

تأثير إعلانات وسائل التواصل الاجتماعي على سلوك الشراء للمستهلك

Social Media Advertising Impact on the Consumer Purchasing Behavior

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المخلص:

أتاح التفاعل عبر وسائل التواصل الاجتماعي على الإنترنت فرصاً جديدة للعملاء لتبادل المعلومات، تتضمن هذه الوسائط الاجتماعية للمستهلكين المجتمعات التي تشمل إنشاء منتجات محتوى مع مستخدمين مختلفين. إن التركيز على وسائل التواصل الاجتماعي يقدم شيئاً جديراً بالاهتمام ويحرز نجاحاً من خلال استخدام الأعمال التجارية. ثم بالإمكان تطوير نسخة مستقبلية متعددة التخصصات، وبناء إصدارات لجذب الأجيال تجاه الأمر، مع إنشاء أدبيات قابلة للتطبيق وخاضعة للقبول على أساس تطور وسائل التواصل الاجتماعي كواقع مثل وسائل الإعلام الحقيقية.

في الواقع، يلتزم المجتمع بتعزيز التجارة الإلكترونية من خلال العمل التجاري عبر المساعدة في إثبات مكانة وسائل الإعلام. وتُظهر المعلومات الواردة من عمليات الاستطلاع والبحث كيف أن وسائل التواصل الاجتماعي تسهل جذب عملاء من خلال عمليات التفاعل الاجتماعي، وهو الأمر الرئيسي لتحسين القبول على أنه عالم حقيقي مع تحقيق هدف الشراء. تظهر النتائج بالإضافة إلى ذلك أن القبول على أنه حقيقي له تأثير مباشر هائل على هدف عملية الشراء. وبناء عليه، يعتبر الاستخدام المتصور (PU) لموقع الويب عاملاً مساهماً، فعند مغادرة المقال أو المحتوى، يتحدث به الكاتب عن النتائج التي يناقشها، والتأثيرات، والمحدودية، والأيونات، والتوجيهات لدراسات القواعد المعتمدة.

الكلمات المفتاحية: وسائل التواصل الاجتماعي، السلوك الشرائي، الإعلان، السلوك الشرائي للمستهلك.

Abstract:

Social Media Social interaction on the Internet has provided new opportunities for customers to exchange information. Consumer social utility media including communities involving communities to create content products and community with different users. The focus of social media can also feel the blessings won with the aid of using the business. A multidisciplinary version, constructing at the generation attractiveness version and applicable literature on acceptance as true and social media have been developed. The community is committed to promoting e-commerce in the business version with the help of proving the status of the media. The

information coming from the poll shows how social media facilitates social interaction customers, main to improved acceptance as true with and goal to buy. The outcomes additionally display that acceptance as true has an enormous direct impact on the goal to purchase. The Perceived Use (PU) of a website a recognized as a contributing factor. When leaving the article, the writer talks about the consequences discusses, impacts, finite, ions and Directions for approved rule studies.

Keywords: social media, purchasing behavior, advertising, consumer buying behavior.

1. Introduction

The deep evolution of social media converted the verbal exchange landscape. Communication via social media channels has a progressive effect on human mindset and behavior. Social media verbal exchange psychologically united the not unusual place Arabs in opposition to the many years 'antique dictatorships and Dictatorships due to it Helped them to fall progressive impact, social media has emerged as the foci of advertising verbal exchange and is at the pinnacle of schedule for commercial enterprise selection makers today. It has enabled agencies to engage with their clients immediately and timely on the decreased cost. Social media is a broad umbrella and includes online networks (e.g., Face book and LinkedIn), wikis (e.g., Wikipedia), multimedia sharing sites (e.g., YouTube) bookmarking sites, digital worlds, and score sites. Social media works as a not unusual place platform for human beings around the world to engage with every different and proportion record and report related to products, activities, and issues. It is more wonderful than conventional media due to the fact it's far generated via way of means of customers. User's exercising greater manage

over its use and content material generation. Rapid boom within side the use of social media throughout the nations indicates that corporations can use it to complement their service or product hobby. Today entrepreneurs use different systems of social media to decorate their company and brand images. In addition, entrepreneurs use social media marketing and marketing (e.g., display advertisements on social networking sites) to steer customers to shop for advertisers' products. Despite the speedy boom of social media globally and its progressive effect on the younger generation's mindset, the studies on this region from an advertising communications perspective remain at the exploratory degree in particular in growing nations.

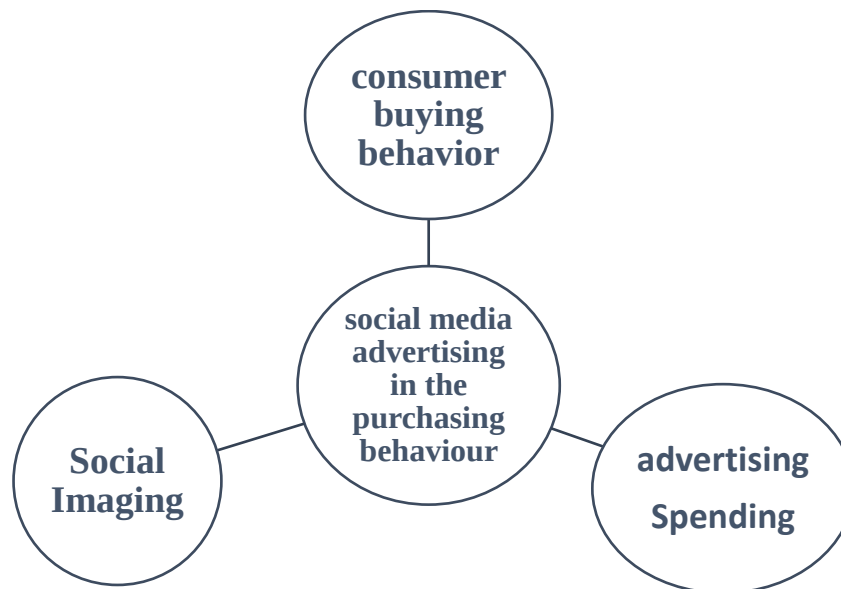


FIGURE 1. Shows the social media advertising in the purchasing behavior

The majority of research which has tested purchaser attitudes closer to social media advertising had been performed in western nations. Specifically, present-day take a look at goals to become aware of the underlying dimensions of purchaser perception of social media marketing and marketing and their impact on younger consumers' attitudes closer to social media marketing and marketing in addition to on their behavioral

Response (BR). The following information justifies the exam of consumers' marketing and marketing ideals and attitudes within side the context of social media. Consider the impact of social media on buying behavior with, social media plays an important role in gambling Play, incredible beyond ten years Progress was seen. Businesses social media as a marketing and marketing tool Use.

This is the origin of social media the department and its complete operating system Change, closer to this industry and its people Brings. Social media is proportional information, Use of studies and dialectical media will accumulate online based on Activities and procedures between groups of individuals and refers to behaviors. Dialect or Conversation media are especially primary online Are full programs, in the area of social influence. The objectives of this study can be listed are Used in reading behavior to read different types of social media ads, Consumer buying the impact of social media advertising on behavior analyze the scale, social media advertising Identify best practices that affect consumers in purchasing behavior. We have developed the following hypotheses Hypothesis 1, Consumer buying behavior By social media advertising Suffers from, Hypothesis 2, consumer purchases Behavior suffers by Social Imaging factor and Hypothesis 3, Consumer buying behavior By the amount spent Suffers on Advertisement.

2. Methodology

Data Collection Method: The number one facts supply of this study turned into specifically received from the questionnaires. Therefore, questionnaires had been dispensed each offline and online to the goal respondents, secondary facts had been collected through relating to the preceding research and different secondary records sources. Data

Presentation and Analysis: As they have a look at is greater quantitative oriented, gathered facts may be analyzed the usage of an analyzing software program named “Statistical Packages for Social Sciences (SPSS)”. Hypothetical test, Contact evaluation, In every easy linear Regression assessment and To verify hypothetical results There are two linear techniques: This study is a descriptive one Accepts quantitative research design And through the self-management questionnaire Data collected. Demographics active in this study is the province of social media users, And a sample of 300 consumers Selected using the convenient sampling method.

TABLE 1. Data Analysis

	Social Imaging	Advertisement Spending	Consumer Buying Behaviour
Mean	3.0167	2.8133	3.8013
Median	3	3	3
Mode	3.2	3.33	3
Std. Derivation	0.754	0.872	0.733
Variance	0.569	0.761	0.539

According to table values of the variables, social imaging dictates advertising spending and consumer buying behavior, respectively 3.0167, 2.8133, and 3.0813 which have dispersed from the mean values. The median values of the variables are the same i.e., 3. Mode values of variables are 3.2, 3.33, and 3. The Std Derivation values of the variables are 0.754, 0.872, and 0.733. The variance values of the variables are 0.569, 0.761, and 0.539

respectively. Recent developments on the development of the internet and social media have made these easier consumers to engage. Community contacts are made through online consumer online forums, communities, ratings, Media like reviews and suggestions. These are improvements are socialized in e-commerce, introducing a new stream called Business, which allows consumer content to be generated and helps to influence others.

These interactions apply to businesses as well and offer different values to Consumers. Value co both are involved in the creation. Social imaging, which is promoted by Social media, significantly affects purchasing power of the show. Potential consumers will be encouraged to do social imaging with sellers by their peers, as they are more likely to make purchases through social networking sites. Data analysis shows whether perceived benefit is more impactful than social imaging for the purpose of purchasing through social networking sites. Therefore, improving the quality of websites is perceived by its consumers and improves performance. Analysis, social imaging and other data revealed through consumer buying behavior confirm that there is a Positive in perceived benefit and significant effect. Once accepted by the participants' social imaging, they deliberately bought more, but the site was very helpful. With social media on the Internet, improvements made to customers these studies show that they Have been improved. In this context, on the Internet Consumer supplements through collaboration and social interactions create value.

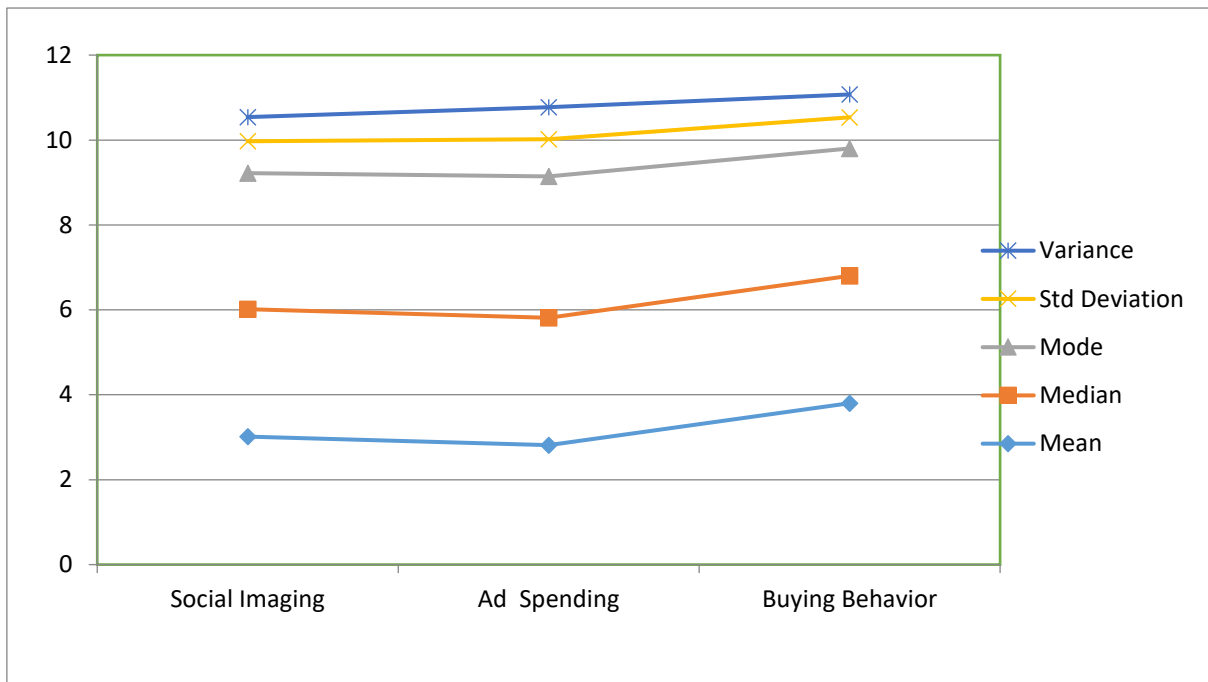


FIGURE 2. Data Analysis in graphical Method

They have their social connections business by creating value through Support. Consumers Now through Social Media Content creators. The rest of them Communicate with consumers and they share experiences and have easy access to information from each other. It is the value of e-commerce that is useful for adoption and social business purpose. Consumer Social Relations encourages e-commerce adoption to build trust in online community building support and, as a result, the purchasing power of users. In fact, there is a supportive environment for social factors through the creation of social media, which more and more people are coming online and socializing Attracts to participate in contacts. The role of social media and the contribution of this research, it's in consumer buying behavior in e-commerce Is to highlight influence. Social media and social factors trust and social networking how sites affect the purpose of purchasing Research show that.

3. Conclusion

Social Imaging in the context of cultural influences and Consumer buying behavior may change. So, the future Researchers focus on cross-cultural aspects To be paid. This study social media ads Causing in the consumer decision-making process Focuses only on the overall impact. As a result, future researchers will make decisions Measure the impact of each element of the process To. Also, study a survey data collection Used properly, and some questions May confuse respondents and make them respond Limits can be created because they can be denied. Therefore, of questions that express profound emotional impact Adaptation will be recommended for future research. Study Considering, it's basically in terms of size Conducted. So very useful insights Quality and quantitative research methods that can be developed conducting can be very scary.

Social media advertising in consumer buying behavior Measuring impact, on consumer buying behavior Only limited, so the findings Other contexts require further investigations to generalize. The sample size of the study was limited to 300 respondents limited, they are from a large population Accurate results cannot be obtained. The geographical part of the research is for the province only to be defined; so, the results further studies are needed to generalize. Because the model technique was used for convenience, the researcher's dependencies can be detected; hence the study can be identified as limited. Social media advertising in consumer buying behavior. This study was conducted to measure impact. Collected Data descriptive and hypothetical statistics Analyzed using. So, regression Findings of the analysis Independent variables of the study, social Imaging, advertising costs and consumer purchases In Behavior, Dependency Variable, and Consumer Buying Behavior Significant positive significant

impact Cause, and therefore the four hypotheses of the study were accepted. Implications of the study Fashion For retailers and marketers provide a source of knowledge. Similarly, the future this study is for researchers serves as a literary source.

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