

جامعة ميدأوشن

كلية الإدارة

قسم / تخصص ماجستير إدارة أعمال



عنوان البحث

**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

أثر الإعلانات في مواقع التواصل الاجتماعي سناب شات نموذجا على سلوك المستهلكين في المملكة العربية السعودية

دراسة ميدانية (تطبيقية) على عينة من طالبات جامعة الامام عبد الرحمن بن فيصل بالدمام

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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. 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.

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.

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

مشكلة الدراسة:

The research problem lies in the impact of snapchat advertisements on consumer behavior in Saudi Arabia. Despite the widespread use of the platform, there is a lack of sufficient studies that clarify how these advertisements influence purchasing decisions. Therefore, this study aims to understand the relationship between exposure to advertisements on snapchat and consumer behavior, and may contribute valuable insights for marketers and decision-makers.

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.

أهداف الدراسة:

- 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 socioeconomic status) 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

- 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 category of products is sold the most—are they specific products or services ?
- 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 ?

فروض الدراسة:

- **Hypothesis 1:** There is a positive relationship between Snapchat advertisements and consumer behavior in Saudi Arabia, where increased exposure to these advertisements leads to higher purchase intentions among female students at Imam Abdulrahman Bin Faisal University.

-**Hypothesis 2:** There are demographic differences that affect the effectiveness of Snapchat advertisements, with varying impacts across different age groups, educational levels, and socioeconomic status.

الدراسات السابقة:

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-Hubail (2023): This study investigates the impact of Snapchat usage among Saudi youth on their purchasing behavior. Utilizing a quantitative research approach, the study collected data from a sample of young users. The findings revealed a significant correlation between Snapchat engagement and increased purchasing intentions, highlighting the platform's role as a powerful marketing tool. The results underscore the importance of social media in shaping consumer behavior among younger demographics in Saudi Arabia.

Al-Saifi, H. N. (2019): This study explores the factors that affect consumer attitudes toward social media advertisements and how these attitudes relate to behavioral responses. Using a quantitative approach, the research examines a sample of Saudi consumers and identifies key variables such as trust, relevance, and engagement. The findings indicate that positive consumer attitudes significantly enhance the likelihood of behavioral responses, such as increased purchasing intentions and interaction with advertisements. This study highlights the importance of understanding consumer psychology in the context of social media marketing.

Al-Shalhoub, A. M. (2017): This study examines the influence of internet advertisements on the purchasing behavior of Saudi consumers. Utilizing a quantitative research design, the study collected data from a sample of 500 participants. The findings indicate a significant correlation between exposure to online advertisements and increased purchase intention among consumers.

The research highlights the effectiveness of digital marketing strategies in shaping consumer decisions in the Saudi market.

Al-Adailah, M. J. A. Q. (2015): This study investigates the role of social media networks in affecting consumers' purchasing decisions online. The researcher conducted a quantitative analysis involving a sample of online shoppers in Saudi Arabia. The findings indicate that social media significantly influences consumer behavior by enhancing product awareness and shaping purchase intentions. The study highlights the importance of effective social media marketing strategies in driving online sales and underscores the need for businesses to engage with consumers through these platforms.

What Distinguishes This Study from Previous Research

Our study specifically examines the impact of Snapchat advertisements on consumer behavior among female students at Imam Abdulrahman Bin Faisal University. This targeted demographic allows for a deeper understanding of how this particular group interacts with Snapchat as a marketing platform, something that previous studies may not have explored in detail.

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.

Unlike some of the previous studies that primarily present findings, our research 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:

- Social Influence Theory: This theory posits that individuals are influenced by the behaviors and opinions of others, particularly in social contexts. In the context of Snapchat, this theory helps to explain how peer recommendations and social interactions on the platform may affect users' purchasing decisions

-Elaboration Likelihood Model (ELM): This model suggests that there are two routes to persuasion: the central route and the peripheral route. Our study will explore how the nature of Snapchat advertisements (emotional appeal, visual content, etc.) can influence consumer engagement through either route, impacting their purchase intentions

-Uses and Gratifications Theory: This theory focuses on why individuals actively seek out specific media to satisfy particular needs (e.g., social interaction, entertainment). Our study will examine how female students' motivations for using Snapchat may influence their responses to advertisements

Theoretical premises of the study:

Premise One: Increased exposure to Snapchat advertisements positively correlates with the purchasing intentions of female students. This premise is based on the understanding that frequent exposure to relevant ads can enhance brand awareness and influence purchase decisions.

Premise Two: Demographic factors, including age and educational level, influence how consumers respond to Snapchat advertisements. This premise indicates that different consumer segments may have varying levels of receptivity to advertising messages based on their demographic characteristics.

Study 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:

The structured questionnaire will be distributed online using Google Forms platform

Participants will receive the questionnaire via whatsapp platform

Anonymity and confidentiality will be assured to encourage honest and accurate responses

حدود الدراسة:

Limitations:

The study may face certain limitations, such as participant availability and response rates, as well as potential sample bias

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