

Midocean University

Faculty of Management
Final Project 1

The Impact of Social Media Marketing on Customer Purchase Intention in Saudi Arabia

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Research Title

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Introduction

Social media has become an essential part of modern marketing strategies. Businesses increasingly use platforms such as Instagram, Twitter, and TikTok to communicate with customers and promote products. These platforms allow companies to reach large audiences quickly and interact directly with consumers. Social media marketing has therefore become an important tool for influencing customer behavior and purchasing decisions.

Many organizations use online advertisements, influencers, and promotional campaigns to increase brand awareness and attract customers. These strategies help companies build stronger relationships with consumers and improve engagement. However, the effectiveness of these strategies may vary depending on factors such as trust, content quality, and customer perceptions.

This research aims to examine the impact of social media marketing on customer purchase intention in Saudi Arabia and provide insights that may help businesses improve their marketing strategies.

Research Problem

Although many companies invest in social media marketing, they are still uncertain about how these strategies influence customer purchase intention. There is limited understanding of how social media activities affect customer decisions in the Saudi Arabian market. Therefore, this research examines whether social media marketing significantly affects customers' intention to purchase products or services.

Research Significance

Theoretical Significance

This study contributes to the academic literature on digital marketing and consumer behavior by examining the relationship between social media marketing and customer purchase intention.

Practical Significance

The results may help businesses and marketers develop more effective marketing strategies and improve customer engagement through social media platforms.

References

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