

Midocean University

Management College

Project Management



The Effect of Social Media Marketing on Sales Performance on Amazon in Saudi Arabia

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1. Research Questions

This study aims to examine the effect of social media marketing on sales performance among Amazon sellers in Saudi Arabia. Accordingly, the following research questions are developed:

1. To what extent does social media marketing influence sales performance of Amazon sellers in Saudi Arabia?
2. Which social media marketing activities have the strongest impact on sales outcomes?
3. How does strategic alignment between marketing activities and business operations affect sales performance?
4. What role does project governance play in enhancing the effectiveness of social media marketing strategies?
5. How do risk management practices influence the relationship between social media marketing and sales performance?
6. How do operational readiness and procurement efficiency support sales growth generate by social media marketing?

2. Research Objectives

The main objective of this study is to examine the effect of social media marketing on sales performance among Amazon sellers in Saudi Arabia. The specific objectives are as follows:

- To evaluate the level of adoption of social media marketing among Amazon sellers.
- To measure sales performance using indicators such as sales growth, order volume, and revenue.
- To analyze the relationship between social media marketing activities and sales performance.
- To assess the role of strategic management in aligning marketing activities with business goals.
- To examine the influence of project governance and risk management on marketing effectiveness.
- To evaluate the impact of operations and procurement readiness on fulfilling increased demand.
- To explore the role of stakeholder management and managerial behavior in achieving sales success.

3. Research Hypotheses

Based on the research objectives and theoretical background, the following hypotheses are proposed:

H1: Social media marketing has a significant positive effect on sales performance.

H2: Content quality positively influences customer engagement and sales outcomes.

H3: Paid advertising on social media platforms significantly increases sales revenue.

H4: Influencer marketing has a positive impact on brand awareness and sales growth.

H5: Strategic alignment between marketing and operations positively affects sales performance.

H6: Effective project governance enhances the impact of social media marketing on sales performance.

H7: Risk management practices positively moderate the relationship between social media marketing and sales performance.

H8: Operational and procurement efficiency strengthen the relationship between marketing efforts and actual sales results.

4. Research Model

The research model of this study is based on examining the relationship between social media marketing as the independent variable and sales performance as the dependent variable. Social media marketing includes content quality, advertising effectiveness, customer engagement, and influencer marketing. Sales performance is measured through sales growth, revenue, and order volume. In addition, several moderating variables are considered in this study, including strategic management, project governance, risk management, operations and procurement management, stakeholder management, and managerial behavior, which may influence the strength and direction of the relationship between social media marketing and sales performance.

Suggested Industry / Organization for the Empirical Study

This study focuses on the e-commerce sector in Saudi Arabia, specifically Amazon sellers operating within the Saudi market. These sellers represent small and medium-sized enterprises that rely on digital platforms to reach customers and generate sales. The selection of this industry is justified by the rapid growth of e-commerce in Saudi Arabia and the increasing reliance on social media marketing as a key tool for attracting customers and enhancing sales performance.

5. Research Methodology

This study adopts a mixed-method research approach that combines both quantitative and qualitative methods to provide a comprehensive understanding of the research problem. The quantitative data will be collected through a structured questionnaire distributed to Amazon sellers in Saudi Arabia. The collected data will be analyzed using statistical techniques such as descriptive analysis and regression analysis to examine the relationship between variables. In addition, qualitative data will be collected through semi-structured interviews with selected participants to gain deeper insights into managerial decisions, operational challenges, and risk management practices. Participation in the study will be voluntary, and confidentiality of responses will be ensured.

6. Scope of Study

The scope of this study is limited to Amazon sellers operating within Saudi Arabia. The study focuses on the e-commerce industry and examines current social media marketing practices and their impact on sales performance. The timeframe of the study covers recent years in which digital marketing has experienced significant growth.

7. The Suggested Project Structure

The final project will be organized into several chapters. Chapter 1 presents the introduction, including the research background, problem, significance, questions, objectives, hypotheses, and methodology. Chapter 2 provides a comprehensive review of the literature related to social media marketing and sales performance. Chapter 3 explains the research methodology in detail, including research design, data collection methods, and analysis techniques. Chapter 4 presents the results of data analysis and discusses the findings. Chapter 5 concludes the study and provides recommendations based on the results.

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