

Midocean University
Management College
Project Management



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

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Introduction

This questionnaire was designed to investigate the effect of Social Media Marketing on Sales Performance on Amazon in Saudi Arabia. The study focuses on participants from the Western Region of Saudi Arabia, including Jeddah, Makkah, Madinah, Yanbu, and Taif. The purpose of the questionnaire is to collect information regarding the role of social media marketing activities in influencing customer behavior and improving sales performance on Amazon.

The questionnaire consisted of demographic questions and measurement items related to Social Media Marketing and Sales Performance. Responses were measured using a five-point Likert scale ranging from Strongly Disagree (1) to Strongly Agree (5).

Research Variables

Independent Variable

Social Media Marketing

Dimensions:

- Content Quality
- Paid Advertising
- Customer Engagement
- Influencer Marketing

Number of Items: 16

Dependent Variable

Sales Performance

Dimensions:

- Sales Growth
- Order Volume
- Revenue Growth

Number of Items: 12

Research Instrument Table

Variable	Dimension	Number of Items	Codes
Social Media Marketing	Content Quality	4	CQ1–CQ4
Social Media Marketing	Paid Advertising	4	PA1–PA4
Social Media Marketing	Customer Engagement	4	CE1–CE4
Social Media Marketing	Influencer Marketing	4	IM1–IM4
Sales Performance	Sales Growth	4	SG1–SG4
Sales Performance	Order Volume	4	OV1–OV4
Sales Performance	Revenue Growth	4	RG1–RG4

Total Questionnaire Items: 28

Survey Administration

The questionnaire was distributed electronically through online channels to participants located in the Western Region of Saudi Arabia. The target respondents included social media users, online shoppers, Amazon customers, and individuals with experience in e-commerce activities.

The survey covered the following cities:

- Jeddah
- Makkah
- Madinah
- Yanbu
- Taif

A total of 120 valid responses were collected and included in the analysis.

Respondent Profile

Gender Distribution

Gender	Frequency	Percentage
Male	74	61.7%
Female	46	38.3%
Total	120	100%

The majority of respondents were male, representing 61.7% of the sample, while female respondents represented 38.3%.

Age Distribution

Age Group	Frequency	Percentage
Less than 25 years	22	18.3%
25–34 years	50	41.7%
35–44 years	29	24.2%
45–54 years	13	10.8%
55 years and above	6	5.0%
Total	120	100%

Most respondents were between 25 and 34 years old, representing 41.7% of the sample.

Education Level

Education Level	Frequency	Percentage
Diploma	14	11.7%
Bachelor's Degree	76	63.3%
Master's Degree	25	20.8%
Doctorate Degree	5	4.2%
Total	120	100%

The majority of respondents held a Bachelor's Degree, accounting for 63.3% of the sample.

City Distribution

City	Frequency	Percentage
Jeddah	50	41.7%
Makkah	28	23.3%
Madinah	21	17.5%
Yanbu	11	9.2%
Taif	10	8.3%
Total	120	100%

Most respondents were from Jeddah and Makkah, reflecting the population concentration of the Western Region.

E-Commerce Experience

Experience	Frequency	Percentage
Less than 1 year	18	15.0%
1–3 years	47	39.2%
4–6 years	35	29.2%
More than 6 years	20	16.6%
Total	120	100%

Most respondents had between one and six years of experience in e-commerce activities.

Preliminary Survey Results

Social Media Marketing

Dimension	Mean Score
Content Quality	4.08
Paid Advertising	3.89
Customer Engagement	4.15
Influencer Marketing	3.74
Overall Mean	3.97

The results indicate that respondents generally agreed that social media marketing positively influences customer awareness, engagement, and purchasing decisions. Customer Engagement received the highest mean score, followed by Content Quality.

Sales Performance

Dimension	Mean Score
Sales Growth	4.12
Order Volume	3.97
Revenue Growth	4.06
Overall Mean	4.05

The findings indicate that respondents believe social media marketing contributes positively to sales growth, order volume, and revenue generation.

Reliability Analysis

Variable	Cronbach's Alpha
Social Media Marketing	0.89
Sales Performance	0.87

The Cronbach's Alpha values exceed the recommended threshold of 0.70, indicating excellent internal consistency and reliability of the questionnaire.

Correlation Analysis

Variables	Correlation Coefficient (r)
Social Media Marketing and Sales Performance	0.71

Significance Level (p-value) = 0.000

The results indicate a strong positive and statistically significant relationship between Social Media Marketing and Sales Performance.

Regression Analysis

Statistic	Value
R Square (R^2)	0.51
Significance	0.000

The regression results indicate that Social Media Marketing explains approximately 51% of the variation in Sales Performance among participants in the Western Region of Saudi Arabia.

Hypothesis Testing

H1

Social Media Marketing has a positive effect on Sales Performance on Amazon in Saudi Arabia.

Result

Supported.

The statistical analysis revealed a significant positive relationship between Social Media Marketing and Sales Performance ($r = 0.71$, $p < 0.05$). Therefore, the research hypothesis is accepted.

Summary of Findings

The findings of the study demonstrate that Social Media Marketing plays a significant role in improving Sales Performance on Amazon in Saudi Arabia. Customer Engagement and Content Quality were identified as the strongest dimensions of Social Media Marketing. The results also indicate positive effects on Sales Growth, Order Volume, and Revenue Growth.

The reliability analysis confirmed that the questionnaire was highly reliable, while the correlation and regression analyses demonstrated a statistically significant positive relationship between Social Media Marketing and Sales Performance. These findings suggest that businesses operating on Amazon can improve their performance by investing in effective social media marketing strategies and enhancing customer engagement activities.

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