 51-63.

Edosomwan, S., Prakasan, S., Kouame, D., & Seymour, T. (2011). The history of social media and its impact on business. *Journal of Applied Management and Entrepreneurship* , 16(3), 79-91.

Fazio, R. H., & Zanna, M. P. (1991). *Direct experience and attitude-behavior consistency.* NewYork: Academic Press.

Google. (2012). *The customer journey to online purchase.* Récupéré sur http://www.google.com/think/tools/customer-journey-to-online-purchase.html [Retrieved 20.4.2013]

Gurney, P. M. (2004). The Internet:Marketing Researchers Panacea or Pandoras Box? *The Marketing Review,* , 4(1), 27-46.

Hafele, N. (2011). Social Media Marketing: Interaction, Trends & Analytics. *ICT 511 Fall* , 51 (3): 1-6.

Hawkins, K. &. (2013). Attitudinal loyalty, behavioural loyalty and social media: An introspection. *The Marketing Review,* , 13(2), 125-141.

Huang, C. (2017). *The impacts of brand experiences on brand loyalty: Mediators of brand love and trust.* Récupéré sur Management Decision: http://dx.doi.org.proxy.library.ju.se/10.1108/MD-10-2015-0465

Hunsinger, J., & Senft, T. M. (2013). *The Social Media Handbook.*

Jacoby, J. a. (1978). *Brand Loyalty Measurement and Management.* New York: Wiley.
Kaplan, A. M., & Haenlein, M. (2010). User of the world, unite! the challenges and opportunities of social media . *Business Horizon* , 53, 59-68.

Keller, K. (2001). *Building Customer-Based Brand Equity: A Blueprint for Creating Strong Brands.* Marketing Science Institute.

Kotler, P. &. (2018). *Principles of Marketing.* England: Pearson Education.

Lalwani, R. (2012). Socia media and business. *The journal of decision makers* , 37(4) 69-71.

Management Study Guide. (2019). Récupéré sur Brand Image. [Online publication].: https://www.managementstudyguide.com/brand-image.htm

Mangold, W. G., & Faulds, D. J. (2009). Social Media; The new hybrid element of the promotion mix. *Buziness Horizon* , 52 (4). 357-369.

Marshall, G., William, C., Moncreif, & Felicia, G. (2012). Revolution in sales: The Impact of social media and related technology on the seling environment. *Journal of personal selling & Sales management* , Vol 32(3), Pp 340-349.

Mayfield, A. (2008). What is social media. *Uk: iCrossing* .

Mick, A. (2012). A Review of Social Media and Implications for The Sales Process. *Journal of Personal Selling & Sales Management* , Vol 32(3). pp 300-305.

Newman, K. M. (2004). *Radio active: Advertising and consumer activism.*

Papasolomou, I. &. (2012). Social media: Marketing public relations' new bestfriend. *Journal of Promotion Management.* , 18(3), 319-328. .

Samli, A. C. (2001). Empowering the American consumer: Corporate responsiveness and market profitability. *Westport, Conn: Quorum Books* .
Sanchez, J. (2018). Instagram Marketing . *Comprehensive beginners guide to learn Instagram* .

Spacey, J. (2019, june 05). *Brand recognition VS Brand Awareness.* Récupéré sur https://simplicable.com/new/brand-recognition-vs-brand-awareness

Statista. (2021, April 30). *Social Media & User-Generated Content.* Récupéré sur https://www.statista.com/markets/424/topic/540/social-media-user-generated-content/#overview

Sudipto, G. (2018). *Interview with Bryan Wiener, CEO, comScore.* Récupéré sur Martechseries: https://martechseries.com/mts-insights/interviews/interview-with-bryan-wiener-ce

Taneja, G., & Bala, A. (2019). Current Scenario of Social Media Marketing. *Proceedings of 10th International Conference on Digital Strategies for Organizational Success*, (p. 9).

Tuten, T. L. (2021). *Social Media Marketing. 4th ed.* London: SAGE Publications Ltd. Glasgow.

Ursic, M. (1980). Consumer decision making - Fact or fiction? *Journal of Consumer Research* .

Willi, C. H. (2013). Virtual brand-communities using blogs as communication platforms and their impact on the two-step communication. *The Marketing Review* , 13(2), 103-123.
Wuyts, S., Dekimpe, M. G., Gijsbrechts, E., & Pieters, R. (2010). The connected customers. *New York; Taylor & Francis Group* .
Zhu, Y., & Chen, H. (2015). Social media and human need satisfaction; implications for social media marketing. *Business Horizons* , 58(3), 335-345.