

Midocean University
Management College
Project Management



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

Hussain Abdulsalam AL Nakhly

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Management college - Midocean University

Supervisor: Dr. Abdul Rahim Nader

Faculty member- Project Management- Midocean University

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Chapter Two: Literature Review

1. Introduction

The increasing reliance on digital technologies has significantly transformed marketing practices and business operations in modern economies. Social media marketing has emerged as one of the most influential tools that organizations use to communicate with customers, promote products, and enhance market competitiveness. At the same time, digital marketplaces such as Amazon have become central platforms for commercial activities, particularly for small and medium-sized enterprises (SMEs).

In Saudi Arabia, the rapid digital transformation driven by Vision 2030 has accelerated the growth of e-commerce and social media usage. Businesses increasingly depend on social media platforms to reach potential customers and influence purchasing decisions. However, despite the widespread adoption of social media marketing, its direct impact on measurable sales performance remains unclear.

This chapter provides a critical review of existing literature related to social media marketing and sales performance. It focuses on three main areas: the independent variable (social media marketing), the dependent variable (sales performance), and the relationship between these variables. The purpose of this chapter is to establish a strong theoretical foundation for the study and identify existing research gaps.

2. The Independent Variable: Social Media Marketing

Social media marketing refers to the use of digital platforms to promote products, build brand awareness, and engage with customers. According to Kotler and Keller (2016), social media marketing allows organizations to create interactive communication channels that enhance customer relationships and marketing effectiveness.

Modern social media platforms such as Instagram, TikTok, Snapchat, and X (Twitter) provide businesses with various tools, including content marketing, paid advertisements, influencer collaborations, and customer engagement strategies. These tools enable businesses to reach large audiences and deliver personalized marketing messages.

One of the key advantages of social media marketing is its cost-effectiveness compared to traditional marketing methods. SMEs, in particular, benefit from social media marketing because it allows them to compete with larger firms despite limited resources. Additionally, social media platforms enable real-time interaction with customers, which enhances customer satisfaction and brand loyalty.

However, the effectiveness of social media marketing depends on several factors, including content quality, targeting accuracy, frequency of interaction, and platform selection. Studies have shown that businesses that adopt strategic and consistent social media marketing practices achieve higher engagement levels and improved marketing outcomes.

From a project management perspective, social media marketing can be considered a structured activity that requires planning, execution, monitoring, and evaluation. It involves coordination between different stakeholders such as marketing teams, influencers, and digital agencies. Therefore, successful social media marketing requires proper governance, risk management, and performance measurement.

3. The Dependent Variable: Sales Performance

Sales performance is a key indicator of business success and reflects the ability of an organization to generate revenue and achieve financial growth.

It highlighted the importance of social media marketing as a strategic tool for customer engagement and business growth. The chapter also emphasized that sales performance is influenced by multiple factors beyond marketing activities.

The review revealed that while social media marketing has the potential to improve sales performance, its effectiveness depends on proper strategic alignment, operational readiness, governance structures, and risk management practices.

Furthermore, the literature identified several research gaps, including the lack of integrated frameworks that combine marketing, project management, and operational perspectives. Additionally, limited research focuses specifically on Amazon sellers in Saudi Arabia.

These gaps justify the need for this study, which aims to provide a comprehensive analysis of the relationship between social media marketing and sales performance within the Saudi Arabian e-commerce context.

4. 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 does operational readiness and procurement efficiency support sales growth generate by social media marketing?

5. 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.

6. 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.

7. 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.

8. 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.

9. 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.

10. 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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