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أثر الإعلانات في مواقع التواصل الاجتماعي سنا ب شات نموذجاً على سلوك
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Researcher

Abstract

This study investigates the impact of Snapchat advertisements on consumer behavior among female students at Imam Abdulrahman Bin Faisal University in Saudi Arabia. With the increasing prevalence of social media in everyday life, understanding how advertisements on platforms like Snapchat influence purchasing decisions is crucial. A quantitative research design was employed, using a structured questionnaire distributed to a sample of 41 female students. Data analysis was conducted using One-Way ANOVA in SPSS to assess the differences in responses based on demographic factors. The findings reveal that while exposure to Snapchat advertisements does not significantly affect purchase intentions, there are notable demographic differences based on the year of study that influence responses to these advertisements. This research contributes to the understanding of social media marketing dynamics in Saudi Arabia, providing insights for marketers looking to target younger demographics effectively.

Keywords: Snapchat, advertisements, consumer behavior, female students, social media marketing, One-Way ANOVA, Saudi Arabia.

المستخلص

تستكشف هذه الدراسة أثر الإعلانات على سناب شات في سلوك المستهلكين بين طالبات جامعة الإمام عبدالرحمن بن فيصل في المملكة العربية السعودية. مع الزيادة المستمرة في استخدام وسائل التواصل الاجتماعي في الحياة اليومية، يصبح فهم كيفية تأثير الإعلانات على منصات مثل سناب شات على قرارات الشراء أمراً بالغ الأهمية. تم استخدام تصميم بحثي وصفي، مع توزيع استبيان منظم على عينة تتكون من 41 طالبة. تم إجراء تحليل البيانات باستخدام اختبار One-way ANOVA في برنامج SPSS لتقييم الفروق في الردود بناءً على العوامل الديموغرافية. تكشف النتائج أنه رغم أن التعرض لإعلانات سناب شات لا يؤثر بشكل كبير على نوايا الشراء، إلا أن هناك اختلافات ديموغرافية ملحوظة بناءً على سنة الدراسة تؤثر على ردود الفعل تجاه هذه الإعلانات. تساهم هذه الدراسة في فهم ديناميكيات التسويق عبر وسائل التواصل الاجتماعي في السعودية، وتقدم رؤى للمسوقين الذين يسعون لاستهداف الفئات الشابة بفعالية.

الكلمات المفتاحية: سناب شات، الإعلانات، سلوك المستهلك، طالبات، التسويق عبر وسائل التواصل الاجتماعي، One-Way ANOVA، المملكة العربية السعودية.

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Chapter 1: Introduction

Introduction:

The use of social media nowadays has become a daily activity for most people, with the number of hours spent on these platforms steadily increasing. Social media platforms allow users to connect with their families and friends and stay updated on their lives (Saeed, Charni and khan (2020)

Moreover, users browse through content related to celebrities and social media influencers. During this browsing experience, they encounter numerous advertisements for various products and services, whether through the platforms themselves or via influencers (Allifan, 2024)

As individuals in Saudi Arabia embrace technological advancements, their use of social media platforms has significantly increased. Snapchat stands out as one of the most widely used social media platforms, exposing users to a vast array of advertisements that can influence their purchasing decisions. (Algahtani, 2022)

This study aims to investigate the impact of advertisements displayed to users while browsing Snapchat on consumer buying behavior in Saudi Arabia.

Research problem:

The focus of this research is to explore the impact of Snapchat advertisements on consumer behavior in Saudi Arabia. Snapchat has become a popular platform among users, particularly among younger demographics. However, there is a noticeable gap in the existing literature regarding how advertisements on this platform affect consumers' purchasing decisions (Alatwi, 2023)

There is limited understanding of how these advertisements influence consumer attitudes and behaviors. This study aims to investigate the relationship between exposure to Snapchat advertisements and subsequent consumer behavior. By examining this relationship, the research seeks to provide valuable insights for marketers and business decision-makers. Understanding how Snapchat ads affect consumer behavior can help brands develop more effective advertising strategies and better target their audiences in the Saudi market (Helmi, 2024)

- Study importance:

Scientific importance:

This research contributes to the development of academic understanding regarding the impact of advertisements on social media, specifically on the Snapchat platform, on consumer behavior in Saudi Arabia. This provides a scientific foundation for researchers and stakeholders in the field of digital marketing. The study focuses on a sample of female students from Imam Abdulrahman Bin Faisal University, aiding in the understanding of purchasing behavior and the influencing factors within a specific demographic. The findings could serve as a basis for future studies involving other consumer segments. Furthermore, by analyzing data and presenting findings, the research enriches the literature related to digital marketing and social media advertising, helping researchers build new ideas or develop existing theories.

Practical Importance:

The research provides valuable insights for marketers regarding how Snapchat advertisements influence consumer behavior, enabling them to refine their advertising strategies and create more effective marketing campaigns targeting youth. By understanding how consumers interact with advertisements on Snapchat, organizations can enhance their advertising messages, leading to increased engagement and interest in the products or services offered. Moreover, the results obtained may assist companies and educational institutions in designing educational programs or awareness campaigns related to safe shopping and dealing with digital advertisements, thereby enhancing consumer awareness. Through the study of consumer behaviors, the research can identify market gaps that companies can exploit for further success and growth.

Study purposes:

- 1- To Analyze the Impact of Snapchat Advertisements: Investigate how advertisements on Snapchat influence the purchasing decisions and behaviors of consumers, particularly among female students.
- 2- To Explore Demographic Differences: Analyze how different demographic factors (such as age, educational background, and monthly income) influence the effectiveness of Snapchat advertisements on consumer behavior.
- 3- To Provide Practical Recommendations: Develop actionable recommendations for marketers and businesses on how to optimize their advertising strategies on Snapchat to enhance consumer engagement and drive sales.
- 4- To Contribute to Academic Research: Enhance the existing body of knowledge regarding social media marketing, specifically focusing on Snapchat as a platform, and its implications for consumer behavior in the Saudi context.

Study questions:

- What is the impact of Snapchat advertisements on consumer behavior in Saudi Arabia, particularly among female students at Imam Abdulrahman Bin Faisal University?
 - Are there demographic differences (such as age, educational level, and income) that affect the effectiveness of Snapchat advertisements in shaping consumer behavior?
 - What practical recommendations can be provided to marketers to improve their advertising strategies on Snapchat based on the study's findings?
 - How do consumers' past experiences with Snapchat advertisements affect their future purchase intentions?
 - What factors lead consumers to be quickly influenced and motivated to purchase a product or service ?
- How often does each individual respond to advertisements and
- make a purchase ?
 - How does the frequency of exposure to Snapchat advertisements affect consumer purchasing behavior ?
 - What role do influencer endorsements play in shaping consumer attitudes toward advertised products ?
 - What types of advertisements (e.g., video ads, story ads) are most effective in driving consumer engagement and sales ?
 - What are the common barriers that prevent consumers from acting on advertisements they see on Snapchat ?

Research hypothesis:

- Null Hypothesis 1 (H0):

There is no positive relationship between Snapchat advertisements and consumer behavior in Saudi Arabia; increased exposure to these advertisements does not lead to higher purchase intentions among female students at Imam Abdulrahman Bin Faisal University.

Alternative Hypothesis 1 (H1):

There is a positive relationship between Snapchat advertisements and consumer behavior in Saudi Arabia; increased exposure to these advertisements leads to higher purchase intentions among female students at Imam Abdulrahman Bin Faisal University.

- Null Hypothesis 2 (H0):

There are no demographic differences affecting the effectiveness of Snapchat advertisements across different age groups, educational levels, years of study, and monthly income.

Alternative Hypothesis 2 (H2):

There are demographic differences that affect the effectiveness of Snapchat advertisements, with varying impacts across different age groups, educational levels, year of study and monthly income.

Theoretical model:

The theoretical model developed for this study synthesizes key concepts from Social Influence Theory, Elaboration Likelihood Model (ELM), and Uses and Gratifications Theory to illustrate the relationships between Snapchat advertisements, social influences, consumer motivations, and purchasing behavior. At the core of this model is the concept of social influence, which encompasses peer recommendations and social interactions that shape consumer attitudes toward advertised products. This model posits that positive feedback from peers regarding products seen on Snapchat enhances the likelihood of purchasing those products, emphasizing the critical role of social validation in consumer decision-making (Cialdini & Goldstein, 2004).

Incorporating the Elaboration Likelihood Model, the theoretical model delineates two pathways through which Snapchat advertisements can affect purchase intentions. The central route underscores the importance of cognitive engagement with advertisement content, suggesting that detailed and informative ads can lead to stronger purchase intentions. Conversely, the peripheral route highlights the impact of emotional and visual appeals, indicating that engaging visuals and relatable content can drive spontaneous purchasing decisions. This dual-route approach allows for a comprehensive understanding of how different advertisement characteristics can influence consumer behavior (Petty & Cacioppo, 1986).

Lastly, the model integrates Uses and Gratifications Theory by considering the motivations of female students for using Snapchat. It posits that these motivations—whether for social interaction or entertainment—can significantly shape their engagement with advertisements. As students seek to fulfill their needs through Snapchat, their responses to advertisements will vary based on how well those ads align with their motivations. This model ultimately provides a structured framework for analyzing the impact of Snapchat advertisements on consumer purchasing behavior among female students, highlighting the interplay between social influences, cognitive processing, and individual motivations (Katz, Blumler, & Gurevitch, 1973).

Chapter 2: Literature Review

Introduction:

The rapid evolution of social media has fundamentally transformed the landscape of consumer behavior, particularly in dynamic markets like Saudi Arabia. Among various platforms, Snapchat has emerged as a significant player. This chapter aims to explore the existing literature surrounding the impact of Snapchat advertisements on consumer behavior.

This literature review will critically analyze relevant research findings, highlighting key themes such as the effectiveness of Snapchat ads, the role of influencer marketing, and the significance of cultural relevance in advertising strategies.

Independent Variable:

Snapchat Advertisements: This includes the frequency, type, and content of advertisements shown on Snapchat.

Dependent Variable:

Consumer Behavior: This can encompass various aspects such as purchase intention and engagement.

Summary of past studies:

Alliefan, A. (2024): This article examines the significant role of social media in shaping consumer behavior in Saudi Arabia. It highlights how platforms such as Instagram, Snapchat, TikTok, and X have become integral to daily life, influencing purchasing decisions and brand perceptions. The discussion emphasizes the importance of social media marketing (SMM) as a priority for brands, noting that social media drives what, where, and how people in Saudi Arabia shop. The article also explores the influence of celebrities and influencers, stating that collaborations with influencers feel more authentic compared to traditional advertisements, as influencers often present products in ways relatable to their audience. Additionally, it underscores the impact of user-generated content (UGC), mentioning that consumers in Saudi Arabia heavily rely on the opinions and experiences of others before making a purchase. The author concludes that businesses should invest in influencer collaborations and leverage UGC to effectively sway the purchasing decisions of their target audience.

Wick (2024): This article explores the significant role of social media in shaping brand interactions and consumer behaviors in Saudi Arabia. It emphasizes that social media has become an integral part of daily life for millions in the region, influencing purchasing decisions and brand perceptions. The article highlights the importance of crafting culturally relevant content that resonates with local audiences, suggesting that integrating elements such as national holidays, local events, or religious observances into content strategies can enhance authenticity and engagement. Additionally, it discusses the strategic selection of platforms like Twitter, Instagram, and Snapchat to align with local usage trends and effectively engage younger demographics. The article underscores the need for constant vigilance and adaptation in social media strategies to maintain long-term consumer engagement and brand relevance in the ever-evolving digital landscape.

Abdullah, H. A. A. (2024): Impact of Online Advertising on Consumer Buying Behavior in Saudi Arabia: The Moderating Role of Brand Image. This research examines how various online advertising dimensions—informativeness, credibility, creativity, entertainment, interaction, and integration—affect consumer buying behavior in Saudi Arabia. The study surveyed 200 participants and found that informativeness, credibility, creativity, and interaction significantly impact consumer purchasing behavior, while entertainment and integration did not. Brand image played a moderating role, amplifying the effect of informativeness, credibility, and interaction on buying behavior. The findings emphasize that e-commerce businesses should prioritize interactive and credible advertising formats to drive consumer engagement.

Alanazi, T. M. (2023): Impact of Social Media Marketing on Brand Loyalty in Saudi Arabia. This study explores how social media marketing influences brand loyalty among customers of small and medium enterprises (SMEs) specializing in fashion products in Saudi Arabia. An online survey collected 1,692 responses, and Structural Equation Modeling (SEM) was used to test hypotheses. The results indicate that all dimensions of social media marketing positively impact brand loyalty, with social media word-of-mouth (WOM) having the highest effect. The study recommends stronger privacy legislation to build consumer trust and enhance marketing campaign effectiveness.

Al-Atwi, K. S. (2023): This study investigates the impact of Snapchat advertisements on the purchase intention of Saudi consumers, specifically in the context of travel and tourism products. Utilizing a quantitative research methodology, the study surveyed a sample of 400 respondents to assess their exposure to Snapchat ads and its effects on their purchasing decisions. The findings indicate that there is a significant positive relationship between the frequency of exposure to these advertisements and the consumers' intention to purchase travel-related products. Al-Atwi emphasizes the importance of leveraging social media platforms like Snapchat in marketing strategies to enhance consumer engagement and drive sales in the tourism sector.

Al-Habeel, H. A. (2023): This study examines the impact of Snapchat usage on Saudi youth's purchasing behavior, focusing on a sample of 200 respondents from Al-Hofuf in Al-Ahsa Governorate, Saudi Arabia. Employing a mixed-method survey approach, the study assesses the relationship between Snapchat exposure, consumer engagement, and purchase decisions. The findings indicate that Snapchat is a primary source of brand-related information, with 47.5% of respondents using the platform to research brands. Additionally, 67.5% of participants spend less than an hour daily on Snapchat, and 47% use it daily, showing its strong presence in Saudi youth's digital habits. However, the study reveals an inverse relationship between Snapchat usage and increased purchase rates, suggesting that higher Snapchat engagement does not necessarily lead to higher spending. Furthermore, a direct relationship exists between Snapchat exposure motives and frequency of use, indicating that users with specific consumption-driven motives engage with the platform more actively. Al-Habeel underscores the importance of strategic social media marketing tailored to youth preferences, recommending that brands optimize interactive, engaging content to enhance consumer trust and purchasing behavior.

Alqahtani, H., & Xue, F. (2022): This study examines the influence of Snapchat advertisements on students' buying behavior in Saudi Arabia. Utilizing the Uses and Gratifications Theory (UGT) as a theoretical framework, the research explores how Snapchat's interactive features impact purchasing decisions. A quantitative survey of 93 students from three different colleges in Saudi Arabia was conducted to assess perceptions, attitudes, and motivations related to Snapchat ads. The findings indicate a strong link between Snapchat advertisements, consumer attitudes, and purchase intentions, suggesting that students are highly motivated by the presence of Snapchat ads when making purchasing decisions. The study highlights Snapchat's role as a powerful marketing tool in Saudi Arabia, particularly among younger demographics, where it fosters brand

engagement and influences consumer behavior. The authors emphasize the need for brands to leverage Snapchat's immersive advertising features, such as filters and interactive content, to drive conversions and enhance consumer engagement. Additionally, the research calls for further exploration into how Snapchat advertising influences long-term brand loyalty and consumer retention.

Alghamdi, E. A., & Bogari, N. (2020): This study examines the impact of Instagram and Snapchat on the purchasing decisions of young female consumers in Saudi Arabia, with a particular focus on advertisements and blogger recommendations. Using Structural Equation Modeling (SEM), the researchers analyzed data collected from an online survey to assess how exposure to advertisements on these platforms influences consumer behavior. The findings indicate that both Instagram and Snapchat significantly shape purchasing decisions, with electronic word-of-mouth (eWOM) playing a crucial role in consumer engagement. The study highlights the effectiveness of influencer marketing in increasing brand awareness and driving purchase intent among young Saudi female consumers. Additionally, it emphasizes the importance of social media platforms in fostering interactive marketing strategies that resonate with this demographic.

Saeed, M., Charni, H., & Khan, S. (2020): This study examines the impact of social media marketing on consumer behavior in Saudi Arabia, focusing on key factors such as website visit intention, purchase intent, and brand image. Using a quantitative research methodology, data were collected through an online survey of 62 participants and analyzed using SPSS regression and correlation techniques. The findings reveal that social media marketing does not have a significant impact on consumer behavior, primarily due to the lack of creative content in advertisements. The study highlights that traditional social media marketing strategies are becoming less effective as consumers increasingly rely on word-of-mouth recommendations and user-generated content over paid advertisements. Saeed et al. emphasize the need for brands to enhance creativity and authenticity in their digital marketing strategies, suggesting that interactive and engagement-driven content is essential for influencing modern consumers. The study calls for further research on platform-specific variations in consumer behavior and the long-term effects of creative digital marketing strategies

Al-Saifi, H.N. (2019): This study examines the factors influencing consumer attitudes toward social media advertisements and their relationship to behavioral responses. Using a quantitative research methodology, the study surveyed a sample of social media users to analyze how different advertising elements impact consumer engagement and purchasing decisions. The findings indicate that credibility, informativeness, entertainment value, and personalization significantly influence consumer attitudes toward social media ads. Furthermore, the study highlights that positive consumer attitudes toward social media advertisements are strongly correlated with engagement behaviors, such as liking, sharing, and purchasing decisions. Al-Saifi emphasizes the importance of designing engaging, credible, and personalized advertisements to maximize consumer interaction. The study

recommends that businesses enhance ad content quality and leverage targeted advertising strategies to improve consumer responses to social media marketing.

Al-Shalhoob, A. A. (2017): This study examines the impact of internet advertisements on consumer purchasing behavior among Saudis, focusing on Riyadh as a case study. Utilizing a quantitative survey methodology, the study surveyed a sample of 438 Saudi consumers to assess how online advertisements influence their decision-making across the five stages of the purchasing process: need recognition, information search, evaluation of alternatives, purchase decision, and post-purchase evaluation. The findings reveal that internet advertisements have a moderate to strong influence on consumer behavior, particularly in the awareness and interest stages of the decision-making process. Additionally, the study highlights that social media platforms generate higher consumer engagement rates compared to other digital advertising channels. Al-Shalhoob underscores the importance of leveraging interactive and targeted digital marketing strategies to enhance consumer trust and engagement. The study recommends that businesses utilize internet advertisements not just for brand awareness but also for providing detailed, valuable content that guides consumers throughout their purchasing journey.

Al-Adailah, M. J. (2015): This study investigates the role of social media networks in influencing online consumer purchasing decisions, with a specific focus on students at Qassim University, Saudi Arabia. Utilizing a quantitative research methodology, the study surveyed a sample of 524 students to assess how different aspects of social media interactions impact consumer decision-making. The findings indicate that information exchange and product evaluation play a significant role in shaping purchasing decisions, as consumers rely on social media reviews and recommendations before making purchases. However, the study found no statistically significant impact of consumer support features on purchasing intent. Al-Adailah emphasizes the need for businesses and digital marketers to leverage Web 2.0 technologies effectively, ensuring that social media platforms provide engaging and relevant content to drive consumer engagement. The study suggests that brands should optimize their social media presence by integrating interactive elements and user-generated content to enhance their influence on consumer purchasing behavior.

Our research seeks to identify how different demographic factors, particularly among female students, influence the effectiveness of Snapchat advertisements. This focus on gender and education level adds a unique perspective to the existing body of literature. Furthermore, this study aims to provide actionable recommendations for marketers on how to optimize their Snapchat advertising strategies specifically for the female student demographic. This practical angle can help bridge the gap between theory and application in marketing practices.

Theoretical framework of the study

The theoretical framework for this study is built upon the foundations of Social Influence Theory, Elaboration Likelihood Model (ELM), and Uses and Gratifications Theory, which together provide a comprehensive understanding of the mechanisms at play in consumer behavior influenced by Snapchat advertisements. Social Influence Theory suggests that individuals are significantly affected by the behaviors and opinions of others, particularly in social contexts. In the context of Snapchat, this theory clarifies how peer recommendations and social interactions can shape users' purchasing decisions. For example, when female students at Imam Abdulrahman Bin Faisal University observe their peers engaging with or endorsing certain products through Snapchat advertisements, they may feel more compelled to consider those products for their own purchases, thereby illustrating the importance of social validation in consumer behavior (Cialdini & Goldstein, 2004).

The Elaboration Likelihood Model (ELM) contributes to this framework by proposing that persuasion can occur either through a central route, which involves thoughtful consideration of advertisement content, or a peripheral route, which relies on superficial cues, such as emotional appeals and visual aesthetics. This framework is crucial for understanding how the nature of Snapchat advertisements—whether they evoke strong emotional responses or provide detailed product information—can influence consumer engagement and impact purchase intentions among female students. Research supports the idea that advertisements leveraging both routes can enhance consumer persuasion and decision-making (Petty & Cacioppo, 1986).

Lastly, Uses and Gratifications Theory focuses on the motivations behind why individuals actively seek specific media to fulfill particular needs, such as social interaction and entertainment. This theory is essential for examining how female students' motivations for using Snapchat influence their responses to advertisements. For instance, if students primarily use Snapchat for social interaction, they may be more receptive to advertisements that integrate social elements or peer endorsements. Understanding these motivations is vital, as they can significantly affect how advertisements are perceived and how they influence purchasing behavior (Katz, Blumler, & Gurevitch, 1973).

Chapter 3: Research Methodology

Introduction:

In this chapter, the methodology and procedures followed in the research will be outlined. This includes defining the methodology, identifying the population, and specifying the target sample for the study. Additionally, the tools used for data collection will be discussed, including their preparation and the statistical processes that will be employed for data analysis, as detailed below

Research design:

This study employs a quantitative research design to investigate the impact of Snapchat advertisements on consumer behavior among female students at Imam Abdulrahman Bin Faisal University in Dammam, Saudi Arabia. The quantitative approach allows for the collection and analysis of numerical data to identify patterns, relationships, and statistical significance regarding the influence of social media advertising on purchasing intentions.

Research Type:

The study is descriptive and correlational in nature. It aims to describe the relationship between exposure to Snapchat advertisements and the purchasing intentions of female students.

Data Collection Method:

Data will be collected using a structured questionnaire that includes closed ended questions. The questionnaire will be designed to measure

- Frequency of exposure to Snapchat advertisements
- Purchasing intentions related to advertised products
- Demographic information (age, academic year, etc.)

Sample:

Target Population: The target population includes all female students currently enrolled at Imam Abdulrahman Bin Faisal University.

Sample Size:

The study aims to survey approximately 200 female students. This sample size is selected to achieve statistical significance and ensure that the findings can be generalized to the broader population of female students at the university

Sampling Method:

A stratified random sampling method will be employed to ensure representation across different academic disciplines (e.g., humanities, sciences, business) and years of study (e.g., first year, second year, etc.). This approach ensures that various perspectives within the female student population are captured

Inclusion Criteria:

Participants must be currently enrolled as female students at Imam Abdulrahman Bin Faisal University.

Participants must be active users of Snapchat, ensuring they have relevant experience with the platform and its advertisements.

Data Collection Procedure:

All data collection steps were conducted using Google Forms and sent via WhatsApp. The questionnaire consists of two sections:

- 1- Demographic Variables: The first section contains questions related to the demographic variables of the study sample, including age, education level, year of study, and income (if applicable)
- 2- Study Variables: The second section includes items and dimensions that measure the independent and dependent variables of the study.

Research limitations:

- Temporal Limits

Time Frame: The study is conducted in 2025, which may limit the findings to that specific year. Changes in consumer behavior, social media advertising trends, or platform features could occur shortly after, potentially reducing the applicability of the results over time.

Seasonal Variability: The timing of the survey may coincide with specific events (e.g., holidays, sales) that could influence consumer behavior, thus affecting the generalizability of the findings to other times of the year.

- Spatial Limits

Geographic Scope: The research targets only female students at Imam Abdulrahman Bin Faisal University in Dammam, Saudi Arabia. This limited geographic focus may restrict the generalizability of the findings to other regions or demographics, as consumer behavior can vary significantly across different cultural and social context.

Demographic Homogeneity: The sample consists solely of female students, which may not represent the purchasing behavior of male students or other age groups. This gender-specific focus could limit insights into broader consumer trends.

- Objective Boundaries

Focus on Snapchat Advertising: The study specifically examines the impact of advertising on Snapchat. This narrow focus may overlook the influence of advertising on other social media platforms (e.g., Instagram, TikTok) and its overall impact on consumer purchasing behavior.

Limited Aspects of Consumer Behavior: The research may concentrate on specific aspects of purchasing behavior, such as impulse buying, without exploring other relevant factors (e.g., social influence, personal preferences) that also affect consumer decisions. This limitation could restrict the comprehensive understanding of how advertising impacts purchasing behavior.

-sample size limits

One significant limitation of this study is the small sample size, with only 41 responses collected from female students at Imam Abdulrahman Bin Faisal University. This limited number of participants may affect the generalizability of the findings to the broader population of female students in Saudi Arabia. The small sample size may not adequately represent the diverse perspectives and behaviors within this demographic, potentially limiting the insights derived from the analysis. Future research should aim to include a larger and more diverse sample to enhance the robustness and applicability of the results.

Method of analysis:

The researcher relied on a variety of statistical methods to answer the study's questions:

1- Google Forms:

Used to describe the sample population and determine percentages for factors such as age, education level, year of study, and monthly income.

It was also used to answer other research questions with respect to percentages.

2- SPSS (Statistical Package for the Social Sciences):

Was employed for data analysis. Various operations and tests were conducted to verify the study's objectives and answer research questions.

Included the use of the Compare Means and Proportions tool, specifically One-Way . ANOVA

Clustered bar charts were generated to compare purchases based on Snapchat ads across different factors.

Chapter 4: Practical Study

Introduction:

This chapter presents the results obtained from the statistical analysis of the data collected through the survey. It aims to answer the research questions posed in the study and discusses the testing of the research hypotheses. Additionally, it highlights several findings and provides recommendations and suggestions.

Data analysis:

A questionnaire was distributed to investigate the impact of Snapchat advertisements on consumer behavior among female students at Imam Abdulrahman Bin Faisal University. A total of 41 responses were collected using Google Forms. The demographic analysis of the participants revealed the following distributions: age, educational level, year of study, and monthly income. These demographic variables provide essential context for understanding the respondents' perspectives and behaviors regarding Snapchat advertisements. Detailed percentages for each demographic category will be presented to illustrate the composition of the sample

The following table presents the distribution of student participants by age group within sample population. The data indicates that the age group of 18 to 22 years old comprises the highest percentage of participants, accounting for 51.2% of the total sample

In contrast, participants aged 28 years and older constitute 29.3% of the sample. Additionally, the age group of 23 to 27 years old includes 19.5% of participants (**Table 1.4**)

<u>Age</u>	<u>Percentage</u>
Under 18	None
18-22	51.2%
23-27	19.5%
28 and above	29.3%

Table 1.4: distribution of student participants by age group within sample population.

The below table illustrates the education level of students within the sample population. The data reveals that a substantial majority, 85.4%, hold a bachelor's degree.

In comparison, both master's degree holders and diploma recipients each account for 7.3% of the sample (**Table 2.4**)

<u>Education level</u>	<u>Percentage</u>
Diploma	7.3%
Bachelor's	85.4%
Master's	7.3%
PhD	None

Table 2.4: distribution of student participants by education level within sample population.

The table below presents the distribution of students by year of study within the sample population. The data indicates that 24.4% of students are in their fourth year, represented prominently.

Following this, 22% are first-year students, while 14.6% are in their second year. Additionally, 12.2% of the participants are in their third year.

The remaining percentage, which accounts for 26.8%, includes students in years not specifically listed, such as those who are in transitional or special programs or postgrad students (**Table 3.4**)

<u>Year of study</u>	<u>Percentage</u>
1 st year	22%
2 nd year	14.6%
3 rd year	12.2%
4 th year and above	24.4%
Others	26.8%

Table 3.4: distribution of student participants by year of study within sample population.

The table below presents the distribution of students by monthly income within the sample population. The data indicates that 40.5% of students earn more than 5000 SAR, clearly shown in the table

Following this, 33.3% of students earn less than 1000 SAR, while 14.3% fall within the income range of 1000 to 3000 SAR. Additionally, 5% of participants earn between 3000 and 5000 SAR.

The remaining percentage, which accounts for 7.9%, includes students with no reported income (**Table 4.4**)

<u>Monthly income</u>	<u>Percentage</u>
Less than 1000 SAR	33%
1000-3000 SAR	14.3%
3000-5000 SAR	5%
More than 5000 SAR	40.5%
No income	7.9%

Table 4.4: distribution of student participants by monthly income within sample population.

Research findings:

Testing research hypotheses:

In this section of the research, hypotheses were tested as follows:

First hypothesis:

- Null Hypothesis (H0):

There is no positive relationship between Snapchat advertisements and consumer behavior in Saudi Arabia; increased exposure to these advertisements does not lead to higher purchase intentions among female students at Imam Abdulrahman Bin Faisal University.

Alternative Hypothesis (H1):

There is a positive relationship between Snapchat advertisements and consumer behavior in Saudi Arabia; increased exposure to these advertisements leads to higher purchase intentions among female students at Imam Abdulrahman Bin Faisal University.

As shown below, the significance value obtained from the one-way ANOVA analysis was 0.083 (**Table 5.4**)

Since the p-value (0.083) is greater than 0.05, we fail to reject the null hypothesis. Therefore, we conclude that increased exposure to advertisements does not significantly lead to higher purchase intentions among female students at Imam Abdulrahman bin Faisal University.

ANOVA					
Purchase based on snapchat adv					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.662	3	.554	2.401	.083
Within Groups	8.534	37	.231		
Total	10.195	40			

Table 5.4: one-way ANOVA analysis for first hypothesis.

Second hypothesis:

Null Hypothesis 2 (H0): There are no demographic differences affecting the effectiveness of Snapchat advertisements across different age groups, educational levels, years of study, and monthly income.

Alternative Hypothesis 2 (H2): There are demographic differences that affect the effectiveness of Snapchat advertisements, with varying impacts across different age groups, educational levels, year of study and monthly income.

Based on the one-way ANOVA analysis conducted to test the significance between age and purchase intention, the significance value (p-value) obtained was 0.858 (**Table 6.4**)

Since the p-value (0.858) is much greater than 0.05, we fail to reject the null hypothesis. This indicates that, within this sample, there are no significant demographic differences based on age that affect the effectiveness of Snapchat advertisements in relation to purchase intentions.

ANOVA					
Purchase based on snapchat adv					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.082	2	.041	.154	.858
Within Groups	10.113	38	.266		
Total	10.195	40			

Table 6.4: one-way ANOVA analysis for second hypothesis (age)

Based on the one-way ANOVA analysis conducted to test the significance between education level and purchase intention, the significance value (p-value) obtained was 0.108 (**Table 7.4**)

Since the p-value (0.108) is greater than 0.05, we fail to reject the null hypothesis. This indicates that, within this sample, there are no significant demographic differences based on educational levels that affect the effectiveness of Snapchat advertisements in relation to purchase intentions.

ANOVA					
Purchase based on snapchat adv					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.128	2	.564	2.365	.108
Within Groups	9.067	38	.239		
Total	10.195	40			

Table 7.4: one-way ANOVA analysis for second hypothesis (education level)

Based on the one-way ANOVA analysis conducted to test the significance between the year of study and purchase intention, the significance value (p-value) obtained was 0.037 (**Table 8.4**)

Since the p-value (0.037) is less than 0.05, we reject the null hypothesis. This indicates that there are significant demographic differences based on the year of study that affect the effectiveness of Snapchat advertisements in relation to purchase intentions. This suggests that the year of study may influence how students respond to Snapchat advertisements, leading to varying purchase intentions.

ANOVA					
Purchase based on snapchat adv					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.068	3	.689	3.139	.037
Within Groups	8.127	37	.220		
Total	10.195	40			

Table 8.4: one-way ANOVA analysis for second hypothesis (year of study)

Based on the one-way ANOVA analysis conducted to test the significance between monthly income and purchase intention, the significance value (p-value) obtained was 0.70 (Table 9.4)

Since the p-value (0.703) is much greater than 0.05, we fail to reject the null hypothesis. This indicates that, within this sample, there are no significant demographic differences based on monthly income that affect the effectiveness of Snapchat advertisements in relation to purchase intentions.

ANOVA					
Purchase based on snapchat adv					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.376	3	.125	.473	.703
Within Groups	9.819	37	.265		
Total	10.195	40			

Table 9.4: one-way ANOVA analysis for second hypothesis (monthly income)

Discussion:

The results of this study provide important insights into how Snapchat advertisements affect the consumer behavior of female students at Imam Abdulrahman Bin Faisal University. Surprisingly, the findings show that exposure to Snapchat advertisements does not significantly increase the likelihood of making a purchase. This outcome suggests that younger consumers may be more critical of digital advertisements, focusing on content that is relevant and meaningful to them rather than being influenced by ads alone.

One reason for the limited effect of Snapchat ads could be that female students are becoming more selective in their consumption of media. They may prefer content that aligns with their interests and values, rather than being swayed by advertisements.

Additionally, the differences observed based on academic year indicate that younger students might engage differently with ads compared to their older peers. Factors such as financial independence and experience with brands may play a role in this variation.

These findings highlight the need for marketers to understand their audience better. Tailoring marketing strategies to meet the specific needs and preferences of female students could lead to more effective results. Marketers should aim to create engaging and valuable content that builds trust and encourages interaction with this group.

Conclusion:

In conclusion, this study reveals the complexities of consumer behavior in social media marketing. The limited impact of Snapchat advertisements on purchase intentions among female students shows that marketers should rethink their approaches. Instead of focusing solely on the platform, they should prioritize creating relevant and appealing content that resonates with their target audience.

Future research should examine other factors that might influence consumer behavior, such as emotional responses, brand perceptions, and the role of friends in social media interactions. Gaining a deeper understanding of these aspects will be crucial for brands looking to improve their marketing strategies in the digital age.

Recommendations:

1- Enhance Engagement Strategies: Marketers should focus on creating interactive and visually appealing advertisements that resonate with female students. Utilizing features like polls, quizzes, and filters can enhance engagement and make advertisements more appealing.

2- Targeted Content Creation: Develop advertisement content that reflects the specific interests and cultural context of female students. Incorporating themes relevant to their lifestyle and preferences can increase relatability and effectiveness.

3- Utilize Peer Influences: Since social validation plays a crucial role in purchasing decisions, brands should consider employing peer endorsements or testimonials in their Snapchat ads to increase credibility and trust among students.

4- Segmented Advertising Approaches: Given the differences in responses based on academic year, marketers should tailor their strategies to address the specific needs and behaviors of students at different stages of their education.

5- Educational Campaigns on Digital Literacy: Implement initiatives that educate female students about digital advertising, helping them understand how to critically assess advertisements and make informed purchasing decisions.

6- Explore Cross-Platform Strategies: Future marketing efforts should consider integrating Snapchat advertising with strategies on other popular platforms like Instagram and TikTok. This multi-platform approach can enhance brand visibility and engagement.

7- Conduct Larger Scale Studies: To validate findings and improve generalizability, future research should involve a larger sample size and include a diverse demographic.

This would provide deeper insights into consumer behavior across different segments of the student population

8- Monitor Trends and Adapt: Continuously monitor trends in social media usage and consumer behavior to adapt advertising strategies accordingly. Staying updated with changes in preferences and platform features is crucial for effective marketing

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Appendixes

questionnaire

Thank you for participating in this questionnaire aimed at exploring the impact of Snapchat advertisements on consumer behavior among female students at Imam Abdulrahman Bin Faisal University in Saudi Arabia. Your responses will provide valuable insights for understanding how social media influences purchasing decisions.

Please note that all responses will remain confidential and will be used solely for academic research purposes. Your honest feedback is greatly appreciated!

نشكركم على المشاركة في هذا الاستبيان الذي يهدف إلى دراسة تأثير إعلانات سناب شات على سلوك المستهلكين بين الطالبات في جامعة الإمام عبد الرحمن بن فيصل في المملكة العربية السعودية. ستساعد إجاباتكم في فهم كيفية تأثير هذه الإعلانات على قرارات الشراء.

نؤكد لكم أن جميع المعلومات المقدمة ستكون سرية وستستخدم لأغراض البحث فقط

Section 1: Demographic Information

1. Age

- under 18
- 18-22
- 23-27
- 28 and above

2. Education level

- diploma
- bachelor's degree
- Master's degree
- PhD

3. Year of study

- 1st year
- 2nd year
- 3rd year
- 4th year and above

4. monthly income

- less than 1000 SAR
- 1000-3000 SAR
- 3000-5000 SAR
- more than 5000 SAR

Section 2: social media usage

5. how many hours do you spend on snapchat daily

- less than 1 hour
- 1-2 hours
- 2-4 hours
- more than 4 hours

6. how frequently do you encounter advertisements on snapchat?

- rarely
- occasionally
- frequently
- very frequently

Section 3: impact of snapchat advertisements

7. To what extent do snapchat advertisements influence your purchasing decisions?

- not at all
- slightly
- moderately
- very much
- extremely

8. have you ever made a purchase based on advertisement seen on snapchat?

- yes
- no

9. which types of snapchat advertisements do you find most engaging?

- videos ads
- images ads
- story ads
- sponsored ads

Section 4: consumer behavior

10. how often do you respond to snapchat advertisements (e.g., click, visit a website)?

- never
- rarely
- sometimes
- often
- always

11. what factors motivate you to click on an advertisement?

- discounts/offers
- brand reputation
- influencer endorsement
- product relevance
- visual appeal

12. do you think influencer endorsement affect your perception of advertised products?

- not at all
- slightly
- moderately
- very much
- extremely

13. what barriers do you face that prevent you from acting on advertisements you see on snapchat?

- lack of interest
- price concerns
- uncertainty about product quality
- lack of information

Abstract

This study investigates the impact of Snapchat advertisements on consumer behavior among female students at Imam Abdulrahman Bin Faisal University in Saudi Arabia. With the increasing prevalence of social media in everyday life, understanding how advertisements on platforms like Snapchat influence purchasing decisions is crucial. A quantitative research design was employed, using a structured questionnaire distributed to a sample of 41 female students. Data analysis was conducted using One-Way ANOVA in SPSS to assess the differences in responses based on demographic factors. The findings reveal that while exposure to Snapchat advertisements does not significantly affect purchase intentions, there are notable demographic differences based on the year of study that influence responses to these advertisements. This research contributes to the understanding of social media marketing dynamics in Saudi Arabia, providing insights for marketers looking to target younger demographics effectively.

Keywords: Snapchat, advertisements, consumer behavior, female students, social media marketing, One-Way ANOVA, Saudi Arabia.

المستخلص

تستكشف هذه الدراسة أثر الإعلانات على سناب شات في سلوك المستهلكين بين طالبات جامعة الإمام عبدالرحمن بن فيصل في المملكة العربية السعودية. مع الزيادة المستمرة في استخدام وسائل التواصل الاجتماعي في الحياة اليومية، يصبح فهم كيفية تأثير الإعلانات على منصات مثل سناب شات على قرارات الشراء أمراً بالغ الأهمية. تم استخدام تصميم بحثي وصفي، مع توزيع استبيان منظم على عينة تتكون من 41 طالبة. تم إجراء تحليل البيانات باستخدام اختبار One-way ANOVA في برنامج SPSS لتقييم الفروق في الردود بناءً على العوامل الديموغرافية. تكشف النتائج أنه رغم أن التعرض لإعلانات سناب شات لا يؤثر بشكل كبير على نوايا الشراء، إلا أن هناك اختلافات ديموغرافية ملحوظة بناءً على سنة الدراسة تؤثر على ردود الفعل تجاه هذه الإعلانات. تساهم هذه الدراسة في فهم ديناميكيات التسويق عبر وسائل التواصل الاجتماعي في السعودية، وتقدم رؤى للمسوقين الذين يسعون لاستهداف الفئات الشابة بفعالية.

الكلمات المفتاحية: سناب شات، الإعلانات، سلوك المستهلك، طالبات، التسويق عبر وسائل التواصل الاجتماعي، One-Way ANOVA، المملكة العربية السعودية.

Midocean University

College of Management

Department of Business administration



**The impact of advertising on social media platforms snapchat as example
on consumer purchasing behavior in Saudi Arabia**

**A survey study on a sample of Imam Abdulrahman Bin Faisal University
students in Dammam**

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