

The Effect of Marketing by Using Social Media Platforms on Buying Intention

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ABSTRACT

According to the increased grow of the internet there has been an emergence of a wide range of social media platforms, where there has been a noticeable increase in user engagement levels to explain their opinions related to previously purchased journey of products or services.

The following research seeks to the role of marketing by using social media platforms on the buying intent on a mobile company in the Gaza Strip has been studied. The research uses the descriptive analytical approach to analysis the results between the independent and dependent variables also, the researcher used a questionnaire that was distributed to a simple random sample consisting of (400) customers of a mobile company.

The results from the analysis shows a positive effect between variables and ensures that there is a positive effect of marketing using social media platforms on buying intention, and that there is a positive impact of marketing related to company content and user content through social media platforms on buying intention at the level of significance 0.05.

The conclusions made from this research recommended the need to increase awareness of importance of social media platforms, especially famous platforms such as Facebook, Instagram and Tik Tok by holding courses for employees of a Jawwal company and introducing them to the best way to use those platforms and the advantages resulting from this usage, and how this reflected in a positive way on the company, in addition to directing and focusing on the company's content through social media platforms to different groups aiming to make sales by motivate buying intention.

Key words:

Social Media Platforms, Social Media Marketing, Buying Intention.

ÖZET

İnternetin kullanımının artması ile daha önce satın alınan ürün veya hizmet geçmişine ilişkin görüşlerini açıklamak için, kullanıcı katılım düzeylerinde gözle görülür bir artış olduğu çeşitli sosyal medya platformlarının ortaya çıkmasına neden olmuştur.

Aşağıdaki araştırma, Gazze Şeridi'ndeki bir mobil şirketin satın alma amacı ile sosyal medya platformlarını kullanarak pazarlamanın rolünü araştırmaktadır.

Araştırma, bağımsız ve bağımlı değişkenler arasındaki sonuçları analiz etmek için tanımlayıcı analitik yaklaşımı kullanır, ayrıca araştırmacı, bir mobil şirketin (400) müşterisinden oluşan rastgele bir anket kullanmıştır. Analizden elde edilen sonuçlar değişkenler arasında olumlu bir etki göstermekte ve sosyal medya platformlarını kullanarak pazarlamanın satın alma niyeti üzerinde olumlu bir etkisinin olmasını sağlamaktadır. Sosyal medya platformları aracılığıyla şirket içeriği ve kullanıcı içeriği ile ilgili pazarlamanın satın alma niyeti üzerinde 0,05 anlamlılık düzeyinde olumlu bir etkisinin olduğu tespit edilmiştir.

Özellikle Facebook, Instagram ve TikTok gibi ünlü platformlar, bir Jawwal şirketinin çalışanlarına yönelik kurslar düzenleyerek, bu platformları en iyi şekilde kullanmaları ve bu kullanımdan kaynaklanan avantajları, bunun şirkete nasıl olumlu yansıdığını tanıtarak, şirkete yön vermenin ve odaklanmanın yanı sıra içeriklerini sosyal medya platformları üzerinden farklı gruplara satmayı hedefleyerek satın alma isteklerini arttırır.

Anahtar Sozcukler:

Sosyal Medya Platformları Sosyal Medya Pazarlaması, Satın alma niyeti.

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For the sake of Allah, my Creator, and my Master,

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LIST OF ABBREVIATIONS

ALS	Amyotrophic Lateral Sclerosis
CTA	Click to Action
EGC	Employee-Generated Content
E-WOM	Electronic Word of Mouth
ROI	Return on Investment
SM	Social Media
SMM	Social Media Marketing
SPSS	Statistical Package for The Social Sciences
UGC	User-Generated Content

WOM Word of Mouth

Background of the Study

The emergence of the Internet and its wide spread among individuals and many technologies related to technology have dominated the daily lives of individuals, as the use of the Internet and technology has become a social and cultural phenomenon (Keohane & Nye, 2020), where the number of Internet users has reached 4.95 billion, which is equivalent to 62.5% of the proportion of the world's population and this according to the data report (2022), this huge number of Internet users has gained great importance to social media platforms, such as Facebook, Instagram and Snapchat as primary platforms that operate through user-generated content where they influence them significantly (Kapoor et al., 2017). Social media platforms have allowed individuals to interact with each other and build social relationships online.

As a result of the large number of Internet users and their use of social media platforms, companies were encouraged to seize this opportunity and market their services and products faster and easier, as most social media platforms provide the advantage of displaying and promoting goods and services by interacting with users, sharing information and creating marketing campaigns that bring great profits to owners. Brands and increases ROI, without the need for old print media like newspapers, visual like TV and audio like radio (Githa Heggde, 2017).

Since social media platforms are a means of allowing individuals to interact with each other and build social relationships online, that means when a leading business organization joins a social media platform it gives them great access to communicate with their audiences around the world and directly through messaging, instant conversation and groups, making it easier for them to promote their products and ensure that they reach a large number of followers (Akram & Kumar, 2017).

Recently social media has created a lot of controversy as a new technology in the world of marketing, it represents a tremendous challenge for business organizations, because the traditional means of meeting the needs of the customer because communication has changed with the customer who wants to communicate with the organization constantly and directly at any time and from anywhere, social media tools have gone beyond that and have a

significant impact on the mechanism and strategy of marketing completely(Gómez, Lopez, & Molina, 2019).

Social media has sparked a lot of excitement recently as a new technology in the world of marketing, as it represents a great challenge for business organizations, due to the failure of traditional means to meet the needs of the customer who wants to communicate with the organization continuously and directly at any time and from anywhere (Appel, Grewal, Hadi, & Stephen, 2020), these social media tools had a significant impact on the entire marketing mechanism and strategy and the increasing popularity and use of social media platforms has forced marketers to focus on their marketing strategies to reach the actual goals (Suoniemi, Meyer-Waarden, Munzel, Zablah, & Straub, 2020)

Social media marketing is science and digital art, where it is considered a link and communication between the product and the consumer through the internet by using social platforms where products are marketed over the internet around the world and not only around a specific environment to achieve common benefits between the consumer and the product and digital marketing has encouraged people are more to interact with brands and share such information or content with them to increase interactions, and after the great development in the use of the Internet and modern means of communication, organizations resorted to digital marketing to market their products through the use of different web media in addition to the consumer became more forward-looking to get all new regarding a particular product to satisfy his renewed needs and desires and to change his lifestyle for the better, so organizations seek to understand the journey of the consumer that passes through before making the decision to buy (Suryawardani & Priansa, 2020).

Research by (Zaki, 2019) highlight that social media has caused a lot of excitement lately as a new technology in the world of marketing, as it represents a huge challenge for business organizations, due to the failure of traditional means to meet the needs of the customer who wants to communicate with the organization constantly and directly at any time and from anywhere. These social media tools have had a significant impact on the entire marketing mechanism and strategy.

The intention to purchase is one of the factors that e-marketing aims to influence as it includes the purchase and use of goods and services, and also includes decisions that precede

such actions, and the identification of behaviors and movements made by the consumer when making the decision to purchase and what is already clear the extent of efforts made by business organizations to understand the needs of the customer and meet his wishes, all of which has led to influence his purchase intention as he became aware of the extent to which he is interested in all available means that educate him through content on the Internet until he chooses the product that suits him and this prompted the products to study the impact of marketing using social media on the intention to buy (Pütter, 2017).

Therefore, the present study aims to investigate effect of social media platforms. There is a lack of studies which talked about social media platforms but other studies ensure that companies not engaging in social media as a part of their online marketing strategy are missing an opportunity to reach consumers. Increasingly, social media marketing strategies are primarily considered beside modern business promising platforms to conduct the promotional activities as to effectively communicate with the targeted customers.

1.1 Statement of the problem

The main problem of the study is contemporary life is witnessing a change in multiple aspects, as the world keeps pace with great technical progress, which prompted companies to develop their traditional marketing methods and create content on social media with the aim of taking advantage of the marketing opportunities offered by social media (Zhou, Blazquez, McCormick, & Barnes, 2021).

Social media platforms play a strong role in influencing the buying intention of Jawwal customers where the researcher conducted an initial exploratory study on thirty Jawwal customers to measure the impact of marketing using social media platforms. It was found through the exploratory study that marketing using social media platforms affects the buying intention significantly, and despite using Jawwal company many methods of marketing through social media, there is no previous study on the impact of marketing using social media on the buying intention of the Palestinian consumer according to the researcher's knowledge.

Therefore, the present study aims to highlight the influence of social media platforms through two main factors on the consumer's buying intention. These factors were in the content of the company and the user content on social media platforms.

1.2 Study Objectives

The study seeks to achieve the following objectives:

➤ **Main Objective:**

To analyze the influence of marketing by using social media platforms on buying intention.

➤ **Sub objectives**

1. To evaluate the impact of company's content on buying intention.
2. To evaluate the impact of customer's content on buying intention.
3. To investigate how the marketers can take advantage of marketing through social media in order to enhance relationships between the organization and the customer.
4. Examine the effect between independent and dependent variables to determine the impact of social media marketing on buying intention for customers.
5. Understand customer's buying intention and analyze how to motivate them through the use of social media platforms.
6. Learn how important social media is to facilitate sales on different segments of society and positively influence the buying intention.
7. Make a set of appropriate recommendations and proposals that help the organizations marketing department to influence customer's buying intention.

➤ **The main question arises from the following sub-questions:**

1. Is the marketing by using social media platforms effective?
2. Is the content of the company motivate buying intention?
3. Is the content of the users motivate buying intention?

1.3 Research Hypothesis

H1: customer's content has a positive effect on buying intention for Jawwal customers in the Gaza Strip

H2: the company's content has a positive effect on buying intention of Jawwal's customers in the Gaza Strip.

1.4 Importance of the Study

The topic of research derives its importance by highlighting the role of marketing using social media in influencing the intention to buy for mobile customers, as well as conducting such research that addressed new concepts in the world of e marketing such as the content of the company and customer content on social networking sites and linking it to the structure of buying is of great importance to companies, and stems from the importance of the study in two respects as follows.

The study derives its importance by shedding light on the clarification of the role of marketing using social media platforms in influencing the purchase intent of mobile customers. Also, conducting such researches that dealt with new concepts in the world of marketing such as company content and customer content on social media platforms and linking them with the intention of buying is of great importance for companies, as it is a new topic that is rapidly developing due to the link between the topic, technology and social media that is developing day after day. The researcher also hopes that this study will contribute to providing the necessary information to any concerned party in this field.

This research contributes to develop marketing by using social media platforms, and highlighting the impact of this on the intention to buy with mobile customers, the application of marketing using social media will lead to reaching the largest possible segment of society and affecting their desires, and will be done by getting what they need through the company's website saving them time and effort, which will lead to the adoption of Palestinian companies such marketing policies through social media It will also enable researcher to learn about modern scientific methods in social media and marketing. Also, the outcome may help to

clarify the role of practical marketing managers in SMEs to development of innovative marketing solutions to a variety of problems.

1.5 Study variables

Independent variables

- Customer content (user)
- Company content

Dependent variables

- Buying Intention

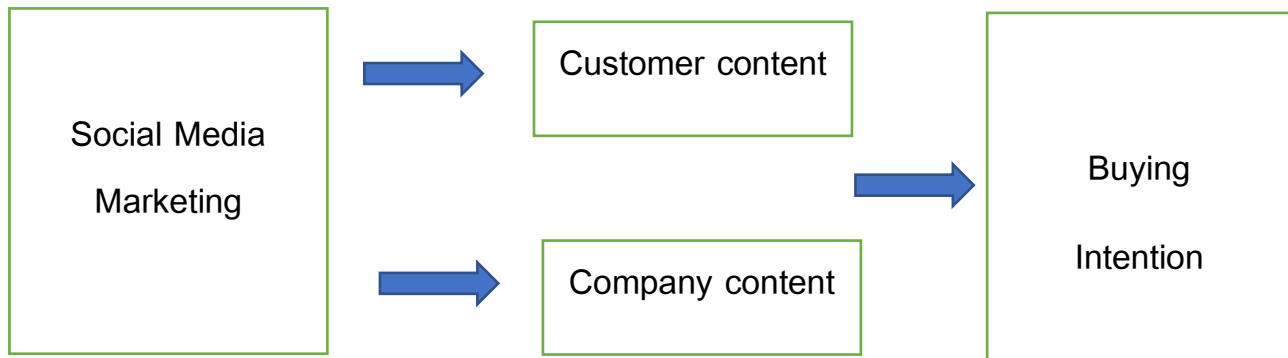


Figure 0.1. Conceptual Model

1.6 Previous Studies

Because the lack of studies that have studied the role of social media platforms in influencing the intention to buy, some relevant studies that have been directly and indirectly exposed to the subject of research have been found. The previous studies are the main pillar on which the subject of the research is based, and they provide a great benefit in completing the theoretical background of the research, defining its objectives, formulating its hypotheses and interpreting the results reached. There are similarities and differences between these studies and our current study.

The similarities are that many of these studies talk about marketing through social networking sites in general or about social media effects on marketing activities on purchase intention.

The differences are that each of these studies talked about a specific topic such as brand equity as a study (Choedon & Lee, 2020) or brand awareness as a study (Cizmeci, 2015) or Brand loyalty as a study (Laksamana, 2018).

The environment in which the studies were applied varied between Indonesia, Bangladesh, Jordan, America, Saudi Arabia, Egypt, Korea, and most of the studies used the questionnaire as a main tool for research, and various sectors were targeted during previous research.

Previous studies emphasized the necessity and importance of marketing through social networks and that it had a positive impact on the customer's purchase intention, as it was clarified that the customer's purchase intention became affected electronically before making a purchase decision by what the customer sees on the brand's platform of attractive content, customer review, e-word of mouth, easy access and quick interaction at any time and from any geographic area. However, previous studies did not specifically describe the platforms, but rather they were presented as a topic about them in general.

As a result, the researcher seeks to detail the most important social marketing platforms that each brand needs, and explained how to use the marketing tools of each platform in the advertising campaigns, which are considered part of the marketing strategy, which is now considered an essential element in each company and helps the marketing department in achieving the brand's goals.

1.7 Structure of the Research

The first section of the thesis, the Introduction, is made up of the following subsections: background of the study, the statement of the problem, Scope of the Study, Objectives of the Study, research questions, Significance of the Study and the structure of study. The second section, Literature review, is an analysis of previously done research related to Marketing by using Social Media Platforms, Social Media Marketing and buying intention. The third section is made up of the Methodology which discusses the methods that are going to be used for the empirical research. The fourth section, results and discussions contain of a detailed data analysis of the collected data from the questionnaires drawing meanings, inferences and

deriving sense out of the data. The final section gives conclusions from the study's results and provides recommendations for further research on this area of study.

2. Introduction

The significant development of technology and the dominance of web,2.0 technologies, which allowed multi-directional conversations and online interaction, have led to the remarkable change and spread of social media platforms as social platforms to allow their users to communicate with each other. Considering that internet users these days spend most of their time browsing social media platforms, reflects this change and development on social media platforms where there has been a great and different renaissance of its kind starting across all social platforms. The development of social media platforms has changed the thinking way to many companies and brands when attracting new customers as these platforms have become the means to deal with, attract and retain the customer because they understand the importance of social media platforms. In this age, social media is an important and indispensable part of life, with the majority of Internet users enjoying their presence on these platforms and using one or more platforms and in each one there are many different forms of social media, in each platform there is a different way of accessing user content as well as social characteristics such as social status, academic and professional level, and activities of interest to each user.

This different change in social media platforms has led to a change and development in the way the customer is targeted and reached where social media platforms have provided many new features, capabilities or sources that enable companies to access and interact with the user and this interaction affects users' purchasing decisions since users of social media platforms rely on the spoken word positively from other users and therefore, are no longer only a social environment to reach friends, chat and publish photos. They have become platforms characterized by marketing techniques as companies and brands now deal with these platforms differently and are scheduled to focus heavily on how to deal with these platforms in a marketing manner and integrate them into the corporate marketing plan.

In the opinion of many researchers, companies now realize that social media platforms are the most effective way of reaching a huge number of customers as Internet users in general and users of these platforms in particular are considered customers or can become potential customers because they spend a large part of their time online. Meanwhile, these platforms enable companies to engage customers at the lowest cost and effort and as quickly,

effectively and accurately as possible. Traditionally, social media platforms have begun to replace all traditional marketing methods and this change is an opportunity for companies to reach a large segment of customers, market the brand, promote it, develop awareness of it and thereby stimulate the intention to buy at the customer.

2.1 Social media platforms

Social media platforms are an effective and powerful social marketing communication tool in reaching and interacting with customers wherever they are geographically, at any time and at the lowest cost (Wibawa, Baihaqi, Nareswari, Mardhotillah, & Pramesti, 2022). Social media platforms differ from each other, where in the past they used traditional one such as newspapers, magazines and television were targeting the customer in one direction only. The internet on the other hand, has provided social media platforms with their distinctive and unique features that include the ease of moving between pages and platforms, direct interaction, and speed of access all of which has opened the way for all users to express their opinions (Zhang, Chintagunta, & Kalwani, 2021). This enhances the confidence and credibility of the brand as the user not only browses, but is capable of producing and publishing his opinion resulting in a review of the platform and the products or services provided (Mousavi & Amiri Aghdaie, 2021).

This huge amount of information on social media platforms has led some companies and brands to recognize the power of marketing through these platforms and the importance of reaching out, interacting with, establishing and maintaining relationships with the largest group of customers (Ibrahim, Aljarah, & Sawaftah, 2021). Researchers portray social media platforms as advertising platforms that allow users to communicate and interact with each other and is a complementary tool for marketing efforts where all companies tend to this type of marketing as most of these platforms are free and flexible in use and there is easy access to the target customer through targeting through advertising funded using influencers and engaging with them effectively (Unnava & Aravindakshan, 2021). This type of marketing takes a lot of effort from companies to create unique content to attract customer attention and share it with each other, and in this way, large numbers of customers are reached by

automatically posting renewed content on a daily basis with new ideas which easily generates electronic word of mouth (De Pelsmacker, van Tilburg, & Holthof, 2018).

The process of communicating and interacting with customers has enabled companies to understand their own audience and build a strong customer relationship to raise awareness of the brand by activating online customer services (Jeya & Gopinath, 2022).

The customer now sees social media platforms as a way to reach any brand they want to deal with at any time and is fully capable of distinguishing between brands because companies use and share their own logo, repeat it and spread it to their customers so as to establish it in their minds (Helal, Ozuem, & Lancaster, 2018). This also distinguishes the customer of the brand that he deals with and results in sincerity and commitment as this type of customer can now share the brand with others and this helps spread the brand more, hence, facilitating access to a new segment of customers and influencing their purchasing decisions. As a result, marketing through social media platforms is a marketing activity based mainly on creating content distinct from products and services, which helps to provide all the information that the customer may need, whether in the form of text, image or video, where the customer has access and get all the information about a particular service or product without going to the store but only through digital sources of information available on the corporate platform (Subriadi & Baturohmah, 2022).

One of the most important factors influencing information on social media platforms is credibility of all kinds (Sun & Chen, 2021)

- Credibility of the information: Is about a particular topic on social media platforms is either reliable or unreliable.
- Credibility of the bumper: Depends mainly on the credibility of the companies or people that disseminate the information.
- Content credibility: It relies mainly on spelling, grammatical, and content quality assessment.

2.2 Social Media Marketing Concepts

Bala and others defines marketing through social media platforms as marketing aimed at directing traffic to your sites or business through social sites such as Facebook, Twitter, Instagram, Pinterest, LinkedIn and others where your brand's unique content is shared with the customer's close circle, to create and customize content for different social media platforms, with continuous interaction with users around the clock (Bala & Verma, 2018).

Some researchers also pointed out that marketing through communication platforms is a two-way communication through which the advertiser promotes products and services and includes all means and methods practiced through the network to reach and interact with the largest number of customers by responding to customer inquiries. These platforms allow customers to express their opinions through the feature of adding comment, this making it easier to reach the customer and choose the brand of the business he wishes to deal with all confidentially (Pintye et al., 2020).

Nusur also confirmed that marketing through social media platforms is an effective and guaranteed way for large and small businesses and startups to reach their target customers for their business, customers interact more with brands through such platforms as Facebook, Twitter and many other popular social networking sites. Social media sites provide the ability to promote goods and services at very low prices and very quickly, without the need for traditional means as companies through platforms make big profits and increase sales, and networking sites help significantly increase customer motivation to make a purchase decision, as it is possible to make advertising campaigns and continuous offers on goods at certain seasons or times which increases the profits of service owners and advertisers, and it is important to know and study the company that wants to Advertise its brand and post it on social media (Al-Nsour, Al-Manasrah, & Al-Ziyadat, 2016).

Social media platforms are a big part of individuals' daily lives, providing interaction on visual platforms is a shift in behavior in all walks of life as some of these platforms are useful on the social side, another commercial, and others educational and political and these various platforms are now a tool to attract the customer and develop the relationship with him and maintain it and influence his behavior and turn it into commercial as was said

(Thaichon, Liyanaarachchi, Quach, Weaven, & Bu, 2019) also emphasizes that electronic words of mouth change the way customers interact and interact with companies.

We find that all researchers agree that marketing through social media platforms is a type of marketing that depends mainly on the use of social platforms where the term social media platforms differ from social networks, both of which rely mainly on the transmission of media and information between individuals or between individuals and companies and influence them through the content created by the company (Alalwan, Rana, Dwivedi, & Algharabat, 2017) Commercially to achieve the company's goals in terms of sales and brand name promotion. This type of marketing includes interaction such as publications, photos, videos and any other content that attracts more customers

The customer now does not make the purchase until after the search and analysis of the brand platform from which he wants to buy. Companies use their dialogue with customers as information or promotional media and publish it to motivate other potential customers to buy and this describes the content of the user via social media platforms as it is the experiences created online to get larger posts and access the opinions of other users that affect purchasing decisions (Ladhari & Michaud, 2015).

After looking at many studies and from the point of view of the marketing researcher on social media platforms, it is a professional and intelligent process that needs many tools to create content suitable for the company's approach to advertising, promotion and marketing for all the products or services provided by companies after understanding the needs of the market, analyzing competitors on these platforms and then working to build a social marketing platform with advertising campaigns targeting the target audience, and then interacting with them to attract movement of the platform, with a full understanding of customer requirements and needs wherever they are, this increases followers, high access to your platform and increases conversation through their interaction with the brand.

2.3 Marketing objectives through social media platforms

Companies that build a marketing plan and develop social media marketing strategies for social media platforms will be able to create a strong relationship with their customers by

understanding and analyzing the customer's needs and this increases customer satisfaction and the continuous development of the relationship with it generates a positive and good electronic word for the benefit of the brand in order to increase ROI (Al-azzam & Al-Mizeed, 2021). Many companies consider that this way of establishing a relationship with the customer and satisfying him and providing him with all the required information in an easy way to reach it, and considers all kinds of media provided by social media platforms whether in the form of video, image or blog about the services of the company and its products and provide it to the customer, so that a good picture in the customer's mind develops describing the effort of the brand to be close to the customer and this requires an integrated marketing team dealing with the communication platforms (Kaur, 2016). According to a digital marketing strategy some companies hire a content writer, advertiser, text checker, all in efforts to be sure of everything before sharing it with the client, and this indicates that companies are seeking to increase marketing efficiency through social media platforms and get better recommendations on content that you offer (Heggde & Shainesh, 2018) mentioned this at the point of enhancing credibility by being on the platforms.

1. Enhance your credibility as a brand.
2. Attracting targeted customers and increasing conversions as good content and professional marketing on social media platforms transforms the follower into a potential customer and shares this experience with the customer generates other potential customers and increases sales.
3. Learn from your competitor by analyzing and understanding what he does in dealing with followers, what products he offers and how you can outperform him and distinguish him from him, but with your own style and style.
4. Focus on increasing return on investment and companies' understanding of this benefit.

2.4 Benefits of marketing through social media platforms (Tiago & Veríssimo, 2014).

1. Reaching out to a large audience: Social media platforms have a large number of people from around the world in a short amount of time that includes people who enjoy spending most of their time online and thus targeting and reaching customers even more.
2. Raising brand awareness: Because there are many competitors on social media platforms where access is not easy, you should have a fingerprint brand and a special character that distinguishes you from others and also raises awareness by sharing your audience with others or may be participating in an interactive form through admiration and publishing.
3. Building and strengthening customer relationships: Through continuous interaction with followers of your social media platform, this strengthens the relationship with the follower and encourages them to interact with your platform, whether in answering questions and comments or sharing your content, and you should constantly ask about customer suggestions and this enhances customer confidence in your brands.
4. Quick results for effort and cost: Through social media platforms, the marketer can launch an advertising campaign while determining its budget based on the company's budget and easily determining the duration of the time.
5. Business Development: by listening to customers and following them and getting feedback from them about services and products.
6. Improve brand ranking in the search engine: If your presence is successful on social media platforms when users search for your page using certain keywords that appear on your page with the front pages of the search.

In the researcher's opinion, the benefits of marketing through social media platforms may be done in the best way after using advertising campaigns and targeting potential customers and turning them into customers through excellence in content, providing the best services and products to the customer so that they meet his needs and there becomes a sense

of satisfaction on the part of the customer and this encourages the customer to share his experience with you through electronic word of mouth and this will distinguish you from many competitors on the platform .

The results of previous studies support the need to share electronic word of mouth, as it plays an important role in customer interaction, E-WOM is a negative or positive opinion of the customer on social media platforms about a product, service or company. Brands always maintain this word to be positive for the strength of its impact in creating new potential customers, and because the results of E-WOM are described as reliable and impartial content and a source of information and experience that can be accessed. In addition, most companies use customer conversations to promote products and services, whether by posting them as a photo or text, motivating other potential customers and spreading on social media platforms simply through a redirection process (Fazal-e-Hasan, Lings, Mortimer, & Neale, 2017). (Huete-Alcocer, 2017)

2.5 Types of social media platforms

It is clear from the above that social media platforms are no longer just platforms for communication between individuals, but these platforms have become an opportunity for all departments in companies, especially marketing management, where these platforms have made it easier to reach the customer, and have become a quick targeted and inexpensive method (Erlangga, 2021). The platforms aim to increase movement on your platform by using social media platforms as a marketing tool; Facebook, Snapchat, Instagram and Twitter and YouTube, so you have to create and customize content that suits each platform to interact with customers on a daily and 24-hour basis to increase sales and here are the types of social media platforms the researcher focused on (Al-Nsour et al., 2016):

2.5.1 Facebook

Facebook, one of the world's most popular social media platforms with 1.9 billion users, started as a school project by Mark Zuckerberg, in 2004 and available in all languages of the world, is no longer just a means of getting to know each other, but has become a promotional marketing platform used by companies (Hubspot.net). Facebook is one of the fastest growing platforms in terms of speed in spread (Awan, 2016). where Facebook replaced the old targeting by traditional methods used in the marketing of the product, for

example, in the past through newspapers, magazines, radio and television, where it was one-way and not targeting the potential customer accurately but now, through social media platforms and specifically Facebook, the interaction between the brand and the customer has become two-way and shared by providing information through a variety of forms of content so that the customer is able to comment, give an opinion, and the brand can share the customer's opinion through the platform (hilal, 2019).

Information affecting interaction and targeting on Facebook:(hilal, 2019)

- Demographics information: which a Facebook user enters on his Facebook profile, includes age, professionalism, scientific field, social status, and this is the information that brands need when targeting the customer to market different products and services.
- Psychographics information: they are factors that affect the interpretation and analysis of customer behavior, as they represent all values, principles, beliefs and interests that affect the customer in making a purchasing decision, and also help brands understand customers and analyze their personality and communicate effectively and these psychological factors are very important.

In addition to Facebook's ability to reach and connect a large number of individuals, making it a marketing tool for organizations and thus building communities that share a particular field or interest, and before starting marketing through the Facebook platform you should realize that all internet users in the world have an account on the Facebook platform as it has a high daily traffic rate from around the world and users spend hours continuously browsing it, from here came the idea of exploiting the Facebook platform and its users, so All companies and brands should be aware of why they should market through it (LinkedIn.net).

- Facebook helps companies accurately identify and choose the marketing goal, so when you start the ad campaign, as Figure 2.1 described that Facebook makes you choose from the following

Awareness	Consideration	Conversion
Brand awareness	Traffic	Conversions
Reach	Engagement	Product catalog sales
	App installs	Store visits
	Video views	
	Lead generation	

Figure 0.2. Facebook campaign

Some campaigns through Facebook aim to increase brand awareness and attract the attention of potential customers because this type needs to have a wide brand audience because it is likely that there will be no direct sale but targets your desired customers, others aim to increase traffic either on other platforms or the company's website and this type of advertising enhances and increases the number of visits to the site, and this increases conversions, while collecting data of potential customers where the ads are aimed at obtaining information about Potential customers through Facebook and this type with one click enable you to get your customers' data automatically, however, conversions are pay-per-click and used especially in the field of real estate, but the advertiser is very careful given the price of the click and the one that takes it into account is the duration of the ad for successful conversions (Lo & Fang, 2018).

In 5 steps within Facebook marketing campaigns, companies help maintain a strong visibility on Facebook: (Wang & McCarthy, 2020)

1. Campaign action
2. Rich content
3. Update content
4. Tracking measurements
5. Analysis of results

Before building a business page on Facebook, we should know what the components of the Facebook business page are:

1. Profile picture: It reflects the company's logo
2. Cover image: It reflects the company's services and products
3. About: Basic information that is essentially on the page that expresses the brand such as construction date, and communication information.
4. Views and analysis: It help measure the performance of brands on Facebook and measure how customers interact with them.
5. Control panel: To control page settings in some activities such as tracking comments and accessing page analytics.
6. Fixed Post: The most important part that expresses the brand in short and is installed at the top of your Facebook page which may affect the conversion of the user to a potential customer, you can look at an example of the Facebook control panel as shown in Figure 2.2



Figure 0.3. Facebook control panel

Treadaway noted that Facebook is the marketing manager at the level of the most recent social platforms, but it is the largest platform in terms of number of users and we conclude here the most important benefits of Facebook: (Treadaway, 2010)

1. Facebook provides an excellent environment for raising brand awareness.
2. The ability to interact with customers 24 hours a day and instantly.
3. High brand rating on search engines.
4. High access and easy to get feedback.

2.5.2 YouTube

YouTube is one of the best ways to get knowledge, an American platform with 315 one active daily user, the second largest platform in the world, founded in 2005, and works to share multimedia among its subscribers, allowing users to download and download multimedia (Hubspot.net) and with increased use of social media platforms and challenge The continued tat of platforms is becoming more common than ever, helping companies market, advertise and promote their products through YouTube from all online marketing platforms. (Zhou et al., 2021) mentioned that YouTube is one of the most effective online marketing platforms because it is a social platform that includes all ages and is not limited to a certain age and the videos it contains a variety between educational, entertainment and others, so targeting through the YouTube platform is feasible and marketing through videos of products and services is considered one of the best and easiest ways for the customer because it is a simple method and easy to use to deliver the required message

YouTube Marketing Mechanism (Abdelkader, 2021):

1. Professionally produce short and long videos to market brand products or services.
2. The ability to promote the brand visually as videos have enabled the customer to listen, watch and interact with the brand through YouTube properties to interact with the brand: likes, comments and channel subscriptions.
3. The ability to add web links to the brand site or a link to its blog below the posted video increases traffic and traffic to the site.
4. The marketing effort through YouTube because it's an effective way to attract attention at first is a great effort because the brand will create, design and prepare content as an attractive video, but this effort achieves great results compared to competitors.

What distinguishes YouTube from other social platforms is the possibility of sharing profits with users in order to motivate them to publish visual content and YouTube provides its users with many features to create and deliver effective content, and to introduce some marketing and profit methods from YouTube, including YouTube ads, brand sponsorship, fan finance and direct sales (Lewis, 2020).

Here it is worth building the question why YouTube is a social media platform and does it help market products and services to companies and brands? (Bishop, 2018)

1. Because YouTube offers effective, diverse content that can be interacted with by admiring, commenting and subscribe to the channel.
2. The quality of the content created by the user where some users develop a monthly plan to create and prepare topics to be posted on YouTube in the best way with the possibility of watching and getting it free of charge.
3. Ad feature that helps involve YouTube and the user with revenue and profits where ads are allowed in video and are strong and fast ads and you may only find this type of quick marketing ads on YouTube.
4. A sense of belonging to this community is the feeling shared by all users on all social media platforms.
5. Collaboration with the influencers on YouTube (Hou, 2019).

As recently as 2021, the number of videos viewed on YouTube was 1 billion hours and YouTube's revenues from advertising were estimated at \$8.6 billion,¹ from the researcher's point of view, what distinguishes YouTube is that it has new features that help brands and people in marketing and promoting products in various ways such as:

Recently, there was a feature of posting a story on YouTube where influencers and others became the daily posting of their activities on YouTube, which is unusual for a platform dedicated to posting videos such as YouTube but encouraged by others, and brands are using them to promote their services and products based on the audience they want to target (Reade, 2021).

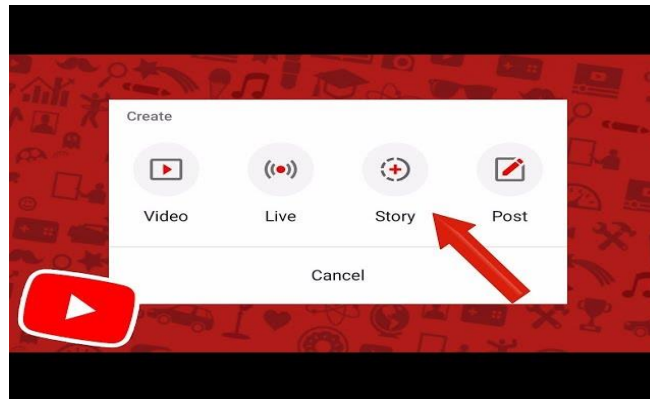


Figure 0.4. YouTube Features

The latest update added to YouTube is shorts and is similar to Reel Instagram update, which enables people and brands to post a variety of professional videos for 60 seconds and benefit both as the following Figure 2.4.



Figure 0.5. YouTube Shorts

2.5.3 Twitter

A fast news platform with 211 million active daily users from around the world, created in 2006, is a source of breaking news in the world for its primary reliance on news (Hubspot.net), and at the people's level, it's a fast daily blog where they post what they feel and what they think about. Highly valuable in obtaining its own marketing and advertising information by following customer feedback through their 140-character tweets through

which they cross after an advertised new service or product experience, Twitter and Facebook are at the forefront of social media platforms because of their large number of users, not only because of the number, but also because of the ads and types provided by (Shannon B. Rinaldo1, 2011)

what distinguishes Twitter is that it provides advertising in many forms that suit all marketers and meet their wishes, including (Ioană & Stoica, 2020):

- Tweet Engagement is posting the ad by posting a news or trend post on Twitter and your ad will reach the largest segment of users and so it is marketed by assembling the largest number of users in the tweet and is suitable for large companies.
- Gain Followers this type of ad aims to spread a good image and reputation about your products and about your brand in the minds of users and is suitable for startups.
- Web Conversion is the type that all platforms share in converting the user into a customer and increasing traffic and visits on the company's website.

Marketers are very grateful for these forms, as twitter's ad format and feature help enable users to share and interact with brands so they can negatively or positively affect their reputation depending on the user's impression and post experience.

Steps for successful marketing on Twitter (Enli & Simonsen, 2018) :

1. Use influencers as they influence the intention to buy for followers because followers tend to believe large-scale pages.
2. Interest in the electronically spoken word as it helps manage the brand's reputation and build awareness of it.
3. Increase tweets that entrench and improve the brand in the mind of the follower.
4. Use the hashtag to reach all those interested in the same field.
5. Congratulations on the occasions for important people or for the loyal customer in particular.
6. The specific number of words in the tweet helps the marketer target the follower through marketing studied words.
7. Searching one of the most important factors of success in marketing on Twitter to find out the problems facing the society and provide solutions, for example in Saudi

Arabia in Saudi Arabia some brands were using the headscarf of men in ads inappropriately and unusually so Saudi influencers and others launched a slogan through Twitter using the hashtag "Respect our culture" against these brands and this hashtag received great success. One brand corrected the mistakes as showed in Figure 2.5 through a video showing it and confirmed that wearing it properly preserves the Saudi identity and the interaction and spread of the video was very high (khamsat.net).



Figure 0.6. Hashtag twitter

From the opinion of the researcher on Twitter specifically away from other platforms the most important tool for the marketer is research because through research the marketer can know the problems facing society and maybe a certain category as in the previous example and works to create an idea as a solution that helps reach followers and help him provide solutions to them, and even in other areas is not limited to social matters, for example if the brand area is shoes the marketer will conduct a comprehensive survey and research What are their words about shoes, what hashtags are used, analyze competitors and see what followers think about what they offer, access vulnerabilities, improve them and provide them to the follower who will become a future customer.

2.5.4 Instagram

Instagram grew up on October 6, 2010 as a social media platform, with 1 billion active users per month, but Instagram outperformed other platforms in speed and popularity in a very short time as its use spread widely among Internet users, reaching 1 million users within two months of its launch and users using it to share photos with friends (H. Chen, 2018). It is used as a marketing tool by many organizations as marketing on Instagram has become a major marketing tool for many brands to launch new products and interact to increase sales and profits, with many Instagram users making profits with limited financial effort and many ideas that attract customers (Mou, 2020).

Instagram has become a micro-online store after the latest update and its developers have added Instagram shopping feature that enables brands to increase sales easily by attaching them and attaching CTA to purchase the product, and there are many effective advertising marketing methods such as using influencers to advertise a service or product with an eye provided the influencer is targeted accurately and thoughtfully so you have to focus on the advertiser's audience before choosing whether it suits your product and whether it is the right target group or not so that the results are meaningful (Ting, de Run, & Liew, 2016).

Marketing through Instagram is a marketing tool that reflects the brand sincerity of followers this increases the process of customer engagement and the strengthen relationship and increase conversions through it compared to any second platform, but provided that they interact permanently with users of this platform and involve them in your daily life, events and events, and developments with your brand this makes followers interact with you easily, and their response rate to any service or product offered is high (Khan, 2018).

According to the above, the researcher has a business account on Instagram as the Figure 2.6 showed that the account has 50.000 Follower also it targets more than one country and has agencies for many natural products licensed medically and internationally, which is a source of interest for many women in the present time.



Figure 0.7. Business Instagram Account

At first the interest and focus of the researcher on providing advice, consultations, opinions on many topics for many followers and free of charge, the researcher was sharing his study diary and scientific and practical stations within Istanbul and Eskişehir and Ankara and hence the number of followers began to increase and here are the fruits of work for three years now I can work from home and market thoughtfully for my products and get the monthly return that some people work from 8-10 hours to get it. I started daily to follow people who own Instagram accounts and have thousands of followers and look at what they do, I was really trying to make the content they offer but in my own way and flavor, I was adding fun sometimes to the videos and the follower feels happy and fun, and I sometimes add sadness when I feel nostalgic for the parents and the country and the follower emotionally

shared this feeling and feels solidarity with me by sharing the video or commenting on it or admiring it, I will summarize to you my steps to start on Instagram In the form of points:

1. Being where the client is, for example I'm targeting young students, so I have to be on the most youth-age platform and start looking for students and their communities.
2. Provide free assistance and inform the public of everything you know or don't know through research and access.
3. To set logical and measurable goals in a year if you look at that goal, you will say yes, I could have achieved it.
4. Diversify sources and work within a schedule to determine which sources you'll need to build content, whether in text, image, or video.
5. Talk to and interact with the public at all events and events.
6. Listen to the public and focus on quality in what it offers, quality i.e., accuracy and study content well before publishing.

As a marketer there's a lot of steps must following it:

1. Share reviews and feedback from customer

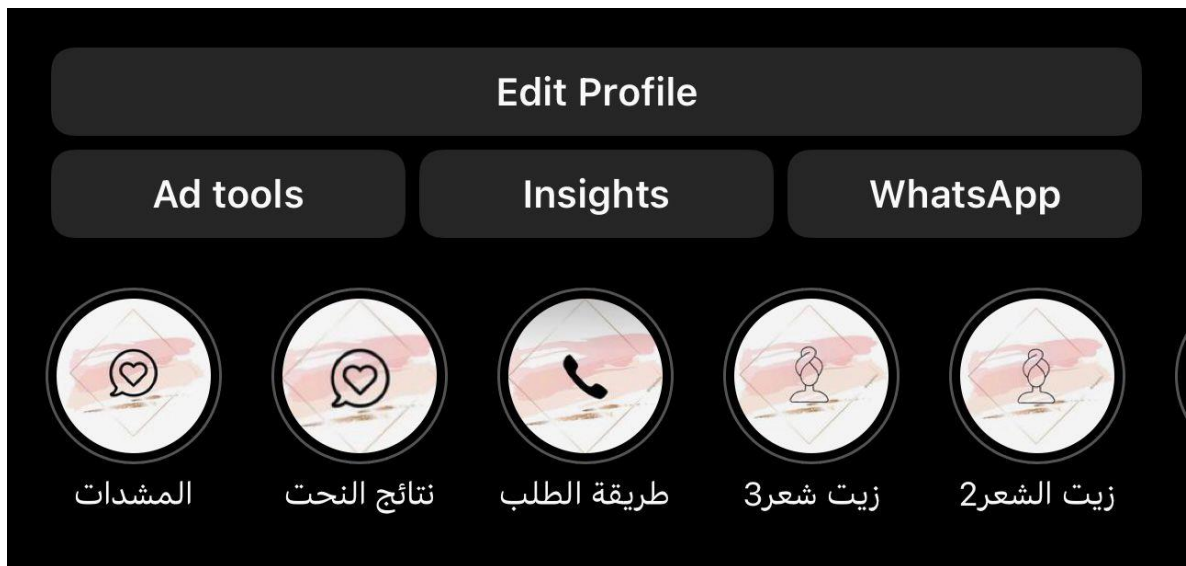


Figure 2.7 Highlight Review and Feedback

2. Share conversations and details about the feedback by photos or videos sent by customers



Figure 2.8 Written Feedback and Conversation

3. Tell your potential customers how to order the products step by step



Figure 2.9 Order way

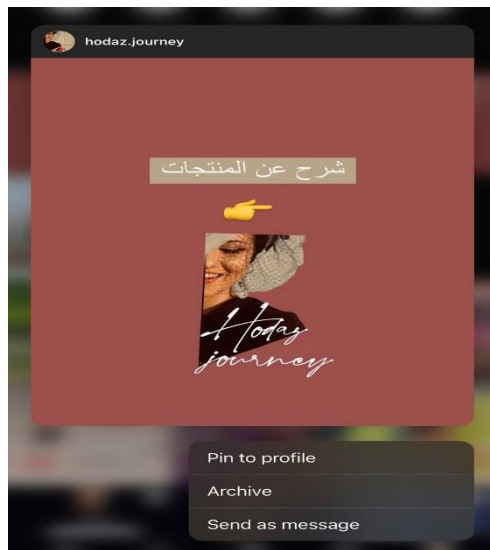


Figure 2.10 Description about products

4. Explain more about the products and ingredients which is natural or not and the usage about it to get benefits of it.

2.5.5 Tik Tok

The best platform to publish content as a creative video in short, Tik Tok has a billion user, where Tik Tok is the first Arab social platform to reach 3 billion downloads with 1 billion active users per month through (Hubspot.net) and what people have been pushing for is the long time people spent during Corona, which led to a rise of 61% in 2021 as showed in Figure 2.7, In addition, Tik Tok helps the user to create, not paying and making ads as Instagram to get followers, but the user cares about how to make a creative 15-second video that brings him followers, where Tik Tok allows users to edit and share videos for 15 seconds (Feldkamp, 2021). With the possibility of editing and using built-in sound effects, which has caused a stir in advertising and marketing, some companies and influencers have succeeded in using a short video to communicate a certain idea of a product or service with advanced targeting capability (Basch, Meleo-Erwin, Fera, Jaime, & Basch, 2021).

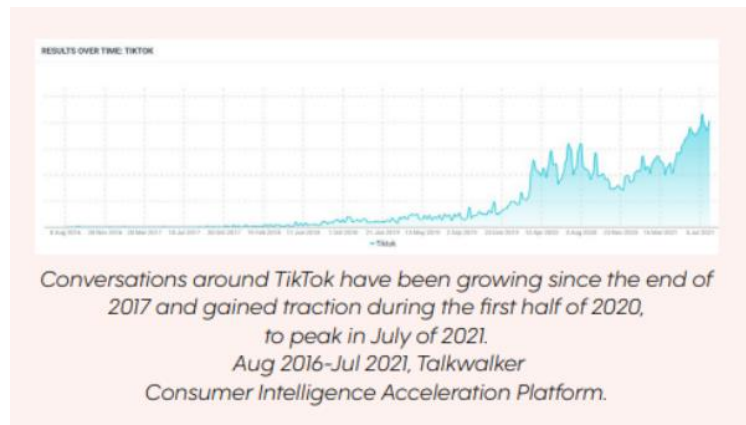


Figure 0.11 TikTok Usage Growth

All companies of all sizes are working to discover Tik Tok more and enable business and marketing through it with the aim of increasing the brand and expanding its reach, as the Tik Tok platform community is very broad and intense, and marketers are second only to YouTube, giving Tik Tok a great opportunity for marketers and advertisers to earn and advertise at the same time as Tik Tok has outperformed Twitter and Snapchat (Feldkamp, 2021). In terms of popularity, but it's also less ad-saturated than other old platforms because Tik Tok operates a referendum periodically and in statistics that people don't prefer ads, moreover, the user segment on Tik Tok starts at the age of 18-62, which means it's a very large and wide segment of customers and you can market your products and services through it (Morgan, 2020).

The use of paid ads via Tik Tok has shown great success over the years so that companies and individuals have adopted this type of ad and its types (khamsat.net):

1. Brand takeover acquires advertising material and includes short videos.
2. The original ads in feed native video are that the video is posted by Tik Tok itself and that this video is periodically suggested to users.
3. Branded hashtags are a genre known even on other platforms and adopted by many brands.
4. Marketing through influencers but there are some criteria to consider:
 - The impact audience must be the target customers of your brand in order for a successful marketing ad.

- Each influencer has his own style so don't impose a particular style on him as he knows how to attract the attention of the follower and present it to him.
- There is no need for professionalism in promotional video as Tik Tok does not restrict access and interaction with video quality and most followers prefer simple videos.

2.5.6 linked In

One of the most popular social media platforms that attracts many internet users, whether individuals or companies, with the aim of showcasing and sharing the experiences and skills of individuals and offering jobs by companies, linked In also includes anyone who wants to take advantage and get new opportunities (Johnson & Leo, 2020). Companies market their sources of limitation that benefit users and may be free or paid and here we mention that Linked In when marketing and building campaigns works like Facebook has different characteristics because the audience on LinkedIn has different characteristics where they are targeted based on geographical location, job, professional field, years of experience and then identifying the marketing goal of the campaign whether raising awareness or collecting potential customers, also what distinguishes LinkedIn the possibility of linking it to all the brand's electronic platforms by attaching links and accessibility (Florenthal, 2015).

In general, linked in is a professional platform with only professional and professional people who only seek to develop, grow and get opportunities that suit their potential, but in terms of marketing what distinguishes LinkedIn by several points: (alrab7on.net) & (Blank & Lutz, 2017)

1. The ability to post interactive content on the company's page and use keywords that help search engines reach you.
2. Post the brand profile link on all social platforms through the unique linking process.
3. The ability to post and interact with company-related content with LinkedIn users.
4. Supported content targeting based on specific characteristics, access and inference in the rest of the information from the public profile, the best example of which Mercedes used this tool to reach and communicate with high-net-worth people, which increased the participation rate over the advertised publication, and the use of visual content also helped to increase interaction.

2.5.7 Snapchat

Snapchat appeared in 2011 and was an entertainment platform that offers content that you can share with your friends, popular among the younger generation, teenagers and those under 25 years of age, contains many features that make it desirable for young people, such as streak, the story ends after 24 hours, various filters and the ability to save photos and videos as memories in the same platform and can only be deleted by the user, geographically locating the user and identifying people in the same area all helped Snap chat get the attention of young people (Alhabash & Ma, 2017).

Snapchat marketing is mystery for all marketers and used by companies and influencers to promote and publish about the products and services provided to them through the use of their Snapchat accounts, as it is one of the best new and non-traditional solutions where Snapchat is transformed from a regular communication platform to a large market featuring all products, services and business transactions, so snapchat marketing gives you a great opportunity to sell and market your products in a way entertainment as users prefer it for this reason more than Facebook (Tropp & Baetzgen, 2019)

The way Snapchat works is different from other platforms so it needs to be addressed:

1. Snapchat has easy, more transparent and fast application features.
2. More transparent than other applications because content does not necessarily have to be of a high quality.
3. Collaborating with the influencer helps to interact and spread and when choosing a Snapchat effect, you should focus on the impactor's audience interaction rate and the nature of followers.
4. For the short duration of content, the marketer can use phrases such as a witness before it disappears that motivates the follower, for example Warby Parker announced solar glasses using Instagram through a post and used a marketing phrase which is limited quantity and put their Snapchat account name at the bottom of the publication and this is a professional method of marketing.
5. Post 10-second short videos and let the follower see the brand himself instead of telling him about it.
6. Constant access to Snap new features helps you update some marketing campaigns.

So according to the researcher's reading of more on social media platforms and learn more about how they are used by companies to increase sales and profits which means that social media platforms and social media marketing have a positive impact on your company because it provides an opportunity for the general public to find or get to know you across these platforms, in addition to allowing you to quickly reach your target customers, stay in touch with them, and respond to their queries quickly and effectively.

Social media marketing has a positive impact on your company because it provides an opportunity for the general public to find or get to know you on these platforms, let's learn more about the impacts or impacts that have occurred through social media platforms.

2.6 Social Media marketing strategy : (F. Li, Larimo, & Leonidou, 2021)

1. Find your audience and study the personality of the audience
2. Select the platform you want to market through
3. Identify the most important measurements of the platform used
4. Know your competitors
5. Creating rare content that engages the customer
6. Make a timeline of publications

2.7 Impact of social media on marketing:

The term social platforms, networks, and websites used by individuals who share the same daily interests or attitudes through social media and interaction, is also considered information search platforms (Alalwan et al., 2017) and social media platforms also have influence on the people's knowledge, service level, competition and increased sales.

- ✚ Influence people's knowledge of the product.

Having an online platform or space on any platform that means being on social media platforms and delivering content about your product or service is a strong start to reaching more social media audiences through your content (Ramanathan, Subramanian, & Parrott, 2017).

✚ Impact on customer service level.

Customer service is usually at the heart of the interests of companies that aim to provide distinctive services and products because they make interest in their customers first and always make them feel valued and respected although providing this kind of attention can include additional resources, time and money, but when provided correctly, they plan to distinguish from competition, maintain a positive reviews among existing customers, encourage potential customers to buy from your products because of reviews and satisfactions of the existing customers and again do not forget that getting a new customer costs six times the cost of keeping one (Ramanathan et al., 2017).

✚ Influence competition

When your product or social media service is not available, you will lose many potential customers to your competitors because the lack of a visual identity of your company on social media will prevent you from all the benefits offered by social media platforms (Fan, Xu, & Zhao, 2018).

✚ Impact on sales

Social media increases opportunity to convert, meaning that the customer conversion rate or the completion rate with customers is high due to increased engagement and interaction with customers through platforms while displaying products or services, as many studies have shown that cross-platform marketing increases conversion rates more than marketing in different ways available, so social media marketing is critical for all brands, whether large or small, as well as for companies trying to increase their sales (Guesalaga, 2016).

2.8 Social Media Marketing Mechanism

Before creating social media content, businesses should focus on making effective mechanism for social media platforms by these steps that will allow them to communicate with the public easily, understand their needs, and increase the generation of potential customers, which is why all companies need to understand social media content and follow these steps and improve them during: (Alalwan et al., 2017)

1. Identifying your audience requires that the public know the full knowledge of demographic factors so that the process of targeting customer brands is accurate and

can be known by collecting customer data on social media platforms as your correct targeting will make it easier for you to identify the tools and media that must be used to reach the potential customer, and what marketing message suits this customer and often the correct targeting saves effort, cost and increases returns.

2. Setting your goals to be unique in making a marketing plan and integrating it into social media platforms should set your goals and work hard to achieve these goals and it is important to use Goal Smart to measure goals that include several conditions to be the target (Rietbergen & Blok, 2010) :

- SPECIFIC: In the sense that your goal must be simplified and clear and at the same time the goal should be logical and achievable to facilitate its participation with the team and easy to understand and work on through them, for example company 1 aims this month to work to increase the number of followers by 40% so the goal and efforts that will be made for it are clear.
- MEASURABLE: To have your goal measurable to what extent it can be achieved, how effective it is and whether the goal has been achieved or not or at least the degree to which it has been achieved.
- ACHIEVABLE: And this is what has been mentioned in achieving the goal that the goal makes sense and can be achieved through a team and its reasonable achievability can encourage the team to achieve it unlike if it is an unattainable goal.
- RELEVANT: This means that your goal is relevant to all the necessary human resources and resources that help to achieve it and fit for the goals to come within the framework.
- TIMELY: The goal should be within a specified time frame that includes a start and end date and is achieved during this period encourages the distribution and periodic supervision of tasks to the team.

3. Enabling your sources widely means that each platform has its own content that suits it and the diversity of the platform results in a variety of content displayed if it is text, image, video and users within an ad on social media platforms here efforts and material cost vary between each platform and others, but you always have to know

what content you should produce and you have here four types of this type: (Barton & Merolli, 2019)

- Articles that attract more people, especially those interested in them, if it is a diverse article, increase the movement on them and often vary blogs from private to public and diverse.
- Reports and books are this type of specialized content that can be posted on your blog so that it becomes downloadable material and is a great way to get customer information, especially email, and then target it using it.
- Infographic includes drawings and designs that deliver your blog information in a designed format and in an easy way for the public to desire your audience.
- Video using video you can highlight the goal of creating the video and the important things about it.

The budget of these sources should be examined and provided in accordance with the company's capabilities and all of these sources should be intended to encourage the public to make a purchase decision.

4. Developing a unique plan for each platform is usually a multi-platform is not an advantage if there is no team that organizes content and works within the business strategy of each platform professionally so that it suits its audience and often there is dispersion and lack of focus due to multi-platforms, so as not to forget that each platform is different from the other and each platform has a different marketing strategy, and each platform has a different audience (Sobaih, Hasanein, & Abu Elnasr, 2020). For example, if you are making ads and targeting older people it is better to be on the face platform Facebook is where targeting is strong because Facebook seniors are high, but if you're trying to target young people, you'll find your audience on Instagram or Tik Tok so when you create a marketing strategy for social media platforms, brands should focus on the following:
 - To know where your audience is.
 - SWOT's work to analyze competitors
 - Monitoring analysis and measurement results

Think about how each platform is best used and what content fits it that can be posted through them, for example users when they need a specific video that tells a specific idea they choose YouTube because it is the best at delivering video content.

5. Publishing content that is related regularly day by day changes the algorithms of each platform but the higher access of all platforms needs to publish attractive and convincing content continuously about the brand and its products or services, so that the service or product you provide seems reliable from them and that you care about your audience and simplify things for them to be easily understood through them, in addition to the constant publishing allows your platform to appear on the search page and this works to bring potential customers to your page, and for example The example on the Instagram platform is that if the brand can create promotional publications creatively and posted at specific times where access is high and the interaction on them is high, it is easy to appear on the search page (Kok & Singer, 2017).
6. Interacting with the groups and private followers whether on your social platform or blog and website because the customer's interaction with the brand makes the customer happy and this interaction often increases the ROI ratio because the customer feels that the brand hears his queries and understands his needs and meets his requirements in a way that satisfies him and you can also enhance your interaction with your customer in several forms including (Kok & Singer, 2017) :
 - Make constant questions and inquiries about what they aspire to from the brand while making offers periodically
 - Create videos and emojis that can sometimes be funny to add a comedic atmosphere when you watch it
 - Using the tools of each platform in a way that enhances daily interaction on Instagram Live, for example, you can freely and enjoyably view and talk about your product indirectly
7. Always follow the ideal and remember that your activity on the communication platforms is monitored by everyone so you have to wear the perfect mask and provide

the best effort to keep the potential customer for example there are templates ready to respond to customers quickly and to respond to queries without letting the customer wait for it as a brand you have to define the laws to help guide this platform correctly and this is what is meant ideal i.e. your site or platform through social media platforms is ready for any scenario or automated in another meaning (Hockenberry, 2018).

8. Reflect your identity, which is what distinguishes you from other competitors and is what you have to work to establish in the public mind, which means that all your marketing activities, whether printed, digital or textual, must include the identity of the brand in one form or another, and when your identity is firmly in the minds of the public wherever they are, it will be easy to know and distinguish you from others and know what your product or service offers (Suhel, Shukla, Vyas, & Mishra, 2017)
9. Quality preference rather than quantity should focus as a brand owner on the quality of the content you provide and not on the quantity of the content you provide because frequent deployment may be dangerous for your platforms because publishing a lot of low-quality publications reduces access to your platform, you can use a monthly or daily calendar to organize the publication process or what will be published text, image, video, or bulletin including choosing a suitable time for publication and there are several questions to consider when prioritizing for specific publications (Rhee, Bayer, Lee, & Kuru, 2021):
 - Is this post useful?
 - Does the content of this publication help my audience?
 - Is it original?

These questions can help you create thoughtful content and quickly attract those interested in you.

10. Measure the results and consider what has been achieved if all the goals have been reached within the specified time period with suggestions and adjustments if there is any defect.

3. User content concept

The development and growth of the recognition of net media and technologies has opened the approach for content creation and enabled it to make Interaction between folks, and therefore the gathering of common interests, yet as gap channels of communication between folks and dealing to publish and exchange thousands of ideas among users, and this has strengthened the idea of content between them, particularly among the pioneers of social media sites, and here we are able to outline the content of the user or client because the data that's printed while not payment by users of internet sites, this data is also within the variety of photos, videos, blogs, discussion forums, surveys, or comments. User content reflects the number of inventive effort someone has, as he creates content outside the routine and atypical so it attracts the eye of the audience, and therefore the most vital implies that helped during this square measure the new technologies offered by social media like blogs, chat sites and teams, which offer a chance for people to satisfy, and to exchange opinions and experiences These platforms allowed people to speak and exchange content and knowledge on an oversized scale and on the market for various age teams, social, cultural and economic, and net services provide the user the flexibility to develop, evaluate, collaborate, distribute net content, and share net applications with alternative users, through the subsequent sites : Face book, Twitter and others (Al-Nsour et al., 2016).

It has been found that these platforms permit users the chance to debate topics by posting comments on the web, and permit the addition of others directly, and written material, adding and modifying content on the web, wherever the user content contains data from everywhere the planet.

Social media permits the creation of user content that expresses temperament, and these sites merely produce a platform for users to feature and share content with others. Previously, folks want to use ancient media like TV and newspapers, however they're characterized by their high prices, inflexibility in modifying content, and due to social media and its technologies (Al-Nsour et al., 2016). Allows users to make and modify content and increase the triggers to attach with different user content, achieving an exact level of recognition, temperament or stature, and expressive style.

In addition, recent years have witnessed a remarkable development in Internet technologies, and this has helped to activate many of the advantages and characteristics associated with social media platforms, as these factors have enabled the Internet user to interact and participate in any content that he likes, and from here it can be said that user content on social media platforms is all information. Which the user wants to add in a free and flexible way and may vary, sometimes it is an image, text, or video according to the preferences of this user, and each user has content that differs from the other, due to the content of the content from one person to another, and due to the different capabilities where there are many creative users in creating interesting content during their day or during their working hours, which attracts the attention of other users and their interaction with each other, especially that social media platforms such as Facebook, Instagram and Twitter have a major role in creating interaction and giving many advantages to all users and other platforms that have given companies and individuals characteristics where It enabled them to create and share informational content globally and make it available, free, and easily accessible.

It can be said that the user content in a certain way expresses the individual or the person and his interests and aspirations, his developments, and a lot of scientific and practical, life and daily details that he publishes of his own free will, and this is what makes it easier for companies to target, as each group of users is classified with a specific classification based on the platform's algorithms, And if the company wants to target students through user content, in which the customer indicates on his personal page in any platform that he is a student and is targeted in this way that serves companies

3.1 User Generated Content

User generated content aimed to be unique for each brands, also must customized and featured even though as a photo, video or post. (Naab & Sehl, 2016)

1. Customers:

Customer is a main tool in this process of creating user generated content on social media platforms the user content is created by customers. User generated Content might be photo or video used as a promotional content which organize their profiles and make it works effectively.

2. Employees and Coworkers:

It's known as an employee generated content which aimed to focus on the worth of the story for business and brands, and how the brands add value after making it works. For Example, in the warehouses of the brand they can make videos or photos for the employee during working or finishing a mission in the warehouse this called EGC that will show how the employee work with love with this brand, this will help creating positive presence for brand on social media platform.

3. Brand loyalists:

The loyal customer is classified as an advocate on social media platforms, because this customer is always defending about the favorite brands that preferred and tried it a lot. This kind of loyal customers also help in creating user generated content on social media platforms.

3.2 Importance of user-generated content:

User generated content must be used in the buying journey of the customer and it increase the effect of interacting and conversion of customers. Also, the authenticity of the information that used on social media platforms is a key feature of UGC, as a result of it the competition is increase between brands. The authenticity and quality of the content are the

first important thing for creating a unique and successful content fulfilled of the original information (Bughin, 2007)

It can be classified as

1. Increase interactions and conversions
2. Increase awareness of the brand and product
3. Influencing purchasing decisions.
4. Increase brand loyalty.
5. Flexible and effective way.

3.3 Types of User-Generated Content

user generated content is mixed of content allow customer to find out the suitable format of content that preferred and end with choosing right brand (Y. Chen et al., 2022).

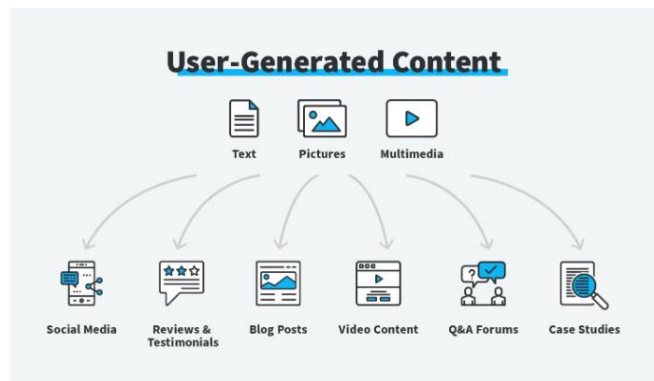


Figure 2.12 User Generated Content

– Social Media Content:

The most important scale on social media platforms is the insight and the viewers of the content as known many brands take photos and video and it shared on the brand platforms and the brand aimed to measures the interaction of customer according to the insight and seeing how many comments, like, share is included and sharing it once from customer definitely that means UGC.

- Blog Posts

brands use the blogs by posting regularly and sharing about the updates that occurs to the product, also the blog of the brand must be related to nature of the product for example if the product is make up the blog must be related to beauty and make up, and this kind of UGC helpful for B2C and B2b.

- Visual UGC (Photos and Videos)

The video which created by customers and for free it all called user generated content even on Facebook, Instagram, or twitter. and its famous style of UGC. sharing any video or photo related to specific products or service that means UGC.

- Reviews and Testimonials

Reviews always shows the positive and negative sides of the products according to the review of the customers that shared in order page of the products and effect on buying intention that's why most of companies use positive reviews and allow sharing it on different social media platforms to encourage intention to buy. Also, Testimonials showed by comments or in another way to increase awareness of the products and brand this type of comments also is kind of user generated content.

The most effective one is the long-lasting effect even in the future, that's mean if the content has a potential benefit from now to the future that's mean it effective one and can used for improving the future campaign.

3.4 Best Practices of User-Generated Content

1. Know your goals
2. determine what do you want to share on your current channel
3. Give the users the content that you want
4. Be real, original and enter entertaining during sharing anything to customers

5. Give offers and Prizes for audience to motivate them.

(Sykora, Elayan, Hodgkinson, Jackson, & West, 2022)

3.5 Difference Types of UGC

Each type and kind of user generated content is goes to serve a purpose in specific components of content on your promoting strategy of the brand, as an example a user generated content photo of a clint enjoying the product in your platform goes to figure nice on your Instagram and web site pages, however a review goes to be ideal if it were in your page while other current customers are looking or product pages. The key to user generated content strategy is defining what platform is suitable and what is suitable form of UGC and goes to figure best on. Generally, you'll be able to assume that the platform the user generated content came from could be a smart platform to still use it on. As an example, if you get access in Instagram video from a cheerful customer with the proper legal permission, you'll be able to use that video on your Instagram feed with those features and this applied in all social media platforms. The best case for user generated content is to include the first platform and use it on your web site, screens, email on different social media types on platforms.

3.6 UGC In Promoting Campaigns

While using user generated content it will be used across all of your promoting campaigns traditional and digital there's a huge chance to take advantage on it in your content promoting campaigns. This can be a result of UGC is content. All you wish to try to is keep repurposing it so it will be seen by a bigger audience and increase your whole awareness.

When you use user generated content in your content promoting strategy, don't forget that every piece of this user generated content will be used for a unique and different purpose. One client may need an excellent job by UGC making that's showed excellent for top of funnel awareness, whereas another client has the proper video for bottom of funnel conversions. convert what items of user generated content match into specific components of your funnel thus you'll confirm to use them at the correct time to right potential customers.

3.7 User Generated Content Vs. Ancient Selling

Consumers are significantly less passive than they were accustomed to be once in advertising. They're currently a lot more active within the choices they create, for example United Nations agency they opt to get from and interact with, these days shopping for ancient ads each on external media and on line could be a competitive game and even though you pull out the massive greenbacks, you continue to may not catch the eye of your customers.

Add that to the very fact that buyers are actively selecting to ads take pay to play streaming platforms like Netflix and therefore the rise of ad blockers and a lot of possible to click through to a website if they see a follower advocate it and you have got a solid argument for UGC to enhance ancient selling efforts. UGC works as social proof too. One study shows that seventy-nine of shoppers admitted to trusting on line reviews the maximum amount as in person recommendations. That's an enormous metric. Think for an instant regarding the ALS association Ice Bucket Challenge. The charity challenge went infectious agent for many months, increasing awareness of the ALS association which not many of us knew regarding beforehand and snacking the corporate 100\$ million in donations (Al-Nsour et al., 2016). No tiny effort, however its conjointly necessary to acknowledge the risks of UGC selling. The foremost vital of that is correctly managing the legal rights to photos. Some position cases demonstrate the potential injury that misdirection of UGC will cause to each all-time low line to brand's image.

4. Concept of Company's Content

Company content on social media are often outlined as a range of digital info sources that created, activated, published, and consumed by net users as an academic medium concerning merchandise, brands, and services associated with firms, that created firms understand the requirement to develop relationships multi-directional with its customers, enhancing interaction between the two parties, and giving social media to firms and customers alike, that created new ways in which to act with one another. Firms turning towards social media, to extend the potency of communication with customers, supporting the promotional

combine by understanding customers' perceptions, and disseminative info concerning their merchandise through social media. In distinction to ancient suggests that, making content for a corporation on social media could be a large-scale social development that enables multi-directional communication with the general public, however making content the corporate on social media could be a new development, and also the comparatively new technologies and programs related to social media, that are popular net users, created firms direct these suggests that to form content that presents their services and merchandise with the aim of direct and continuous communication with customers over amount of twenty four hours, and as a result the event of those new standards in business has light-emitting diode to the creation of recent business models, and also the suggests that are achieved Social media could be a success in company business, because it is associate degree interactive platform that empowers people communities of exchange and co-creation, dissemination, and modification of content provided by users of social media, and additionally, the content of a corporation closely connected in alignment with the principles underlying e-business, that is outlined because the application of data and communication technology in support of connected commerce, Like business relationships with people and teams and corporations to others, and social media provided a chance for firms to form content for them on the web, with the aim of finishing the selling method to the fullest (Al-Nsour et al., 2016).

4.1 Mechanism of Company's Content:

Now most companies can create content from where they start the promotional campaign through the most important steps, which is defining your content goals before preparing it, the goals of promotional companies can be something to attract a lot of visitors to their websites and social platforms so that they can get On a lot of potential customers through email campaigns that are intentionally targeted through the data of each customer that has been lured to obtain, where it must be ensured after setting the goals that each section of the content created aligns with the goals of the company in order to avoid the problems of creating Content So, content creators must conduct an in-depth analysis of the target market and build the buyer's personality, as the buyer's personality gives companies a general idea of the queries raised by users, and through the platforms and using many programs, keywords

and target words are collected and analyzed and many factors and whether Price is what makes and controls the content around them. After deciding what content to create, companies will choose the right formats, platforms, and audiences. Such as videos, books, blog posts or podcasts. Finally, content creation and promotion companies can promote the content you want to create. What is the purpose of creating high-quality content if no one has seen it before and has not achieved its goals (Ana Rita Lopes, 2022).

4.2 Importance of Content Creation Company

Now there are companies that specialize in creating content for other companies, as these companies have strong and talented teams of videographers, video and text editors, content writers, etc. This does not mean that companies cannot create content themselves but to be equipped more effectively and accuracy when there is insufficient experience because content creation is often cumbersome in these cases it is preferable to hire specialized companies or outsourcing as it is the right solution for most companies as content creation companies can generate leads, increase complete awareness and content workflow flow and how is going on is it right with the planned goals working together (Ana Rita Lopes, 2022).

4.3 Criteria of Content Creation Company

Your branding content is a very important and vital component as it does not make sense to hand this important part and put it in incompetent hands with many options that can be accessed to complete the content processing in a distinctive way, the main factor that you should focus on while choosing a content creation company It is their content strategy, accessible resources, and thus the ability to accomplish more accurately and faster. You will get all of that data about them digitally and it will be originally available on their social platforms. Before choosing, you should check reviews, case studies and testimonials that explain their previous work history, as well. Checking their website and social media pages to visualize the level of content they need to create for themselves; This can reflect about a lot of their abilities. Another issue to think about is the amount of content you hope to create and how well you can measure its results, for lower costs it is better to deal with a content creation company for all services with an associate degree or there is a pre-deal or service-

for-service to avoid paying more. If you are trying to expand in the future, make sure your company grows with you. (Ana Rita Lopes, 2022).

5. Buying Intention:

Social media has superimposed a replacement conception getting of buying intention of customers due to the increase of user's orientation towards social media platforms to look for information about brands and create purchase choices. Selling by numerous ways was involved for achieving satisfaction within customer's wants and desires of the patron, and develop its product for attaining customer satisfaction, in order that the success of the organization wasn't restricted to the bounds of discovering the necessities of the patron, however rather operating doubly to work out the explanations in finding that require or different intentions and motivates for creating a getting call.

This includes a deep study and accurate analysis of the current factors and motivates which drive the intent to buy. Wherever the intent to get is outlined because the presence of a requirement that the patron desires to satisfy, whether or not it's a basic would like or not. Products and services square measure one in every of the means that used primarily in satisfying the wishes of prospective customers, and therefore they would like for product is discovered through the interaction with external interaction and internal factors that make within customer's feeling of necessity (Al-Nsour et al., 2016).

Purchasing intent is outlined because the pattern that the patron follows in customer's behavior firstly then purchase, use or appraise product, services and ideas, that square measure expected to satisfy hos desires and needs.

From the actions that embody the acquisition and use of products and services and conjointly embody the selections that precede these actions, and verify the behaviors and movements that the patron makes once creating an acquisition call. Leads him to create an acquisition call, and therefore the most significant options that have an effect on consumer's purchase intention is demographic factors such as age, gender, social status.

The behavior of customers according to age differs from the behavior of older customers, and therefore the behavior of male customers toward product and service differs from the trends of feminine behavior of male customers toward product and services differs from the trends of female behavior, additionally to the role of statis in creating the buying call. The merchant will establish the requirements and needs of the patron and answer them

effectively consistent with demographic factors, and this pushes the patron reciprocally to be additional loyal and dependable to the selling organization and its merchandise. There's little question that this loyalty is strong once a properly planned and directed promotional model is obtainable to influencing the intent to get and also the adoption of acceptable promotional implies that serve the objectives sought after by the organization (Harwani & Kanade, 2017).

5.1 Buying Intention Effect on social media

The use of social media on business, especially as marketing techniques, has been significant. It completely changes ancient marketing techniques to new approaches, wherever, the social media platforms such as Twitter, Facebook, Google+, and LinkedIn, currently play a vital role in influence consumer's purchase intention. Therefore, organization need to understand what exactly is the purchase intention of consumers to adopt successful marketing plans via social media.

This part of study discusses the definition of purchase intention, and why marketer specialists viewed it important in purchase decision. It examines some theories which explain consumers purchasing behavior such as TRA, TPB, and TAM. At the same time, the research has explained recently proposed factors including E-WOM, online trust, social media influencers also, other factors existing in social media, which have impact on consumer's purchase intention.

Over the last decade, the figures of social media users are constantly increasing, especially among the youth groups. The increasing popularity of social media provides a platform for promoting and marketing brands, whether products or services, that affect the purchasing decisions of consumers and increase their desire for the products offered. To sustain their development, organizations New marketing mechanisms should be selected and implemented to add value to companies via social media as they are cost-effective digital platforms that are cheap even in their funded advertising to attract potential customers and to promote products and services through direct interaction with customers. (Lin et al., 2020). Social media platform is honest to consumers because it conveys what the brand is about rather than trying to control its image. social media have enabled the growth of user-generated content, and the publishing of consumer opinions. This type of interaction

reinforces attitudes Positivity towards brands, and leads to stronger commitment in the buying process.

Besides this will potentially address issues with time and place constraints, to create strong relationships with consumers (Chung & Cho, 2017). In general, social media marketing is a proactive platform that allows businesses to communicate with current customers while also attracting new ones. It has a significant influence on consumer purchase intention.

Marketing through various activities was concerned with achieving the satisfaction of the needs and desires of the consumer, and developing its products to achieve consumer satisfaction, so that the success of the organization was not limited to discovering the requirements of the consumer, but rather working doubly to determine the reasons for finding that need or other intentions and motives to take decision to complete the purchase; There are several factors for making a purchase through digital media, and here the buying process begins with the emergence of purchase intentions.

The presence of social media has added a new concept of purchasing intent, through the continuous increase in users' orientation towards social media to search for information and make purchasing decisions based on information. Buying with the customer (Hajli, Sims, Zadeh, & Richard, 2017).

5.2 Buying intention concepts

Purchasing intent is a feeling that arises after receiving a stimulus from the product that the consumer sees and then an interest in buying arises in order to obtain it. Transactional interest automatically arises on its own if the consumer feels the attraction or a positive response to what the seller. Buying interest is the stage in which the consumer tends to act before actually implementing the purchasing decisions. Then the intent to buy arises because there is a positive stimulus around an object that triggers the consumer's motivation for a product (Hajli et al., 2017).

Some define purchase intention as the pattern that the consumer follows in his behavior to search, purchase, use or evaluate goods, services, and ideas, which are expected to satisfy his needs and desires (Krämer, Schmidt, Spann, & Stich, 2017).

Some refer to the definition of purchase intent as the possibility of consumers planning to purchase a new or specific product during a certain period of time and the customer's expectations as to whether he sees that the product meets his expectations, needs and desires (Qazzafi, 2019).

It is also known as the evaluation of alternatives, where the consumer is ready to make a purchase decision in the event of a specific need or desire for a product or service, and sometimes the intent to purchase does not lead to an actual purchase, so companies must facilitate the consumer to act based on the purchase intention.(Shahid, Hussain, & Zafar, 2017)

Another definition of purchase intent is the possibility that the consumer will purchase a product or service in the future and that the positive purchase intent leads to the actual purchase action (Cham, Ng, Lim, & Cheng, 2018).

(Ghouri, Haq, & Naveed, 2017) defined purchase intent as the perceived degree of conviction on the part of the consumer that he will buy or repurchase a particular product or service, or will make (re-act) a deal with a particular enterprise.

(Hai, 2017) defined it as the possibility that consumers plan to purchase a particular product or service in the future.

It specifies that the intent to buy works to attract the motivational factors that affect the behavior and the individual's willingness to make the attempt, and the number of planned efforts by this individual to perform that behavior so it also the probability that a consumer will buy a product or service in the future, which will lead the customer to take the actual purchase or not. buying intention through the digital market is defined as the consumer's intention to enter into an exchange relationship with the retailer in the digital market and others define it as the consumer's ability to purchase in the future (Choi, Ko, & Kim, 2016)

The researcher concludes from what was mentioned that the intent to purchase is the planning practiced by the consumer to purchase a specific product or service at the present time or in the future based on his personal experiences or expectations using various electronic marketing means.

Buying Intention defined as a probability that lies in the hands of the customers who intend to purchase a particular product. Buying intention indicates likelihood that consumers

will plan or be willing to purchase a certain product or service in the future. (Raharjo, 2018) mentioned that it refers to the desire of a customer to buy a particular product of a certain brand that customers' decision to buy a product purchasing intention depended largely on the product's value and recommendations that other consumers have shared, for example on social media. The most well-known consumer purchase intention model was presented by (Junior, de Godoy Moreira, de Souza, de Oliveira, & de Oliveira, 2019) purchase process in five stages:

1. Identification the problem
2. Searching more about Information
3. Evaluating the important substitutes
4. Making Decision of wants
5. Customer Behavior after Purchase.

The buying intention divides to unplanned buying, partially-Planned buying and Fully Planned buying. Also, consumers often make decisions in-store. This Decisions can be classified as unplanned purchasing decisions, partially planned purchases mean consumers decide on the product category before going to the store, and decide on the brand after arriving at the store. Then are fully planned purchasing decisions, consumers decide products and brands in advance enter the store. Purchase intention is portrayed as a consumer's aim to take part in web-based purchasing through social networking sites. It can be concluded that purchase intention is the situation when a customer is willing and intends to become engaged in transaction due to marketing via social media (Shahid et al., 2017).

5.3 Importance of Buying intention

The buying intention is the individual's willingness to buy a product he likes for himself after making some evaluations on the basis of his personal experiences, perceptions, attitudes, subjective standards and behaviors and the behavior of the person responsible for the behavior (Schill, Godefroit-Winkel, Diallo, & Barbarossa, 2019) and it have some indicators such as

Purchasing intention is an essential indicator that help companies predict the likelihood that consumer will make a purchase during a given period of time, it's considered as proxy for actual behavior.

Social media has positive significant effect on performance of brand's sales. At the same time, purchasing intention affects the brand's sales performance, therefore, marketing specialists need to study purchase intention to great successful marketing plans via social media.

It has an effective role in helping marketing managers predict future sales.

Communication with others and choosing between products (purchase intention) has vital role in making the purchase decision.

In a 2015 Google study, it was found that organizations who focused on demographics and ignored purchasing intention could lose more than 70% of their potential customers.

Purchase intention is the most important customer metrics in e-commerce, purchase intention optimize marketing efforts on a large scale, by targeting individuals with high purchasing intention, organizations will save time and money thanks to improved conversion rates (Pool, Asian, Abareshi, & Mahyari, 2018).

5.4 The characteristic of Buying Intention

Everyone has his own perception and attitudes before the purchase, Marketing experts need to understand these perceptions and attitudes to know the consumers' desires. They must take into account the following: (Singh & Kathuria, 2016)

- The purchase intention is result of several motives and reasons that overlap with each other, or repel each other, consumer actions are complex, there are behaviors

that are expected in sometimes, on other hand, there are behaviors that are incomprehensible, it's depending on his\ her desire to buy.

- individuals' behavior is not a fixed or self-contained, it's related to the possibility of buying the product or not, according to desire to take this step or retract.
- Unconsciousness plays a key role in determining the purchase intention to consumers, consumer in many Cases cannot determine the reasons that led him\ her to want to buy the product or benefit from specific service.

5.5 Factors affect Buying intention

The Marketing specialists says that the consumer's purchase intention is influenced by different external or internal:

5.5.1 Shopping Orientations

Shopping Orientations refers to a person's basic attitude toward shopping, this propensity can manifest itself in a variety of ways, including information searching, alternative assessment, and product selection. Shopping orientations are affected by lifestyle that is operationalized by a variety of activities, interests, and attitudes that are important to the act of shopping. In the emergence of diverse marketing via social media and increasing competition in the marketplace, organizations must understand customers' shopping orientations in order to maximize customers' online purchase intention that leads to the increase in sales. Several researchers have demonstrated that shopping orientations have significant impact on customer online purchase intention. Shopping orientations is regarded as a multi-dimensional construct. Recreation, Onovelty, impulsive buy, quality, brand, price, and convenience are among the seven types of shopping orientations, one of the most crucial indicators of making online purchase is shopping orientation (Loureiro & Breazeale, 2016).

5.5.2 Impulse Purchase Orientation

An impulse purchase, is an unplanned activity triggered by a specific motivation. Also, impulse purchases occur when customers have a strong desire to buy something right now, lack of evaluation and working on their impulse. Customers do not respect motivate

purchases as wrong act , according to several study; rather, customers retroactively transmit a favorable judgment of their behavior. As a result, when it regards to objective evaluation and emotional scale in purchasing, that impulse purchase behavior is an acceptable unplanned behavior (Ferreira, Brandão, & Bizarrias, 2017).

5.5.3 Quality Orientation

Quality is viewed as a critical strategic component of competitive advantage, therefore improving product or service quality has been a top priority for businesses. Quality is defined in five ways, according to (Miles, Russell, & Arnold, 1995): transcendent, product-based, user-based, manufacturing-based, and value-based. Inherent excellence is equivalent with a transcendent definition of quality. The transcendent approach is based on the premise that quality is both absolute and universally recognizable. The economic foundations of the product-based approach can be found in economic, variations in the quantity of particular elements or traits held by the product are thought to imply quality differences. Quality, on the other hand, is defined as the amount to which a product or service meets or exceeds a user's expectations (Sittimalakorn & Hart, 2004). Operational and production management are the foundations of the manufacturing-based strategy. Conformance to requirements is an indicator for quality of products. The percent to which a product complies with particular pattern requirements is referred to as conformance quality. Additionally, the value-based concept equates quality with acceptable performance. Quality of products and variety of product categories, and attractive store atmosphere were all essential variables for recreational consumers. In the context of internet environment, customers from the shopping enjoyment segment are positively inclined toward recreation, quality, and impulse orientations when making purchase (Miles et al., 1995).

5.5.4 Online Brand Orientation

Social media is an online market where a brand image connects the buyers and sellers. Social media should constantly be resourceful and proactive in influencing consumers' perceptions of brand choice. A company's brand is defined as a name or symbol, trademark, or package design that uniquely identifies and separates its products or services from those of its competitors also it is a cognitive anchor and a point of recognition in the cyber

marketplace, where clients perceive a significant degree of ambiguity (Jayasuriya, Azam, Khatibi, Atan, & Dharmaratne, 2018).

The corporate name is also known as the brand name, a strong brand name not only attracts customers, but it allows potential customers feel satisfied with their purchase decisions. In the social media environment, trusted corporate and brand names are used by customers as substitutes for product information when they intend to make purchase. Researchers have maintained that companies must acknowledge that the process of introducing advertising and brand-related content in social media necessitates a comprehensive examination of the content and an emphasis on brand-based community (Xiaofen & Yiling, 2009)

) Consumers usually evaluate brands, make comparisons between corresponding brands, then make purchasing decisions based on brand loyalty. When organizations consider the use of social media, brand loyalty becomes an increasingly important. Several studies have found that brand loyalty exhibits strong impact on purchase intention.

5.5.5 Online Trust

Trust is a complex term because people do not know what other's motives others define trust as an expectation regarding an individual's behavior within the society in which they live or are dominated. A person, an object product an organization a corporation, an institution the government or a role can all be trusted (Pappas, 2017).

Consumers will believe that electronic retailers will not be opportunistic conduct if they have a high level of trust conclude that the higher the degrees of consumers' trust, the higher degree of consumers' purchase intentions. claim that social media is trustworthy source of information when compared to traditional communications and advertisements. According to (Vollenbroek, De Vries, Constantinides, & Kommers, 2014) consumers in general feel distrust towards mainstream media. Therefore, they are changing away from traditional media such as television, magazines, and newspapers as sources to guide their purchases.

5.5.6 Prior Online Purchase Experience

Generally, web-shopping consumers will depend a lot on good quality in which the experience quality can be obtained only through prior purchase experience. Prior experiences

will strongly affect future behavior. In the social media context, customers evaluate their online purchase experiences in terms of perceptions regarding product information, form of payment, delivery terms, service offered, risk involved, privacy, security, personalization, visual appeal, navigation, entertainment and enjoyment (Yeo, Goh, & Rezaei, 2017).

also, customers with strong online purchase intention in web shopping usually have prior purchase experiences that assist in reducing their uncertainties. Therefore, customers will only purchase product from the Internet after they have already experienced them (Karimi, Papamichail, & Holland, 2015).

The use of social media platforms have become a daily main part of the consumer's life that affects consumers by several factors, according to (Constantinides, 2004) these factors can be classified as the following:

Information Factors: one of the benefits of using social media for consumers is immediate access to information at their convenience (Mangold & Faulds, 2009) helping them to decide what to buy or to know more about new products or brands, when and where they want. There is no doubt that social media are now important sources of information for consumers in their purchase decision-making (Voramontri & Klieb, 2019).

Design Factors: consumers are affected by the design features of a sites page. If the website is attractive designed and frequently updated, consumers will attract to buy online. In addition, the pages designing in way that is affected by detailed information provided about products and the display of sites' themes e.g., colours, icons, links, image etc., (Voramontri & Klieb, 2019)

Psychological Factors: these factors related to consumers' attitude towards online buying. For instance, if consumers trust is high on a social media, they will be willing to buy comfortably and reduce uncertainty towards a product. Moreover, consumers influence by their friends and relatives who affect their attitudes to use SM (Z. Li, 2016).

Cultural Factors: consumers can be influenced by other cultures in making decisions about specific products. Social media has created a 'participatory culture' where users network with other like-minded individuals to get involved in an unending loop of sharing

information, monitoring updates, and requesting opinions and ratings on all types of products, services and activities (Ashman, Solomon, & Wolny, 2015).

5.6 Three Factors of Social Media Influence Buying Intention

5.6.1 Social media influencers (SMIs)

Social media influencers present a new type of independent third-party endorser who effect audience attitudes through tweets, blogs, and the use of other social media. (Freberg, Graham, McGaughey, & Freberg, 2011).

According to (Lim, Radzol, Cheah, & Wong, 2017) Social media influencers are better able to connect with a large segment. Therefore, they have a very important role in increasing product engagement and brand loyalty due to the persuasive power of social media influencers, platforms have been developed to identify and track the relevant social media influencers relevant for a brand or organization. The majority of these efforts to identify SMIs rely on factors such as number of daily hits on a blog, number of times a post is shared, or number of followers. (Weismueller, Harrigan, Wang, & Soutar, 2020) claimed that social media influencers have impact on consumers' beliefs, opinions, attitudes and behaviors. Additionally, some scholars stressed that influencers who have been viewed as experts tend to be more persuasive and capable of driving consumer purchase intention.

5.6.2 Electronic Word of Mouth (E-WOM)

Viral marketing can be understood as style of promotion, communication and distribution that depends on customers to send digital products via electronic mail to other potential customers in their social domains and to animate these contacts to also send the products

E-WOM is the same as viral marketing stressed viral marketing is defiantly different from E-WOM, the words in online reviews could be negative or positive, relies on the experience of customers with specific purchased products or services (Hendrayati & Pamungkas). According to (Reyes-Menendez, Saura, & Martinez-Navalon, 2019) organizations should avoid actions that create uncertainty and negative feelings in customers, who then speak negatively of organizations and share their negative experiences with the internet community by sharing negative content. Bad feedback has an impact on a company's

digital reputation. It creates negative opinions of its offers and discounts and lowering the profitability of its stock. Therefore, E-WOM is the most important source of information that drives consumer purchase behavior. However, the impact of information gained varies from one person to the other as a result of recipient's perception and experiences. Several researchers confirmed that social media consists of numerous online information sharing platforms, such as social networking sites. Therefore, social media plays a significant role in creating an impact on consumers purchasing behavior in the field of marketing and advertising (Reyes-Menendez et al., 2019).

5.6.3 Higher Accessibility of Information

WOM has made a significant information transfer however, the real meaning of the information gained differs from one person to another due to the perspectives and experiences of the recipients (Kumar, Konar, & Balasubramanian, 2020). Information sharing and receiving are included in the internalization stage of knowledge transfer. As a result, explicit data was transformed into internalized knowledge and meaning. In addition, past research had focused on information quality and source dependability. Also, the accessibility of data, its substance, correctness, format, and timeliness are all factors in determining the quality of information (Kumar et al., 2020). Social media consists of numerous online information sharing platforms such as social platforms. As a result, in the field of marketing and advertising, social media plays a critical role in influencing customer purchasing behavior

Since its first launch in 1999 Jawwal has grown to serve over three million subscribers. Jawwal considers as the first Palestinian provider of cellular telecommunication service in Palestine, it aims to provide Palestinian's people with state-of-the-art communications services under challenging political, social and economic challenges faced from the Israeli occupation. Jawwal managed to gain recognition throughout the country by 28 showrooms and creating dealership with over 500 exclusive dealers and two thousand locations, to be the first national and efficient provider of the cellular communications services in Palestine. it seeks to provide its subscribers the best new options available. Moreover, it has launched applications to its subscribers that simulate the digital technologies and link their various aspects of life with the technology to save their time and effort and keep them aware of every service provided by the international communications sector. jawwal adopts a logo "everyday new" which fits with its success story is throughout 20 years.

6.1 Jawwal's Vision

To remain jawwal as the leading company that provides effective, efficient and reliable cellular communications services to all its subscribers within the Palestinian market. As well as overcoming all difficulties and obstacles, and be able to bring tie facilitate business while sustaining our growth together with the National Economy Growth. (Jawwal web site,2021)

6.2 Jawwal's challenging Environment:

Jawwal strive to overcome all obstacles and face all challenges. foremost of which is the following:

- obtaining the additional frequencies necessary to expand the provision of services and maintain their quality.
- It needs to obtain the fourth generation (4G) technology to be able to provide the latest services.
- fend off illegal competition from Israeli companies.

- overcoming the repeated Israeli obstacles to bring equipment and devices into Palestine, especially the Gaza Strip.

Despite all the challenges, according to annual report of Paltal Group (2020) Jawwal worked on expanding its network to accommodate the volume of data consumption by adding 58 new sites in the West Bank, in addition to making modifications to the sites existing to improve the quality of service provided by moving and relocating 55 towers, to improve the quality of service provided to subscribers. Jawwal launched many electronic and exclusive programs and applications to help facilitate subscribers' lives, aspiring to enhance Palestine's position among the advanced countries in the field of communications and information technology. In light of rapid technology advancements, Jawwal make every effort to provide its subscribers with the best and most innovative services possible. it continues to work with Ericson Company to develop and enhance its network by negotiating and signing annual agreements. Furthermore, Jawwal seeks to ensure that it have the most up-to date international programs dedicated for serving subscribers, streamline its programme system, and provide a wide range of services with special offers.

6.3 Innovation in Jawwal:

According to Annual Report of Paltel Group (PaltelGroup, 2020) that Jawwal was able to stay close to its subscribers despite the Corona pandemic, it launched a huge campaign within the "hashtag" #Stay_at_home_stay_safe, to raise awareness of the importance of Prevention. Jawwal launched a campaign " Jawwal No. 1", as an expression of its efforts to provide everything new for its subscribers, making them a priority to be No. 1 with all the offers and services they receive that suit them and meet their needs. It try to prove its existence in all events and sponsorships despite Covid-19 circumstances, it take qualitative step by adopt digital orientation through the means of social media. It communicated with its audience with attendance rate that exceeded expectations. It also replaced its Ramadan field activities with the "Family Word" program on its page On Facebook, which included many paragraphs and prizes for all subscribers. Additionally, it had provided interactive content on social media platforms, such as World social media Day, Photography Day, and the International Entrepreneurship Day. Bedside launching a national campaign on the Day of

Solidarity with the Palestinian People, which included many artists and influencers, that received a lot of interaction from social media users. On other hand, Jawwal had contributed in supporting the medical sector and the barriers of love that were throughout the country, such as donating medical supplies, sterilization of the Ministry of Health, and 3G packages and cellular devices for staff of quarantine centers and emergency committees to help them maintain contact with their families despite all conditions.

7. METHODOLOGY

This chapter describes the methodology that was used in this research. The adopted methodology to accomplish this study uses the following techniques: the information about the research design, research population, questionnaire design, statistical data analysis, content validity and pilot study.

7.1 Research Design

- **The first step** of the research thesis proposal included identifying and defining the problems and establishment objective of the study and development research plan.
- **The second step** of the research included a summary of the comprehensive literature review. Literatures on claim management was reviewed.
- **The third step** of the research included a field survey, which was conduct with “The effect of marketing by using social media platforms on buying intention”.
- **The fourth step** of the research focused on the modification of the questionnaire design, through distributing the questionnaire to pilot study, The purpose of the pilot study was to test and prove that the questionnaire questions are clear to be answered in a way that help to achieve the target of the study. The questionnaire was modified based on the results of the pilot study.
- **The fifth step** of the research focused on distributing questionnaire. This questionnaire was used to collect the required data in order to achieve the research objective.
- **The sixth step** of the research was data analysis and discussion. Statistical Package for the Social Sciences, (SPSS V26) was used to perform the required analysis. The final phase includes the conclusions and recommendations.

Four hundred and fifty questionnaires were distributed to the research population and all questionnaires are received, Figure 3.1 shows the methodology flowchart, which leads to achieve the research objective.

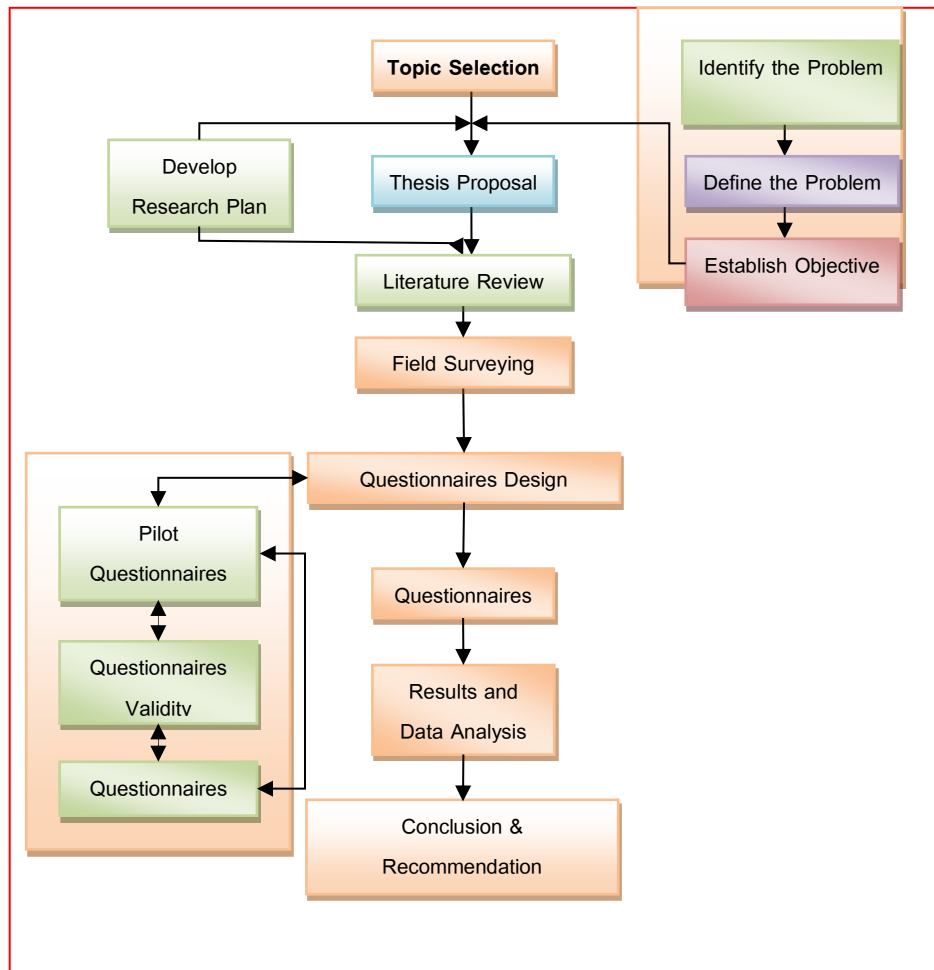


Figure 0.1. illustrates the methodology flow chart

7.2 Data Collection Methodology

In order to collect the needed data for this research, we use the secondary resources in collecting data such as books, journals, statistics and web pages. In addition to preliminary resources that not available in secondary resources through distribute questionnaires on study population in order to get their opinions about “The effect of marketing by using social media platforms on buying intention ”.

Research methodology depend on the analysis of data on the use of descriptive analysis, which depends on the poll and use the main program (SPSS v26).

Population and Sampling

The research population includes customers of Jawwal company in the Gaza Strip we select a random sample consist of 400 customers. Questionnaires were distributed to the research sample and all questionnaires are received

Questionnaire Content

The questionnaire was provided with a covering letter explaining the purpose of the study, the way of responding, the aim of the research and the security of the information in order to encourage a high response. The questionnaire included multiple choice question: which used widely in the questionnaire, The variety in these questions aims first to meet the research objectives, and to collect all the necessary data that can support the discussion, results and recommendations in the research.

The sections in the questionnaire will verify the objectives in this research related to the effect of marketing by using social media platforms on buying intention as the following:

- **First section:** Personal information
- **Second section:** contains three fields as follows:
 - First fields: company content
 - Second fields: customer content
 - Third fields: intention to buy

The respondent in section three and five can answer the items with a number from 1 to 5 where (5) represents the highest acceptance degree about an item and (1) represents the lowest acceptance degree about it as illustrated in table 3.1.

Table 0.1. Respondent scale

Level	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Scale	1	2	3	4	5
Mean Range	1.0-1.8	1.8-2.6	2.6-3.4	3.4-4.2	4.2-5.0
Weight means	20%-36%	36%-52%	52%-68%	68%-84%	84%-100%

7.3 Pilot Study

A pilot study for the questionnaire was conducted before collecting the results of the sample. It provides a trial run for the questionnaire, which involves testing the wordings of question, identifying ambiguous questions, testing the techniques that used to collect data, and the researcher used 30 questionnaires as a sample for the study.

7.4 validity of the Research

The validity of an instrument as a determination of the extent to which the instrument actually reflects the abstract construct being examined. "Validity refers to the degree to which an instrument measures what it is supposed to be measuring". High validity is the absence of systematic errors in the measuring instrument. When an instrument is valid; it truly reflects the concept, it is supposed to measure. Achieving good validity required the care in the research design and sample selection. The amended questionnaire was by the supervisor and three expertise in the field of study to evaluate the procedure of questions and the method of analyzing the results. The expertise agreed that the questionnaire was valid and suitable enough to measure the purpose that the questionnaire designed for.

– Content Validity of the Questionnaire

Content validity test was conducted by consulting two groups of experts. The first was requested to evaluate and identify whether the questions agreed with the scope of the items and the extent to which these items reflect the concept of the research problem. The other was requested to evaluate that the instrument used is valid statistically and that the questionnaire was designed well enough to provide relations and tests between variables. The two groups of experts did agree that the questionnaire was valid and suitable enough to measure the concept of interest with some amendments.

– Statistical Validity of the Questionnaire

To ensure the validity of the questionnaire, two statistical tests should be applied, the first test is Criterion-related validity test (Pearson test) which measure the correlation coefficient between each item in the field and the whole field (Brains, 2011). The second test is structure validity test (Pearson test) that used to test the validity of the questionnaire structure by testing the validity of each field and the validity of the whole questionnaire.

It measures the correlation coefficient between one field and all the fields of the questionnaire that have the same level of similar scale (Kramer, 2009).

7.5 Internal consistency

Internal consistency of the questionnaire is measured by a scouting sample, which consisted of thirty questionnaires, through measuring the correlation coefficients between each question in one field and the whole field. Table 3.2 below shows the correlation coefficient and p-value for each field items. As show in the table the p- Values are less than 0.05, so the correlation coefficients of this field are significant at $\alpha = 0.05$, so it can be said that the paragraphs of this field are consistent and valid to be measure what it was set for.

Table 0.2. The correlation coefficient between each item in the field and the whole field

No.	Item	Pearson coefficient	p-value
	First dimension: company content		
1	I think Jawwal has content on social media that sells more than other companies.	0.414	0.023
2	The widespread use of social media encouraged a mobile company to display its services through it	0.645	0.000
3	Social media helps Jawwal understand the needs and desires of its customers	0.785	0.000
4	Social media increases the efficiency of communication and interaction with customers	0.566	0.001
5	My interaction with mobile content on social media affects my desire to buy	0.630	0.000
6	Social media helps Jawwal communicate directly 24 hours with customers	0.667	0.000

No.	Item	Pearson coefficient	p-value
7	Social media has provided an opportunity for Jawwal to increase promotional campaigns	0.600	0.000
8	I feel good about jawwal's services because there's good content on social media.	0.714	0.000
9	I trust the content of Jawwal's social media services	0.719	0.000
Second dimension: customer content			
1	Data published about free mobile company services	0.565	0.001
2	Data on mobile company services is available in the form of photos or video	0.745	0.000
3	Good customer content reflects the amount of effort exerted by a mobile company	0.715	0.000
4	Customer content improves the mental image of mobile customers	0.595	0.001
5	Mobile account content helps spread and share content with others	0.386	0.035
6	Mobile account content helps customers discuss through comments	0.598	0.000
7	Mobile account content achieves a certain level of fame or self-expression	0.669	0.000
Third dimension: Buying Intention			

No.	Item	Pearson coefficient	p-value
1	I have enough data and information on the services provided by Jawwal	0.662	0.000
2	The quality of the services provided meets my needs and desire.	0.412	0.024
3	Mobile promotions affect purchase intention	0.498	0.005
4	The intention to buy can change under the influence of price	0.698	0.000
5	It is possible that the intention to buy changes after a mobile service experience	0.745	0.000
6	The intention to buy during marketing is affected by the use of social media	0.645	0.000
7	I am satisfied with the terms and procedures of jawwal's services.	0.543	0.002

7.6 Structure validity of the questionnaire

Structure validity is the second statistical test that used to test the validity of the questionnaire structure by testing the validity of each field and the validity of the whole questionnaire. It measures the correlation coefficient between one field and all the fields of the questionnaire that have the same level of liker scale.

As shown in table 3.3, the significance values are less than 0.05, so the correlation coefficients of all the fields are significant at $\alpha = 0.05$, so it can be said that the fields are valid to be measured what it was set for to achieve the main aim of the study

Table 0.3. Structure Validity of the Questionnaire

No.	Section	Pearson correlation coefficient	p-value
1	First dimension: company content	0.792	0.000
2	Second dimension: customer content	0.863	0.000
3	Third dimension: intention to buy	0.620	0.000

7.7 Reliability of the Research

Reliability of an instrument is the degree of consistency with which it measures the attribute it is supposed to be measuring. The test is repeated to the same sample of people on two occasions and then compares the scores obtained by computing a reliability coefficient. For the most purpose's reliability coefficient above 0.70 are considered satisfactory. Period of two weeks to a month is recommended between two tests Due to complicated conditions that the consumer is facing at the time being, it was too difficult to ask them to responds to our questionnaire twice within short period. The statistician's explained that, overcoming the distribution of the questionnaire twice to measure the reliability can be achieved by using Cronbach Alpha coefficient and Half Split Method through the SPSS software.

7.7.1 Half split method

This method depends on finding Pearson correlation coefficient between the means of odd rank questions and even rank questions of each field of the questionnaire. Then, correcting the Pearson correlation coefficients can be done by using Spearman Brown correlation coefficient of correction. The corrected correlation coefficient (consistency coefficient) is computed according to the following equation (Eisinga, 2012):

Consistency coefficient = $2r/(r+1)$, where r is the Pearson correlation coefficient. The normal range of corrected correlation coefficient $2r/(r+1)$ is between 0.0 and + 1.0 As shown in Table 3.4, and the general reliability for all items equal 0.841. It can be said that according to the Half-Split method, this reliability is considered high; the result ensures the reliability of the questionnaire.

Table 0.4. Split-Half Coefficient method

No.	Section	person-correlation	Spearman-Brown Coefficient
1	First dimension: company content	0.682	0.811
2	Second dimension: customer content	0.743	0.853
3	Third dimension: intention to buy	0.663	0.797
5	All items	0.726	0.841

7.7.2 Cronbach's coefficient alpha

This method is used to measure the reliability of the questionnaire between each field and the mean of the whole fields of the questionnaire. The normal range of Cronbach's coefficient alpha value between 0.0 and + 1.0, and the higher values reflects a higher degree of internal consistency (Ritter, 2010). As shown in Table 3.5 the Cronbach's coefficient alpha was calculated. The general reliability for all items equal 0.868. This reliability is considered high; the result ensures the reliability of the questionnaire.

Table 0.5. Cronbach's Alpha for Reliability

No.	Section	No. of items	Cronbach's Alpha
1	First dimension: company content	9	0.827
2	Second dimension: customer content	7	0.876
3	Third dimension: intention to buy	7	0.821
	All items	23	0.868

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- **Statistical Manipulation:**

To achieve the research goal, researcher used the statistical package for the social science (SPSS) for Manipulating and analyzing the data.

7.8 Statistical Methods Are as Follows:

1. Frequencies and Percentile
2. Means and standard deviations
3. Alpha- Cronbach Test for measuring reliability of the items of the questionnaires
4. Person correlation coefficients for measuring validity of the items of the questionnaires.
5. Spearman –Brown Coefficient
6. Tests of Normality
7. Simple linear regression

8. RESULTS

8.1 Tests of Normality

1-sample K-S test will be used to identify if the data follow normal distribution or not, this test is considered necessary in case testing hypotheses as most parametric Test stipulate data to be normality distributed and this test (Corder, 2014). which used when the size of the sample are greater than or equal 50 (Razali, 2011).

Results test as shown in table 4.1, clarifies that the calculated p-value is greater than the significant level which is equal 0.05 (p-value. > 0.05), this in turn denotes that data follows normal distribution, and so parametric Tests must be used

Table 0.6. 1-sample K-S (Tests of Normality)

No.	Section	Statistic test	P-value
1	First dimension: company content	1.226	0.098
2	Second dimension: customer content	1.348	0.053
3	Third dimension: intention to buy	0.983	0.233
	All items	0.885	0.413

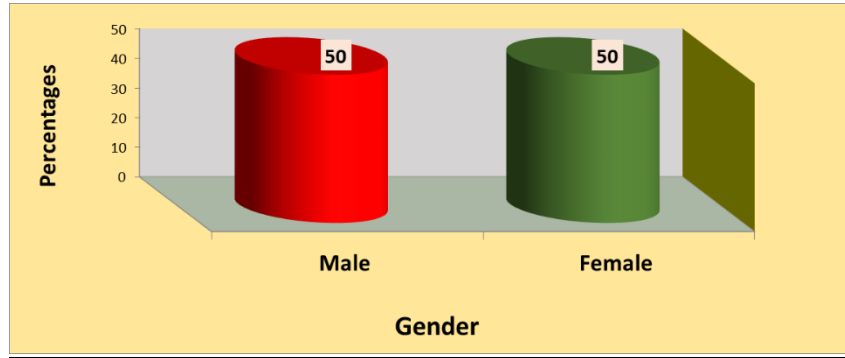
8.2 Personal information

○ Gender

Table 4.2 shows that 50.0% from the sample are “Male “, and 50.0% are “Female”

Gender	Frequency	Percentages
Male	200	50.0
Female	200	50.0
Total	400	100.0

Table 0.7. Gender

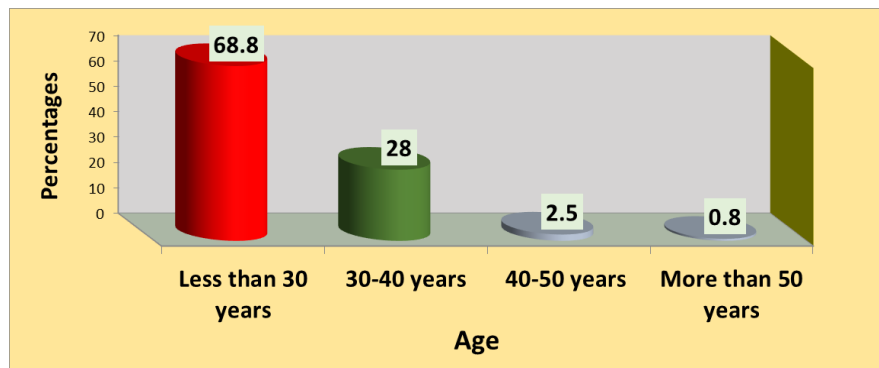


○ **Age**

Table 4.3 shows that 68.8 % from the sample age are “Less than 30 years “, 28.0% between “30-40 years “, and 28.0% “More than 50 years “.

Table 0.8. Age

Age	Frequency	Percentages
Less than 30 years	275	68.8
30-40 years	112	28.0
40-50 years	10	2.5
More than 50 years	3	0.8
Total	400	100.0

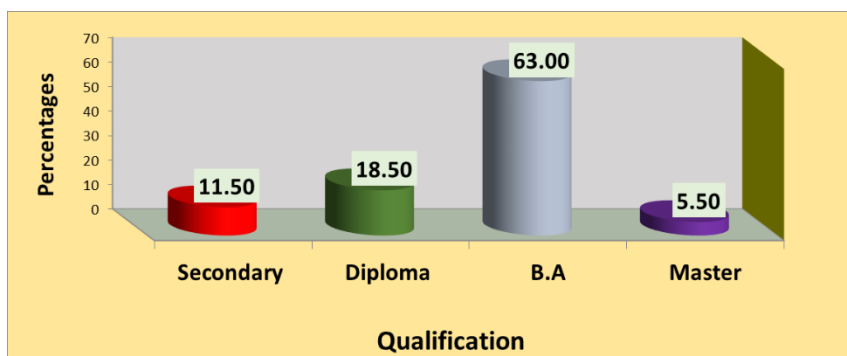


○ **Qualification**

Table 4.4 shows that 11.5 % from the sample of qualification are “Secondary “, 18.5% “Diploma “, 63.0% “B.A “, 5.5% “Master “, and 1.5% “PhD “.

Table 0.9. Qualification

Qualification	Frequency	Percentages
Secondary	46	11.5
Diploma	74	18.5
B.A	252	63.0
Master	22	5.5
PhD	6	1.5
Total	400	100.0



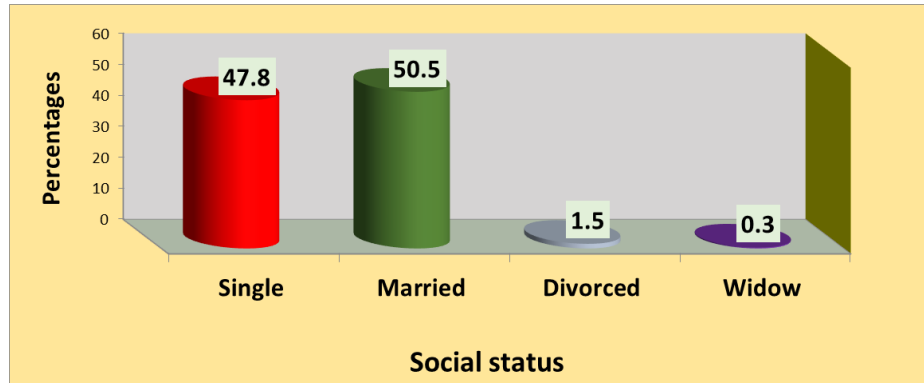
○ **Social status**

Table 4.5 shows that 47.8 % from the sample are “Single “, 50.5% “Married “, 1.5% “Divorced “and 0.3% “Widow “

Table 0.10. Social status

Social status	Frequency	Percentages
Single	191	47.8
Married	202	50.5

Divorced	6	1.5
Widow	1	.3
Total	400	100.0

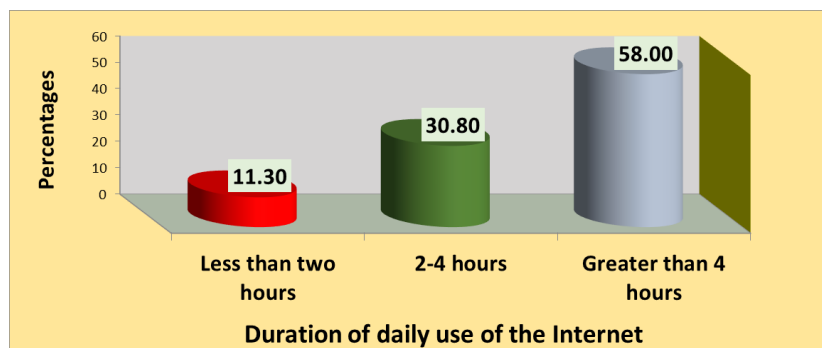


○ **Duration of daily use of the Internet**

Table 4.6 shows that 11.3 % from the sample the Duration of daily use of the Internet “Less than two hours “, 30.8 % between “2-4 hours “, and 80.6% “Greater than 4 hours “.

Table 0.11. Duration of daily use of the Internet

Duration of daily use of the Internet	Frequency	Percentages
Less than two hours	45	11.3
2-4 hours	123	30.8
Greater than 4 hours	232	58.0
Total	400	100.0



The degree of response for each item will be determined based on the five-point division (Likert scale) as follows:

- ✚ From 1 to less than 1.79 represent (strongly disagree)
- ✚ From 1.80 to less than 2.59 represent (disagree).
- ✚ From 2.60 to less than 3.39 represent (medium)
- ✚ From 3.40 to less than 4.19 represent (agree).
- ✚ From 4.20 to 5 represent (strongly agree).

8.3 First dimension: company content

- Jawwal company has a good content on social media related to sells,

Table 4.7 illustrated company content as follows: the mean of items ranges from (3.73-4.46) , and the average mean for all items = 4.07 from (5) with Wight mean = 81.4 % which is greater than 60% , that means Jawwal company has a good content on social media related to sells. The items ranked from highest to lowest as follows:

- 1- (The widespread use of social media encouraged a mobile company to display its services through it) with mean 4.46 and first rank.
- 2- (Social media has provided an opportunity for Jawwal to increase promotional campaigns) with mean 4.39and second rank.
- 3- (Social media increases the efficiency of communication and interaction with customers) with mean 4.24 and third rank.
- 4- (Social media helps Jawwal understand the needs and desires of its customers) with mean 4.19and forth rank.
- 5- (I think Jawwal has content on social media that sells more than other companies) with mean 4.05and fifth rank.
- 6- (Social media helps Jawwal communicate directly 24 hours with customers) with mean 3.96and sixth rank.
- 7- (My interaction with mobile content on social media affects my desire to buy) with mean 3.81and seventh rank.
- 8- (I trust the content of Jawwal’s social media services) with mean 3.80and eighth rank.

9- (I feel good about jawwal's services because there's good content on social media.) with mean 3.73and ninth rank.

Table 0.12. First dimension: company content

No.	Items		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean	Sd. Deviation	Ranke
1	I think Jawwal has content on social media that sells more than other companies.	F	5	25	81	124	165	4.05	0.99	5
		%	1.3	6.3	20.3	31.0	41.3			
2	The widespread use of social media encouraged a mobile company to display its services through it	F	2	4	17	161	216	4.46	0.67	1
		%	.5	1.0	4.3	40.3	54.0			
3	Social media helps Jawwal understand the needs and desires of its customers	F	9	14	42	164	171	4.19	0.92	4
		%	2.3	3.5	10.5	41.0	42.8			
4	Social media increases the efficiency of communication and interaction with customers	F	4	16	31	177	172	4.24	0.84	3
		%	1.0	4.0	7.8	44.3	43.0			
5	My interaction with mobile content on social	F	11	39	80	157	113	3.81	1.04	7
		%	2.8	9.8	20.0	39.3	28.3			

	media affects my desire to buy									
6	Social media helps Jawwal communicate directly 24 hours with customers	F	9	31	57	175	128	3.96	0.99	6
		%	2.3	7.8	14.3	43.8	32.0			
7	Social media has provided an opportunity for Jawwal to increase promotional campaigns	F	4	2	27	170	197	4.39	0.72	2
		%	1.0	.5	6.8	42.5	49.3			
8	I feel good about jawwal's services because there's good content on social media.	F	18	38	89	145	110	3.73	1.10	9
		%	4.5	9.5	22.3	36.3	27.5			
9	I trust the content of Jawwal's social media services	F	14	36	75	168	107	3.80	1.04	8
		%	3.5	9.0	18.8	42.0	26.8			
	All items	F	76	205	499	1441	1379	4.07	0.69	
		%	2.1%	5.7%	13.9%	40.0%	38.3%			

8.4 Second dimension: customer content

- Jawwal company has a good customer content

Table 4.8 illustrated customer content as follows: the mean of items ranges from (3.80 – 4.23) , and the average mean for all items = 3.98 from (5) with Wight mean = 79.6 % which is greater than 60% , that means Jawwal company has a good customer content. The items ranked from highest to lowest as follows:

- 1- (Good customer content reflects the amount of effort exerted by a mobile company) with mean 4.23 and first rank.
- 2- (Customer content improves the mental image of mobile customers) with mean

- 4.15 and second rank.
- 3- (Data on mobile company services is available in the form of photos or video) with mean 4.10 and third rank.
- 4- (Mobile account content helps spread and share content with others) with mean 3.90 and fourth rank.
- 5- (Mobile account content helps customers discuss through comments) with mean 3.89 and fifth rank.
- 6- (Data published about free mobile company services) with mean 3.81 and sixth rank.
- 7- (Mobile account content achieves a certain level of fame or self-expression) with mean 3.80 and seventh rank.

Table 0.13. Second dimension: customer content

No.	Items		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean	Sd. Deviation	Ranke
1	Data published about free mobile company services	F	17	38	71	152	122	3.81	1.10	6
		%	4.3	9.5	17.8	38.0	30.5			
2	Data on mobile company services is available in the form of photos or video	F	8	17	45	189	141	4.10	0.90	3
		%	2.0	4.3	11.3	47.3	35.3			
3	Good customer content reflects the amount of effort exerted by a mobile company	F	5	11	32	193	159	4.23	0.81	1
		%	1.3	2.8	8.0	48.3	39.8			

4	Customer content improves the mental image of mobile customers	F	6	10	41	205	138	4.15	0.81	2
		%	1.5	2.5	10.3	51.3	34.5			
5	Mobile account content helps spread and share content with others	F	10	33	66	170	121	3.90	1.01	4
		%	2.5	8.3	16.5	42.5	30.3			
6	Mobile account content helps customers discuss through comments	F	8	32	79	158	123	3.89	1.00	5
		%	2.0	8.0	19.8	39.5	30.8			
7	Mobile account content achieves a certain level of fame or self-expression	F	12	40	72	167	109	3.80	1.04	7
		%	3.0	10.0	18.0	41.8	27.3			
	All items	F	66	181	406	1234	913	3.98	0.73	
		%	2.4%	6.5%	14.5%	44.1%	32.6%			

8.5 Third dimension: intention to buy

- There is enough data and information on the services provided by jawwal related to the intention to buy.

Table 4.9 shows the intention to buy as follows: the mean of items ranges from (3.69 – 4.32) , and the average mean for all items = 4.0 from (5) with Wight mean =80.0 % which is greater than 60% , that means There is enough data and information on the services provided by jawwal related to the intention to buy

The items ranked from highest to lowest as follows:

- 1- (The intention to buy can change under the influence of price) with mean 4.32 and first rank.
- 2- (It is possible that the intention to buy changes after a mobile service experience)

with mean 4.28 and second rank.

3- (The intention to buy during marketing is affected by the use of social media) with mean 4.17 and third rank.

4- (Mobile promotions affect purchase intention) with mean 4.00 and forth rank.

5- (The quality of the services provided meets my needs and desire) with mean 3.78 and fifth rank.

6- (I have enough data and information on the services provided by Jawwal) with mean 3.76 and sixth rank.

7- (I am satisfied with the terms and procedures of jawwal's services) with mean 3.69 and seventh rank.

Table 0.14. Third dimension: intention to buy

No.	Items		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean	Sd. Deviation	Ranke
1	I have enough data and information on the services provided by Jawwal	F	6	38	78	204	74	3.76	0.91	6
		%	1.5	9.5	19.5	51.0	18.5			
2	The quality of the services provided meets my needs and desire.	F	18	39	75	150	118	3.78	1.11	5
		%	4.5	9.8	18.8	37.5	29.5			
3	Mobile promotions affect purchase intention	F	11	22	52	185	130	4.00	0.96	4
		%	2.8	5.5	13.0	46.3	32.5			
4	The intention to buy can change	F	6	7	25	176	186	4.32	0.79	1
		%	1.5	1.8	6.3	44.0	46.5			

	under the influence of price									
5	It is possible that the intention to buy changes after a mobile service experience	F	5	15	35	154	191	4.28	0.87	2
		%	1.3	3.8	8.8	38.5	47.8			
6	The intention to buy during marketing is affected by the use of social media	F	7	12	43	184	154	4.17	0.86	3
		%	1.8	3.0	10.8	46.0	38.5			
7	I am satisfied with the terms and procedures of jawwal's services.	F	31	38	75	138	118	3.69	1.21	7
		%	7.8	9.5	18.8	34.5	29.5			
	All items	F	84	171	383	1191	971	4.00	0.65	
		%	3.0%	6.1%	13.7%	42.5%	34.7%			

8.6 Hypothesis Testing

H1: customer content has a positive effect on buying intention for Jawwal customers in the Gaza Strip

The researcher used simple linear regression attempts to the effect of customer content on buying intention for Jawwal customers in the Gaza Strip, the independent variable x is customer content, and the dependent variable y is buying intention (A. C. C. Rencher, William F. , 2012).

The results in table 4.10 shows that the value of T -stat for independent variable (customer content) = 22.856 and the p-value = 0.000 < 0.05. so, the regression equation is good for predicting. Also, the result shows that the value of R=0.753, R-squared = 0.568, that means the change in the response variables depend on the explanatory variable with

percent 56.8%, and concluded that customer content has a positive effect on buying intention for Jawwal customers in the Gaza Strip

The simple linear regression is $\text{Buying intention} = 1.111 + 0.710 \times \text{customer content}$

Table 0.15. Simple linear regression analysis (Dependent Variable: Buying intention)

Independent variables	Unstandardized Coefficients		Standardized Coefficients	t value	p-value	Model Summary
	B	Std. Error	Beta			
Constant	1.111	0.128		8.678	0.000	R=0.753
Customer content	0.710	0.031	0.753	22.856	0.000	R-squared =0.568

H2: the company's content has a positive effect on buying intention of Jawwal's customers in the Gaza Strip.

The researcher used simple linear regression attempts to the effect of company's content on buying intention for Jawwal customers in the Gaza Strip, the independent variable x is company's content, and the dependent variable y is buying intention (A. C. C. Rencher, William F., 2012).

The results in table 4.11 shows that the value of T -stat for independent variable (company's content) = 25.003 and the p-value = 0.000 < 0.05. so, the regression equation is good for predicting. Also, the result shows that the value of R= 0.782, R-squared = 0.611, that means the change in the response variables depend on the explanatory variable with percent 61.1%, and concluded that company's content has a positive effect on buying intention for Jawwal customers in the Gaza Strip.

The simple linear regression is $\text{Buying intention} = 1.128 + 0.693 \times \text{company's content}$

Table 0.16. Simple linear regression analysis (Dependent Variable: Buying intention)

Independent variables	Unstandardized Coefficients		Standardized Coefficients	t value	p-value	Model Summary
	B	Std. Error	Beta			
Constant	1.238	0.112		11.029	0.000	R=0.782
Company's content	0.693	0.028	0.782	25.003	0.000	R-squared =0.611

9. CONCLUSION

This chapter includes a summary of the most important findings reached by the researcher in this study in accordance with the results of the previous chapter as well as the recommendations proposed in light of the results that may help promote marketing across social media platforms to increase the buying intention.

The general objective of this research is to analyze the impact of marketing using social media platforms on buying intention with a case study of mobile company users in the Gaza Strip. The research process was guided by three specific objectives which include evaluating the impact of social media platforms on buying intent, analyzing the impact of company content on buying intent, evaluating the impact of customer content on buying intent and investigating how marketers can do so and utilize social media platforms to enhance buying intention.

This research used survey-based descriptive analysis and the use of the main program (SPSS v26), as well as the use of qualitative research design elements. The research tracked the non-probability sample and used a sample of 400 mobile company users. The preliminary data was collected through the management of questionnaires for the selected sample. The research applied descriptive statistics in frequency analysis and inference statistics in conducting multiple regression analysis and link analysis. Data analysis was conducted through SPSS and displayed. Results in terms of tables and shapes. The main objective of the research is to analyze the effect and impact of marketing by using social media platforms on buying intention, and as a part of this section the first objective is to evaluate the impact of customer's content on buying intention and the results reveal a statistically significant effect on the content with regression coefficient R squared 0.753 and a probability value of 0.000 which means that buying intention through social media platforms with 56% depend on customer content.

Research studies have confirmed the role effect of customer content on customers' buying intention, as the majority of respondents indicated that customer content makes it easier for them to interact with the services provided by the company and to be influenced by each

other through each other. Posts of others via social networking sites, and this agrees with (Erlangga, 2021) that it turns out that user content is one of the most important reasons for the success of companies.

The second section of the main objective is to evaluate the impact of company's content on buying intention and the results reveal a statistically significant effect on the content with regression coefficient R squared 0.611 and a probability value of 0.000 which means that buying intention through social media platforms with 56% depend on company's content.

Research studies have supported the fact that there is a positive impact of marketing related to the company's content using social media on buying intention, where the respondents indicated that the majority of users deal with the website of Jawwal company for ease of dealing with the content around the clock, and this indicates that the company's content directly affects the customer's buying intention, as is consistent with the study (Al-Nsour et al., 2016) which found that the company's content on social platforms has a positive impact in creating value for companies, clarifying their business, and supporting the profitability of their services and products.

The following results are consistent with various research studies that have enumerated the role of social media marketing in affecting intentions by consumers. The consumer's content and the company's content must ensure credibility of the business or the sellers, this emphasizes the essentiality of sellers to a good usage of social media platforms and make a digital marketing campaign to increase buying intention in order to facilitate and increased purchases and motivate buying intention.

9.1 Recommendations for Future Research

- The need to raise awareness of the importance of social media platforms, by holding courses for Jawwal employees and introducing them to the ways of optimal use of such sites and the benefits arising from this use and what is positively reflected on the company.
- Adopting dealing with various social media platforms as a reality, and Jawwal and its subsidiaries must use them in line with the company's objectives.
- Enhancing marketing through social media platforms, real-time follow-up of the company's pages, opening the door for dialogue and responding to all inquiries.
- Encouraging the marketing department to allocate time for their presence on social networking sites to follow up on the public and respond to their inquiries.
- Providing a human cadre with the ability to constantly develop and update the company's content, in addition to its ability to use modern technological methods in marketing.
- Providing an appropriate infrastructure that enables the company to use e-marketing and its various methods.
- The company should pay attention to its relationship with customers by providing all appropriate electronic services, which in turn enhance the competitive advantage.
- The company provides correct and truthful information about its products and services in its content to increase the confidence of users in this content.
- Companies direct their content on social media to target groups to motivate them to buy.

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Appendices

Applied study to jawwal customers in the Gaza Strip

It is good to have in your hands this questionnaire, which was prepared with the aim of obtaining data related to the study aimed at studying the impact of marketing using social media platforms on the intention of purchasing, as a supplementary research for a master's degree in marketing specialization from the University of Anatolia.

Please kindly answer all the paragraphs specified in the questionnaire objectively by placing a signal (/) in front of the appropriate evaluation of each paragraph, knowing that the information we will obtain will be for scientific research purposes only.

and you are kind with the utmost respect and appreciation

First: Personal information

1- Sex:

- Male
female

2- lifetime:

- 30 years and under
31-40 years
41-50 years
51_60 years

Practical qualification:

- High school
bachelor's degree.

3- Social status:

- Single
Married
divorced
widower

4- The duration of internet use daily:

- 2 hours
less than 2-4 hours
more than 4 hours

Second: Questionnaire

	Dimension	Agree	I'm ver y agr eei ng.	neu tral	I don 't agr ee.	I don 't stro ngl y agr ee.
	First dimension: company content					
1-	I think Jawwal has content on social media that sells more than other companies.					
2-	The widespread use of social media encouraged a mobile company to display its services through it					
3-	Social media helps Jawwal understand the needs and desires of its customers					
4-	Social media increases the efficiency of communication and interaction with customers					
5-	My interaction with mobile content on social media affects my desire to buy					
6-	Social media helps Jawwal communicate directly 24 hours with customers					
7-	Social media has provided an opportunity for Jawwal to increase promotional campaigns					
8_	I feel good about jawwal's services because there's good content on social media.					
9_	I trust the content of Jawwal's social media services					
	Second dimension: customer content					
1-	Data published about free mobile company services					
2-	Data on mobile company services is available in the form of photos or video					
3-	Good customer content reflects the amount of effort exerted by a mobile company					
4-	Customer content improves the mental image of mobile customers					
5-	Mobile account content helps spread and share content with others					
6-	Mobile account content helps customers discuss through comments					

7-	Mobile account content achieves a certain level of fame or self-expression					
Child variable: intention to buy						
1-	I have enough data and information on the services provided by Jawwal					
2-	The quality of the services provided meets my needs and desire.					
3-	Mobile promotions affect purchase intention					
4-	The intention to buy can change under the influence of price					
5-	It is possible that the intention to buy changes after a mobile service experience					
6-	The intention to buy during marketing is affected by the use of social media					
7-	I am satisfied with the terms and procedures of jawwal's services.					

Thank you for your cooperation.