

Assignment 2

Research Questions

1. How does social media marketing influence customer purchase intention in Saudi Arabia?
2. Does social media advertising increase customer trust in brands?
3. How does social media engagement affect customers' decisions to buy products?
4. What role do influencers play in shaping customer purchase intention?

Research Objectives

1. To examine the impact of social media marketing on customer purchase intention.
2. To analyze the relationship between social media engagement and consumer behavior.
3. To evaluate the effectiveness of social media advertisements in influencing purchasing decisions.
4. To understand how influencers affect customer attitudes toward products.

Research Hypotheses

- H1: Social media marketing has a positive impact on customer purchase intention.
- H2: Social media engagement significantly influences customer trust in brands.
- H3: Influencer marketing positively affects customers' purchasing decisions.
- H4: Customers who frequently interact with social media advertisements are more likely to purchase products.

Research Model

The model examines the relationship between social media marketing (independent variable) and customer purchase intention (dependent variable).

Suggested Industry

This research focuses on the retail and online shopping industry in Saudi Arabia using platforms such as Instagram, Twitter and TikTok.

Research Methodology

This study uses a quantitative method with a survey questionnaire distributed to social media users.

Project Structure

- Chapter 1: Introduction
- Chapter 2: Literature Review
- Chapter 3: Research Methodology
- Chapter 4: Data Analysis
- Chapter 5: Conclusion

References

Kaplan & Haenlein (2010). Business Horizons.
Tuten & Solomon (2017). Social Media Marketing.
Kotler & Keller (2016). Marketing Management.