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The Effect of Social Media Marketing on Purchase Intention

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Abstract

This research examined how social media marketing influences purchasing at a Nike convention in Saudi Arabia. The advanced study model specifies the impact of social media marketing on consumer purchase intention. A data masking method was used through online surveys. They were selected through techniques that captured an unlikely 150 respondents shopping the brand online for Nike products. Data were analyzed using SPSS-26 methodologies, which are suitable for social research. The results indicate that social media marketing has a noticeable impact on consumer purchase intent through Social Media Marketing Activities, Brand equity, and Brand Awareness.

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This work is dedicated to my mother for her guidance and love and to my father for his constant support and patience. To my brothers and sisters for their success and for encouraging me not to fail. Furthermore, I would like to extend my special thanks to Dr. Hashed Mabkhot for his patience, the knowledge I gained from him and his constant encouragement. This work on my project would not have been possible without his tremendous help and support.

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Chapter One

1. Introduction

This project aims to understand the impact of social media marketing on online consumers purchase intention. To achieve this goal, the focus will be on the main problem, research questions, objectives and the research gap addressed in this chapter.

2. Background

Over the past decade digital developments have seen radical changes in how we interact especially in how consumers communicate their purchasing intentions acquire and exchange information about goods, consume products and purchase, The Internet has become an essential source of information, enabling customers to make informed decisions during their purchasing experience (Liu and Zhang 2024), In addition new social media platforms such as Facebook, YouTube, Google, and Twitter have opened new doors for consumers to participate more actively in the market allowing them to access and interact with information and communicate with everyone at any time and from anywhere.

Social media is often viewed as an ideal environment for enhancing communication and developing communities which allows users and businesses to communicate easily and have greater access to information (Al-Qur'an 2022).

Dynamic social media platforms such as Twitter and Facebook allow individuals to interact online in multiple forms, It is noted that this type of communication is very inexpensive and can be an effective touchpoint that enables companies to communicate with their audiences and enhance their interactions further, Customers can now access a variety of options and social media with ease (Mari et al.,2023), According to Rahardja (2022) study marketing plays an important role in a company's strategy with consumers and brands having a more significant influence on an organizations strategy than before, The researcher emphasizes that the brands presence greatly affects consumer decisions and that the influence of customers also extends to their influence on other customers, In contrast Omoruyi and Chinomona (2019) suggest that buyouts have an acceleration effect on future profits and the company's long-term sustainability, The study by Omoruyi and Chinomona (2019) showed that social media has become an unignorable part of marketing reality as it is no longer just a trend but a reality that confronts companies and marketers with new challenges, The Kingdom of Saudi Arabia is among

the countries that have witnessed a noticeable increase in social media users as their number reached 30 million users according to the statistics of the Saudi Communications and Information Technology Commission 2018, Purchases have spread across social media platforms and apps such as Instagram, Twitter and Facebook, These are the most commonly used platforms in this context, This preference for these platforms is due to the nature of personal contact and trust that can be generated from them which encourages users to actively read, share and interact with information, These social connections increase the customers they can attract making marketing and advertising strategies targeting these channels essential for businesses and marketers today.

Hence social media marketing is emerging as a vital tool in modern marketing strategies (Tung & Chung (2010)), Social media has become a marketing tool that is considered greatly in the modern era (Sander & Teh, 2021), Last year marketers predicted that social media would be more important than they thought.

For all 92% of marketers social media has become essential to their business since 2014, 89% of marketers desire to discover and identify the most effective strategies such as connecting with their audience via social media, To understand what consumers, want, brands have begun tracking their customers activity on social media, Today companies must compete by surviving and communicating with consumers in real time (Troise & Camilleri, 2021), How people interact with brands has evolved as companies no longer have complete control over their brands. Individuals are now using the Internet to form their digital identity. Businesses seek to understand more about their customers motivations regarding online activity and use this influence to improve how they work and interact with customers via social media (Denga et al., 2023).

Denga, E. M., Vajjhala, N. R. R., & Asortse, S. (2023), Digital branding in the digital era. In *The role of brands in an era of over information* (pp. 171-197), IGI Global

The paragraph outlines strategies for brand building, including advertising, meeting consumer needs, maintaining a strong reputation and utilizing innovative marketing methods during economic downturns (Unit, 2009), Social media has transformed product marketing, requiring creative strategies to engage larger consumer groups amidst international competition (Dwivedi et al., 2021; Jung & Shegai, 2023), Fashion and retail sectors leverage social media brand pages for customer attraction and engagement (Shahbaznezhad et al., 2021), Businesses use social media to promote promotions, announce new collections and boost brand recognition, Fashion companies

utilize platforms like Facebook to hold promotional events, gather feedback and engage with consumers, NIKE's successful use of Facebook demonstrates effective brand communication and engagement, However theres a lack of data guiding companies on appropriate response strategies despite consensus on the importance of engagement . Marketing strategies focus on analyzing consumer purchasing intentions on social media, considering the impact of social and traditional media on brand equity and awareness (De Mooij, 2019; Sami, 2018; Chaffey & Ellis-Chadwick, 2019), The Internet plays a pivotal role in communication and advertising, facilitating market reach and online transactions due to perceived safety and convenience benefits.

3. Problem Statement

Social media has become a cornerstone of contemporary communication. Experts in the technology sector argue that engaging with platforms like Facebook, YouTube, and Second Life is now integral to one's online presence. For businesses, decision makers and marketers understanding social media is paramount as it has become an indispensable aspect of daily life for many individuals, Platforms such as Twitter Facebook, LinkedIn and Instagram boast a vast user base that continues to expand rapidly with an estimated 3.196 billion users in 2018 alone, This paper focuses on the utilization of social media platforms in marketing and their influence on consumer purchase behavior, The substantial growth in social media users underscores the significance of social media marketing as a pivotal tool in modern marketing strategies, a notion recognized by marketers worldwide, This study deals with identifying and understanding the factors that influence the purchase intention of online shoppers in the Saudi Arabian market. This study comes in light of the rapid growth of e-commerce in the Kingdom of Saudi Arabia, which is witnessing an increase in research focusing on the specific variables that affect consumers intentions to make online purchases, This research aims to delve deeper into understanding the Saudi online market by exploring various factors such as social media marketing activities, brand value and brand awareness to provide valuable insights into the decision making process of online shoppers in the Kingdom of Saudi Arabia, By identifying the main determinants of purchase intention, this research will enhance the effectiveness of online marketing strategies in the online retail industry in the Kingdom of Saudi Arabia (Khan ,2019),Khan, M. M. (2019). The impact of perceived social media marketing activities:

An empirical study in Saudi context. *International Journal of Marketing Studies*, 11(1), 134. In their investigation, Moslehpour and colleagues (2021) assessed how social media marketing influences brand equity, customer relationship management and ultimately, purchase intention. Their findings indicated that customer relationship management is pivotal in shaping purchase intention. Although the study identified a positive correlation between social media marketing, customer relationships, and brand equity, it did not directly impact purchase intention. Instead, purchase intention was bolstered when brands prioritized their customer relationships, leading to emotional engagement, brand awareness, and satisfaction, all of which contribute to increased purchase intent.

Similarly Maria et al. (2019) observed a positive link between social media interactions, brand value, attitude and purchase intention. Consistent with prior research by Jamali and Khan (2018), which highlighted the connection between brand awareness and purchase intention this study aims to introduce and validate a model that scrutinizes how social media marketing influences consumers purchase intentions. This endeavor seeks to deepen our comprehension of the pivotal role social media plays in shaping business relationships and marketing strategies.

4. Research Questions

The following questions have been identified in order to achieve the study objectives:

Q1: Does Social Media Marketing Activities Influence Purchase Intention?

Q2: Does Brand equity influence Purchase intention?

Q3: Does Brand Awareness Influence Purchase Intention?

5. Research Aims and Objectives

The goal of this research is to gain a deeper understanding of the factors that influence purchase intention when shopping online in the Saudi online market.

1. To examine the effect of Social Media Marketing Activities on Purchase intention.
2. To examine the effect of Brand equity reviews on Purchase intention.
3. To examine the effect of Brand Awareness on Purchase intention.

6. Significance of the Study

Factors influencing purchase intention are an important tool for online shopping because of their influence and association with online shopping success. Online shopping can be achieved by improving the factors that influence purchase intention. This study investigates the factors that influence purchase intention across online shopping websites and applications. The results of this study will have an important role for NIKE brand decision-makers in stimulating the relationship between predictors (social media marketing(SMM), brand equity and brand awareness) and purchase intention to determine the increase in purchase intention in social media marketing(SMM).

7. Operational Definition of Key Terms

- Social Media Marketing (IV): is an emerging and swiftly expanding method through which businesses can easily connect with their intended audience. It entails utilizing social media platforms to advertise a company and its offerings (Domson, 2022).
- Brand equity (IV): Brand equity encompasses the network of relationships and interactions among a brand's customers, distribution partners, and parent organization, leading to increased sales volume or profitability that surpasses what would be achievable without the brand's recognition (Shariq, 2018).
- Brand Awareness (IV): Brand awareness pertains to the level of recognition among existing and prospective customers regarding your company and its offerings. Shortly after its introduction, research indicated that over 90% of consumers became aware of the brand through advertisements and news coverage on social media platforms signifying a notably high degree of brand awareness (Bernarto et al., 2020).
- Purchase intention (DV): Purchase intention is consumers' desire to purchase a brand or make purchase decisions which is measured by the level of possibility of consumers actually making purchases (Belch, 2008).

Chapter Two: Literature Review

1. Introduction

This chapter serves as a foundational exploration into the theories surrounding social media, brand awareness and their interconnected terminology, The overarching goal is to establish a robust theoretical framework that underpins the subsequent discussions and analyses within this study (Shariq, 2018), By delving into existing literatur, this chapter provides a comprehensive overview of key concepts essential for understanding the dynamics of social media and its impact on brand perception and consumer behavior, The main focus of this chapter revolves around the theoretical framework where a plethora of literature is reviewed, dissected and synthesized to elucidate the critical concepts central to this study, These conceptual frameworks not only elucidate the theoretical underpinnings but also set the stage for empirical investigations and practical applications, Before delving into the intricacies of social media marketing activities (SMMA) it is imperative to grasp the fundamental concept of social media itself, Social media is defined as an online ecosystem designed for the exchange of ideas and interactions among users, It encompasses a wide array of digital platforms including but not limited to social networking sites like Twitter, Facebook, LinkedIn, media sharing platforms like Instagram and YouTube and blogging platforms like Tumblr, These platforms collectively constitute a virtual landscape where individuals businesses and communities converge to share information engage in discussions and foster digital interactions, Researchers have underscored the transformative potential of social media in enabling content creation, fostering digital communities and facilitating business interactions all at a relatively low cost (Shariq, 2018), The participatory nature of social media platforms empowers users to contribute content, engage with diverse communities and amplify their digital presence thereby presenting innovative avenues for communication and brand promotion, In the realm of business marketing, particularly in the context of the fashion industry social media plays a pivotal role in shaping brand narratives influencing consumer perceptions and driving purchase intentions (Aji et al., 2020; Koivulehto, 2017), Researchers have elucidated various dimensions of social media marketing activity (SMM), categorizing them into entertainment, interaction, trendsetting, personalization and leveraging word of mouth (WOM) marketing strategies. Koivulehto (2017) expanded upon these components by

integrating purchase intention into the framework contextualizing these strategies within the realm of fashion branding.

2. Purchase intention

Purchase intention is an important decision made by consumers when they intend to purchase a particular product or avail of a particular service, This intention depends on many factors and changes over time and the evolution of consumers interests financial capabilities and environmental factors around them Researchers in behavioral sciences focus on understanding and analyzing this intention to understand consumers behavior and anticipate their future needs, Numerous studies have indicated that purchase intention depends on a set of factors such as personal interests, financial ability and attitudes surrounding the products offered. Predicting future consumer behavior is one of the most important challenges facing companies because understanding intent can contribute to developing more effective marketing strategies and better controlling business operations.

In addition, research shows that positive purchase intent typically reflects a high level of customer engagement and loyalty toward products, underscoring the importance of carefully understanding and analyzing these intentions to achieve success in a competitive marketplace, Using intent forecasts can help companies direct their efforts and direct their strategies toward successfully achieving their business goals. Researchers Pareek (2023) point out that behavioral science plays a major role in determining purchase intention, while other researchers (Baabdallah et al. 2019) emphasize the importance of understanding these intentions and using them to improve sales processes and guide presentations. Marketing directly.

3. Social Media Marketing

Social media marketing is the effective and direct reach of leading companies to their target audience across a variety of social media platforms, This type of marketing aims to support the implementation of many multi party businesses such as creating strong online business profiles and providing comprehensive information about products and services. These technologies allow companies to choose their own and innovative options to achieve their marketing goals. On the other hand, consumers' use of these digital technologies and social media is a golden opportunity to benefit from many

benefits. Customers can obtain useful information, efficiently compare products and services, view comments and reviews, compare prices, and enjoy the convenience and variety of choices provided by these technological means (Tiago & Verissimo, 2014). Previously, companies mainly relied on traditional media such as television, radio, direct marketing and telephone to interact with their customers and disseminate information about their products. Consumers now prefer to use the Internet to obtain and share information, read about other people's experiences, and review products and services. Hence, companies are under increasing pressure to engage with their customers better and more proactively. Social media platforms seem to play an important role in enhancing consumer engagement, so companies should use social media marketing in a fresh and innovative way to effectively communicate with their potential and new customer-oriented customers (Tiago & Verissimo, 2014). services. But with the evolution of consumer behavior and adoption of technology social media is a vital platform that brings people together and allows them to communicate and exchange experiences and opinions about different products and services in the modern digital environment. This type of interaction makes social media marketing an indispensable tool for businesses to communicate with their audience and promote their marketing offers effectively. Social media has become a popular place to find information, as individuals can post various types of content including videos, photos, and posts, across platforms such as Facebook, Instagram, LinkedIn, Pinterest and others, Social media allows businesses to use multiple marketing strategies, including a passive approach that focuses on using social media(SM) as a source for understanding customer insights and engagement in the marketing process (Emini, 2021), Social media also greatly influences online shopping behaviors as consumers rely on influencer recommendations and other customers reactions during their decisions to purchase products (Liu and Qureshi, 2023),The use of social media allows for analyzing and tracking changes in customer behavior and attitudes, enabling companies to accurately predict future customer behavior and adjust marketing and communication strategies appropriately (Liu and Qureshi, 2023), When social media marketing (SMM) is used, marketers have access to a wide range of tools and data to identify and control customers purchase intent allowing them to change marketing strategies and approaches based on daily or even hourly in some cases, analytics and basic information (Cole et al., 2017). These rapid changes can cast a shadow on market purchasing patterns and overall consumer interaction.

4. Social Media Marketing activities(SMMA)

Studies indicate that engaging and entertaining content on social media platforms can have a positive impact on brand recognition and user engagement fostering a delightful user experience that encourages repeated interactions (Moslehpour et al., 2021), Leveraging such activities, companies can effectively disseminate information about their latest offerings through posts and stories, thereby keeping their followers abreast of recent developments (Cheung et al., 2021), Notably social media marketing initiatives prove particularly efficacious in industries such as film and television where enthusiasts actively seek insights into brands that captivate their interest (Cheung et al., 2021), Moreover these activities serve as a potent tool for providing timely updates on company products and services enabling firms to stay attuned to consumer preferences and sustain interest in new releases (Nauman et al., 2011) Furthermore social media marketing endeavors play a pivotal role in influencing sustainable purchase intentions by promoting eco friendly practices and enhancing consumer awareness of environmental concerns (Moslehpour et al., 2021), By championing sustainability through these platforms, companies can effectively influence green purchasing decisions, thus stimulating demand for environmentally responsible products and services, Social media serves as a dynamic platform for communicating a companys sustainability endeavors to stakeholders fostering trust and credibility among consumers and positively shaping purchasing behavior concerning products and services, Consequently there is a growing imperative to leverage social media as a potent tool for augmenting brand awareness fostering engagement, nurturing sustainable purchase intentions and facilitating dialogue between businesses and consumers on sustainability matters. Research underscores the substantial impact of social media marketing (SMM) activities on customers' purchase intentions (PI), For instance, Gautam & Sharma's (2017) study revealed a noteworthy correlation between social media marketing efforts particularly in the context of luxury fashion brands and heightened purchase intentions among consumers, To comprehensively grasp consumers' purchase intentions, marketers of luxury fashion brands are advised to integrate social media marketing activities into their overall strategies, This necessitates establishing a robust presence on popular social media platforms such as Facebook, Instagram and Twitter, fostering continuous engagement with customers and curating content that resonates with the brands values and distinctiveness, In essence empirical

evidence suggests that SMM plays a pivotal role in bolstering consumers' purchase intentions, particularly within the realm of luxury brands, thereby advocating for strategic investments in this facet of marketing to yield favorable outcomes. Hence, the proposed hypothesis is:

Hypothesis 1: Social Media Marketing Activities has a positive significant effect on Purchase intention.

5. Brand Equity

Brand equity is considered a set of assets and liabilities associated with the brand, whether through a name or symbol, and it plays a crucial role in determining the value of the product or service provided by the company, both for the company itself and for its customers. A consumer's perception, thinking, and behavior toward a brand, as well as his or her purchasing decision, reflect the value of brand equity. For example, if a customer focuses only on product features, price, and convenience without paying much attention to the brand, brand equity may have a low impact. On the other hand, if customers prefer to buy a particular brand even if there is competition from other products that are superior to it, this indicates a high value of brand equity. Studies show that a brand can have a positive or negative customer based brand equity where the consumer's reaction to the product or service reflects the value of the brand. Brand value can be greatly affected by consumers interaction with various marketing activities, whether positively or negatively, On the other hand, social media communication (SMC) includes many activities that contribute to increasing brand awareness and persuading customers, The goal of advertising is to create brand value by enhancing customer satisfaction, enhancing perceived quality and brand image, and increasing brand awareness and value. Understanding the impact of these activities on brand perception and equity by marketing managers is vital to the success of the marketing process.

Social media emerges as a potent tool for brand promotion and enhancing brand visibility among consumers Findings from Raza et al. (2017) underscore the pivotal role of social media advertising in bolstering brand recall and recognition, particularly during purchasing decisions Moreover communication channels facilitated by social media platforms contribute significantly to shaping customers' attitudes towards a brand and its perceived value, consequently fostering increased word of mouth promotion as

evidenced by research conducted by Cambria et al. (2012). Yeh et al. (2009) further elucidate that consumers perception of a brand's quality profoundly influences their perceived value and purchase intentions, Essentially a brand perceived as reputable and of superior quality engenders positive associations with value thus elevating purchase intentions.

Halim and Hameed's (2005) study highlight the pivotal role of perceived value in shaping consumers purchasing behavior, wherein higher perceived value translates to heightened purchase desire Additionally, Chen & Chang (2010) identify several determinants influencing purchase decisions, encompassing brand involvement brand image, product quality loyalty, product attributes brand awareness and perceived value.

Furthermore Majeed et al. (2021) demonstrate that leveraging social media platforms for content creation, increasing posts and managing diverse online platforms effectively heightens product awareness and consumer interest thereby positively impacting purchase intentions, Drawing from this body of evidence, the following hypothesis is proposed: Brand equity exerts a positive influence on purchase intention. Thus, grounded in the aforementioned literature, the following hypothesis is posited:

Hypothesis 2: Brand equity has a positive impact on Purchase intention.

6. Brand Awareness

The concept of brand awareness refers to the strength and presence of a brand in the minds of consumers, and is an essential element in assessing the value of a brand. Previous studies by (Keller, 1993) offer multiple conceptualizations of brand awareness, ranging from simple brand recognition to a dominance level, where the consumer is able to vividly remember the brand and regard it as the only or primary choice in the product category in question, In this context brand awareness is defined by (Acker, 1991) as “the ability of a potential buyer to perceive and remember that a brand is a member of a particular product category”, While (Keller, 1993) points to brand recall as an important indicator, consumers can recall the brand from their memory when the product category or needs associated with it are mentioned. According to research conducted by (Shahid et al., 2017) brand awareness shows its importance through its positive influence on consumers decisions and purchase intentions. For example, consumers tend to buy products and services from well known

and favorite brands and their ability to purchase and consider a brand increase as their awareness of it increases, Independently (Kim & Kim, 2016) point out the importance of consumers brand understanding and its influence on their purchasing decisions as brand awareness is considered a crucial element in attracting consumers interest and motivating them to choose well known and loved brands On the other hand (Dabbous and Barakat, 2020) highlight the impact of brand engagement in social media and content quality on customers awareness of the brand and their purchase intentions which enhances the role of technology and digital communications in enhancing consumer interaction with the brand and building a positive relationship with it. The following hypothesis has been proposed based on the literature:

Hypothesis 3: Brand Awareness has a positive impact on Purchase intention(PI)

Research framework

The particular research framework consists of three independent variables (IVs) that will be examined and assess their impact on the dependent variable (DV), The IVs are listed as follows, Social Media Marketing activities(SMMA), Brand equity, Brand Awareness while the DV is Purchase intention.

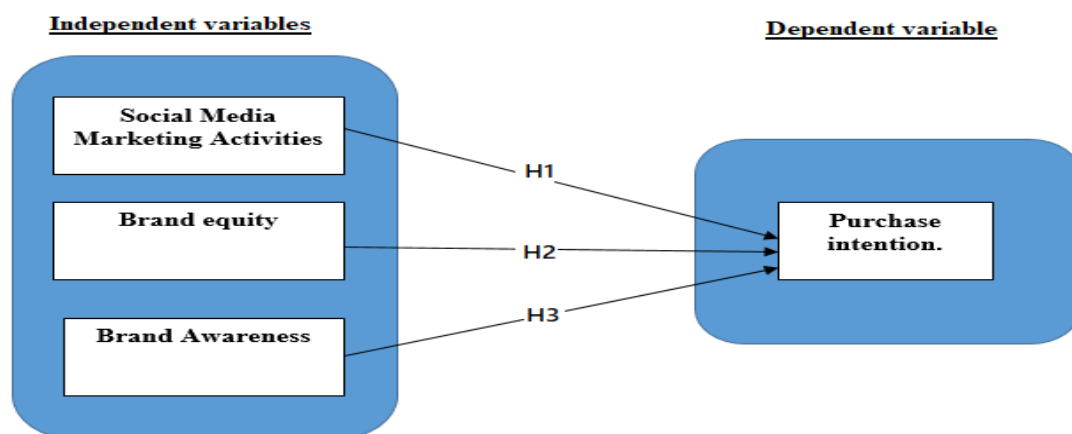


Figure (1): The research model

The hypothesis of our study is:

Hypothesis 1: Social Media Marketing Activities has a positive significant effect on Purchase intention.

Hypothesis 2: Brand equity has a positive impact on Purchase intention.

Hypothesis 3: Brand Awareness has a positive impact on Purchase intention.

Chapter Three: Methodology

1. Introduction

In this chapter, the factors and framework that help in dealing with the research questions that were designed in the introduction chapter are addressed. Each part of the research is devoted to a methodological approach that involves beginning with scientific observation and investigation and then collecting and analyzing data. This methodological part aims to support the direction of the research towards a clear path to ensure successful completion of the research.

First, the available literature related to the research topic is reviewed, which contributes to understanding the context and identifying gaps in knowledge and research focus.

Secondly, the theoretical framework and central concepts that will be applied in the research are determined, clarifying the expected relationships and influencing variables.

2. Research Design

This study is a hypothesis test, designed using a quantitative approach to analyze in deeper detail about social media marketing activities, brand equity, and brand awareness.

The methodology of this research revolves around designing and measuring the study, and then developing the questionnaire by referring to previous studies related to the research topic. In addition, questionnaires are distributed and then statistical analysis of the collected data is carried out.

3. Population and Sample

The term “population” refers to a specific group of things, subjects, or individuals who share specific characteristics. The focus of this research was on individuals residing in the Eastern Province. The population of the Eastern Province reached (5,125,254) people, according to the 2022 Saudi Census)Wikipedia(, and who practice online shopping. According to Pollitt et al. (2001), it is important to ensure that the selected sample accurately represents the largest group to enhance the reliability and value of the study by using the sample size table (Sekaran & Bougie (2010). Therefore, we

found that the sample should be 368 respondents , The questionnaire was distributed and we obtained 150 respondents. This sample size is considered acceptable for the current study. Thus, the study targeted online shoppers in the Eastern Province to reflect the characteristics of the broader population accurately. To gather data and explore the influence of social media marketing activities (SMMA), brand equity, and purchase intention on brand awareness, the researcher employed a convenience sampling method. This approach involved selecting participants from the Eastern Province who purchase online, aiming to obtain insights into how these factors impact brand awareness in this specific demographic.

4. Research Design

The primary data for this research is the survey method by distributing the questionnaire to the respondent in the Eastern Province in Saudi Arabia. Quantitative methods were used. According to Kelly et al. (2003), “the questionnaire will give a large coverage of the respondents in the study sample and will provide clear information from the respondent to the researcher to conduct his research.” First, the researcher prepared his questionnaire based on previous studies on the same topic related to the research question after organizing the survey as an electronic version. It was distributed through social media sites. The questionnaire presented in English consists of two main sections. The first section focuses on demographic data, including gender, age, and education level. The second section includes (6) items assessing the impact of social media marketing activities on purchase intention, (3) items assessing the impact of brand equity on purchase intention, and (5) items measuring the impact of brand awareness on purchase intention. In addition, the third part includes (4) items to measure purchase intention. All questionnaire items were adapted from a previous study, and their validity was confirmed. See Appendix A for questionnaire details.

5. Questionnaire Design

Section A The questionnaire includes a section dedicated to gathering demographic information from respondents, primarily for statistical purposes. This data is intended solely for statistical analysis. The crucial aspect of the questionnaire lies in Section B, which pertains directly to the study's focus, elucidating both independent and dependent variables.

Section B In order to discern the factors impacting Purchase intention, this section of the questionnaire employs a five-point scale statement. Subsequently, the researcher employs a Likert scale, a commonly utilized research tool in surveys. This scale allows respondents to indicate their level of agreement with the provided statements. A five-point Likert scale is employed, ranging from "strongly agree" (5) to "strongly disagree" (1). This scale serves as the measure of attitude for both independent variables—Social Media Marketing Activities, Brand equity, perceived Brand Awareness—and the dependent variable—Purchase intention.

6. Data Analysis Technique

Following the collection of survey responses from participants, the raw data was meticulously organized and compiled in an Excel spreadsheet in preparation for subsequent statistical analysis. The researcher meticulously reviewed the entered data for accuracy before conducting analysis using SPSS version 22.0, as previously mentioned, to derive analytical insights. Additionally, a reliability analysis was performed to scrutinize the components of purchase intention. Descriptive statistics, including mean and standard deviation for each statement, were employed to elucidate study outcomes, alongside Cronbach's alpha to assess respondent accuracy and instrument reliability. Pearson correlation and regression analysis were utilized to ascertain the relationship between independent and dependent variables. Descriptive statistics were also utilized to depict sample size and subgroups, as quantitative research endeavors to determine the percentages of sample members participating based on assigned codes (Polit & Hungler, 1999).

Chapter Four: Data Analysis

1. Introduction

This chapter will unveil the findings derived from the analysis of the quantitative data amassed. The questionnaire utilized in the study was structured into distinct sections. The initial section delves into capturing demographic information of respondents, encompassing gender, age, and educational background. Subsequently, the second section of the questionnaire encompasses 6 items gauging the influence of social media marketing on purchase intention, alongside 3 items scrutinizing the impact of brand equity on purchase intention, and 5 items examining the role of brand perception in purchase intention. Furthermore, the chapter will delve into the data analysis, offering insights into hypothesis testing and exploring correlations between various factors and purchase intention.

2. Part A: Demography Data

Table (2.1) Demographic Profile for the Participants

	Frequency	Percent
Gender		
Male	100	66.7
Female	50	33.3
Age		
20 - 35 years	68	45.3
36-50 years	56	37.3
More than 50 years	26	17.3
Education		
Diploma	11	7.3
Bachelor	105	70
Master	32	21.3
PH	2	1.3
Total	150	100

From Table (1) In the research study, when participants were queried about their gender, the results indicated that most respondents were male, constituting 66.7% (N=100), while females accounted for 33.3% (N=50) of the sample. During the research study, participants were surveyed about their age, revealing that the largest proportion

of respondents fell within the 20-35 years age bracket, constituting 45.5% (n=68), followed by those in the 36-50 years age group at 37.3% (n=56). Additionally, participants aged over 50 years comprised 17.3% of the sample. These findings demonstrate a diverse distribution of participants across various age groups, enhancing the credibility and reliability of the obtained responses. The data was classified according to educational level. It was found that the largest number of sample members held a bachelor's degree (70.0%, n = 105), followed by participants who held a master's degree (21.3%, n = 32). As for participants with the diploma, their percentage was 7.3%, and they were the smallest number of participants who held a PH degree (1.3%, n = 2). This indicates that the respondents who participated in this research study have a differentiated distribution among different educational groups, and thus more mature and reliable answers can be obtained.

3. Part B: Descriptive Statistic

Descriptive statistics were conducted to get the mean and standard deviation for dependent and independent variables, which are summarized in the following table.

Table (3.1) Descriptive statistics of dependent and independent variables

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Social Media Marketing Activities	150	1.17	5.00	3.48	.649
Brand equity	150	1.00	5.00	2.98	.935
Brand Awareness	150	1.40	5.00	3.60	.770
Purchase Intention	150	1.00	5.00	3.38	.991

Table (4.2) shows the descriptive data where it can be seen that the variable Brand Awareness has the highest mean (3.6) and standard deviation (.77), followed by Social Media Marketing Activities, which has mean (3.48) and standard deviation(.649), Brand equity has the smallest mean(2.98) , Purchase Intention has mean (3.38)and standard deviation (.99).

4. Reliability of Constructs

SPSS software has been used to test the reliability of each construct of this study, and the below table shows the outcome of this test:

Table (4.1) Reliability Scores

Factor	N of Items	Cronbach's Alpha
Social Media Marketing Activities	6	0.757
Brand equity	3	0.815
Brand Awareness	5	0.785
Purchase Intention	4	0.943
All	18	0.892

According to Morera & Stokes (2016), reliability is always producing stable data and findings. The score range of Cronbach's Alpha reliability is between (0 to 1), where 1 is the best score of consistency. However, a scale of 0.6 and above is considered as an acceptable reliability coefficient. Hence, the reliability coefficient of the independent and dependent variables in this study are fully consistent as shown in the table (4.3).

5. Correlation

In assessing correlation coefficients, a value of 0 denotes no relationship, while a correlation of 1.0 signifies a flawless positive correlation, and -1.0 represents a complete negative correlation. Interpreting values falling between 0 and 1 varies among authors; however, Cohen (1988) outlines interpretations of correlation coefficients as follows :

$r = 0.10 - 0.29$: Small correlation

$r = 0.30 - 0.49$: Medium correlation

$r = 0.50 - 1.00$: Large/strong correlation

Correlation analysis was conducted to test whether there is a relationship between the variables and to determine the strength of the relationship. Correlation results for all variables are shown in Table 4.4.

Table (5.1) Pearson Correlation for Independent Variables and Dependent Variable

Correlations				
	Social Media Marketing Activities	Brand equity	Brand Awareness	Purchase Intention
Social Media Marketing Activities	1			
Brand equity	.518**	1		
Brand Awareness	.314**	.386**	1	
Purchase Intention	.506**	.502**	.504**	1
** Correlation is significant at the 0.01 level (2-tailed).				

Table 4.4 illustrates the correlation analysis, which aims to assess the strength and direction of the linear relationship between pairs of variables. This examination determines the intensity and significance of connections between these variables. Conducted through a bivariate approach, the analysis utilizes the Pearson correlation coefficient to quantify the extent of correlation. A coefficient of 1 or -1 signifies a perfect positive or negative correlation, respectively, while a value of 0 denotes no relationship between the variables. The findings of this analysis are summarized in Table 4.4.

The bivariate Pearson's correlation test revealed a positive and statistically significant correlation (i.e., association) among Social Media Marketing Activities , Brand Awareness, and Brand equity ranging from ($r = 0.386$ to 0.518 , $p < 0.010$). Furthermore, employing the bivariate Pearson's correlation test, the analysis demonstrated a correlation between the independent variables and Purchase Intention, ranging from ($r = 0.504$ to 0.506 , $p < 0.010$).

6. Regression Analysis and Hypothesis Testing

This type of analysis has been conducted to identify the relationship between the dependent variable (Purchase Intention) and the independent variables(IV) (Brand loyalty, Brand Strength, Country of origin image, Brand Image, Perceived Quality, Brand Awareness). Furthermore, it shows the results of the factors, whether they support the hypothesis in this study or not, and which factor is more significant and impacts the dependent variable. The results of the model summary, ANOVA, and

coefficients were used to create and validate relationships between independent variables(IV) and the dependent variable using multiple regression analysis.

Table (6.1) Model summary of independent variables on Dependent Variable

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.663 ^a	.440	.428	.74954
a. Predictors: (Constant), Social Media Marketing Activities, Brand equity, Brand Awareness				

The table above shows an adjusted R-squared value of .522, which represents the proportion of the variance or total variability in purchase intention (DV), which can be explained by independent variables. When expressed as a percentage, this value corresponds to 52.5% of the total variation in Purchase intention (DV) explained by independent variables. This context helps us understand the significance of this value.

Table (6.2) ANOVA analysis

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	64.429	3	21.476	38.227	.000 ^b
	Residual	82.025	146	.562		
	Total	146.454	149			
a. Dependent Variable: Purchase Intention						
b. Predictors: (Constant), Social Media Marketing Activities, Brand equity, Brand Awareness						

The ANOVA table is used to forecast the dependent variable, which is critical in assessing how well the regression model aligns with the data. Table 4.7 demonstrates that the regression model effectively predicts the dependent variable. This assertion is reinforced by the statistical significance of the regression model, with a p-value of less than 0.0005, denoting a high significance level ($p < 0.05$). This indicates that, on the whole, the regression model developed adequately predicts the Fintech Solutions

Utilization variable, making it a suitable fit for the data gathered in this study. Furthermore, the ANOVA table presents an F statistic of 38.227, a statistically significant correlation between independent variables and Purchase intention (DV). Consequently, it can be inferred that the model comprising independent variables and Purchase intention (DV) collectively holds statistical significance.

Table (6.3) Coefficient details

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.448	.388		-1.157	.249
	Social Media Marketing Activities	.394	.113	.258	3.491	.001
	Brand equity	.286	.078	.270	3.684	.000
	Brand Awareness	.444	.085	.345	5.230	.000
a. Dependent Variable: Purchase Intention						

The multiple regression analysis unveiled that the independent variables (Social Media Marketing Activities, Brand equity, Brand Awareness) collectively accounted for 44% (R square = .44) of the variance observed in the dependent variable (Purchase Intention). Referring to the regression analysis tables provided, it becomes apparent that Social Media Marketing Activities (SMMA) exhibit statistical significance concerning Purchase Intention ($t = 3.49$, $p = .001$, Unstandardized Coefficients = 0.394). Similarly, Brand equity demonstrates statistical significance in relation to Purchase Intention ($t = 3.68$, $p = .000$, Unstandardized Coefficients = 0.286), as does Brand Awareness ($t = 5.23$, $p = .000$, Unstandardized Coefficients = .444).

Social Media Marketing Activities factor is positively related to Purchase Intention, which, in turn, the first hypothesis has proven. The second factor (Brand equity)

supported the second hypothesis in this study. The Brand Awareness factor is significant to Purchase Intention and supports the third hypothesis in this study. As shown in the above results, all hypothesizes of this study have been proven

7. Summary of Findings

The findings support the three hypotheses proposed in the literature. The results, first of all, support the study's primary hypothesis, which is that an increased level of Social Media Marketing has a positive effect on Purchase Intention. in Saudi Arabia. However, the results prove the second hypothesis, which suggests that Brand equity has significant effects on Purchase Intention. in Saudi Arabia. The third hypothesis is that the level of brand awareness in Saudi Arabia positively affects the tendency to purchase intention. — is supported by the findings of the current study.

Table (7.1) Summary of the Hypothesis Testing

Hypotheses	Statement	Finding
H1	Social media marketing activities have a positive effect on purchase intention.	Supported
H2	Brand equity has a positive effect on purchase intention.	Supported
H3	Brand awareness has a positive effect on purchase intention.	Supported

8. Chapter Summary

This chapter included the findings, which offered demographic profiles of the participants and the means, standard deviations, and variance of the four variables using descriptive statistics. The data collection and analysis results were given in multiple parts throughout this chapter. The relationship between the dependent(DV) and independent variables(IV) was also examined using inferential statistics. Three dependent variables (**Social Media Marketing Activities, Brand equity, Brand Awareness**) and one dependent variable (Purchase Intention) were subjected to multiple correlation analysis and linear multiple regression analysis throughout the data analysis. Based on the data regarding internal consistency, Cronbach's alpha was used to estimate the degree of reliability of the measurement constructs. Many correlations were run to determine the linear relationship between each independent variable and the dependent variable. A multiple regression analysis was also carried out to determine

the independent variables' statistical significance in predicting the dependent variable.
After that, text and tables were used to show the data analysis outcomes.

Chapter Five: Discussion and Conclusion

1. Introduction

This chapter discusses the study results from the preceding chapter by comparing them to theoretical concepts and past research on the impact of Social Media Marketing on Purchase Intention in Saudi Arabia.

2. Summary of the Research

To start, the results affirm the initial hypothesis of this study, indicating that heightened Social Media Marketing Activities exert a positive influence on Purchase Intention in Saudi Arabia. Secondly, the findings corroborate the second hypothesis, demonstrating that Brand equity significantly impacts Purchase Intention in the Saudi context. Lastly, the study's outcomes align with the third hypothesis, suggesting that the degree of Brand Awareness plays a role in influencing Purchase Intention decisions in Saudi Arabia.

3. Discussion

of the Research Findings, the findings from the previous chapter show the level of the positive impact of marketing activities on (Facebook, Instagram...) and Purchase intention. Our research results are consistent with the works of Chen and Lin (2019).

H1: Social Media Marketing Activities have a positive significant effect on Purchase intention.

Through the results we obtained from respondents, we concluded that marketing activities via social media have a significant positive impact on purchase intention in the Kingdom of Saudi Arabia (Eastern Province), and this supports the first hypothesis, as evidenced by various studies. In Saudi Arabia, research by Al-Fail and Al-Ansari (2019) found that 92.4% of customers' purchase intention is explained through social media marketing, highlighting its significant impact. This is in line with the growing trend of consumers in Saudi Arabia to embrace social media platforms, influencing their purchasing decisions (Al-Nasser and Mohammed, 2020).

Using social media as a marketing tool has become crucial for businesses in reaching a larger audience and enhancing customer engagement. Comparatively, global studies also support the positive impact of social media marketing on purchase intention. For

example, research by Nurul and Ojemun (2023) explores how social media influences purchase motivations and intentions, suggesting a broader impact beyond traditional marketing strategies. Overall, the research indicates that social media marketing activities play a vital role in influencing the purchase intention of the international brand Nike, not only in the Kingdom of Saudi Arabia (Eastern Province) but also on a global level. The interactive nature of social media platforms, along with the ability to reach and engage a wide audience, contribute Consumers effectively, in their effectiveness in making purchasing decisions.

H2: Brand equity has a positive impact on Purchase intention.

Through the results we obtained from respondents, we concluded that brand equity has a significant positive impact on purchase intention in the Kingdom of Saudi Arabia (Eastern Province), and this supports the second hypothesis, as evidenced by various studies. in KSA •Research by Rizwan et al. (2021) emphasizes the significance of brand equity in influencing purchase intentions, specifically in the health takāful industry in the United Arab Emirates (UAE). The study highlights the strong positive influence of brand equity on the purchase intentions of health takāful customers, with dimensions like brand awareness, brand association, and perceived quality playing significant roles in shaping purchase decisions.

Moreover, a study on luxury brand authenticity in Saudi Arabia by Tran & Dinh (2020). further supports the positive relationship between brand authenticity and purchase intentions. The research findings reveal a significant link between brand authenticity and purchase intentions, indicating the importance of authenticity in influencing consumer behavior and purchase decisions.

In summary, brand equity plays a crucial role in driving purchase intention, both in KSA and globally. The trust, perceived quality, and associations linked to a brand contribute significantly to consumers' decisions to purchase products or services, highlighting the importance of building and maintaining strong brand equity for businesses.

H3: Brand Awareness has a positive impact on Purchase intention.

Through the results we obtained from respondents, we concluded that Brand Awareness has a significant positive impact on purchase intention in the Kingdom of Saudi Arabia

(Eastern Province), and this supports the first hypothesis. Brand awareness has been consistently shown to have a positive impact on purchase intention, particularly in Saudi Arabia (KSA) and in various recent study. Research by Alfeel and Ansari (2019) emphasizes the positive influence of brand equity and brand attitude on purchase intention, highlighting the significance of trust and social media interactions in shaping consumer behavior and purchase decisions. Moreover, a study on the impact of YouTube influencers on consumer purchase intention with the role of brand awareness as mediator, conducted among university students in Tabuk, Saudi Arabia, found a positive correlation between brand awareness and consumer purchase intention. The study suggests that influencers play a significant role in shaping consumer purchase intention and recommends that marketing managers select attractive influencers to represent their brands, thus creating brand awareness. In summary, brand awareness plays a crucial role in driving purchase intention, both in KSA and globally. The trust, perceived quality, and associations linked to a brand contribute significantly to consumers' decisions to purchase products or services, highlighting the importance of building and maintaining strong brand awareness for businesses.

4. Implications of the Study

The results of this study highlight the importance of strategic social media marketing for brands like **Nike**, reinforcing the urgent need to invest in carefully planned social media campaigns targeted to positively impact consumers' purchase intentions. Recognizing the impact of social media activities on consumer behavior serves as a pivotal guide for businesses in crafting impactful digital marketing strategies. The research underscores social media's significance in amplifying brand engagement and fostering customer loyalty. It emphasizes that compelling content and interactive approaches on platforms like Facebook, Instagram, and Twitter not only draw in prospective customers but also fortify connections with current ones. This underscores the imperative for brands to cultivate enduring relationships with their social media audiences, highlighting the urgency of this endeavor. By examining the relationship between social media marketing and purchase intent, the study provides valuable insights into consumer behavior in the digital age, enabling marketers to tailor their messages and content to resonate better with their target audience. In addition, the study contributes to the development of metrics to measure the effectiveness of social media

marketing efforts, enabling companies to identify success factors and further improve their marketing strategies. By understanding the impact of social media marketing on purchase intent, brands like Nike can gain a strong competitive advantage and stay ahead of the competition by designing innovative and effective campaigns that inspire positive engagement from their target audience.

5. Limitations of the Study

The limitations of studying strategic social media marketing are major challenges facing researchers and marketers in understanding the impact of these digital tools on consumer behavior and brand performance. One of the most important of these limitations is achieving privacy and security, as it is difficult to obtain user data accurately and reliably, which raises questions about the validity of the conclusions and the accuracy of the information derived from these tools. The pace of technological development in the field of social media is also accelerating, making studies face difficulty in keeping pace with these changes and updating research and measurement methods to suit new developments. In addition, laws and regulations related to social media marketing pose an additional challenge, as researchers and marketers must comply with local and international legislation in collecting and using data and disseminating content. These limitations highlight the importance of developing advanced social media research and marketing strategies that take into account these challenges and effectively overcome them to ensure the quality of results and the credibility of studies.

6. Recommendations

Based on the limitations of studying strategic social media marketing, important recommendations can be made for researchers and marketers who want to achieve accurate and effective results from these studies. Researchers must adhere to privacy laws and ensure the protection of data collected through social media, by using advanced data analysis tools that provide safe and reliable ways to obtain information. Additionally, it is encouraged to try to improve the accuracy of data extracted from these means through Social Media Marketing Activities, Brand Awareness and Brand equity, It is also recommended to expand the scope of studies to include diverse consumer groups and markets, in order to gain a broader understanding of the impact

of social media marketing on different age and cultural groups. Finally, it encourages investment in ongoing training and development to enhance the skills of researchers and marketers in analyzing data and applying modern research methods in social media marketing studies.

7. Conclusion

The abbreviation for Consumer Purchase Intention is "CPI." This abbreviation is commonly used in research and marketing contexts to refer to the likelihood or probability that a consumer will purchase a product or service. Social media marketing has been shown to significantly impact CPI, with various studies highlighting the positive influence of social media on consumer behavior and purchase decisions. Leveraging social media platforms for marketing purposes allows brands to reach a wider audience, engage with consumers, and ultimately drive purchase intentions. By utilizing interactive content, visuals, and endorsements on social media, marketers can effectively enhance brand awareness, leading to increased brand recognition and loyalty among consumers. This strategic approach to social media marketing plays a crucial role in shaping consumer perceptions and influencing their purchasing decisions, making it a valuable tool for businesses looking to boost their sales and customer engagement.

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Yang, M., & Salman, A. A STUDY IN THE INFLUENCE OF SOCIAL MEDIA ON
COMMUNICATIVE BEHAVIOR IN ALL WALKS OF LIFE

Yeh, T. S., Wu, C. W., Hsu, K. W., Liao, W. J., Yang, M. C., Li, A. F. Y., ... & Chi, C. W.
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Arabic Summary

هدف هذا البحث هو تحديد كيف يؤثر التسويق عبر وسائل التواصل الاجتماعي على عمليات الشراء في المملكة العربية السعودية. يحدد نموذج الدراسة المتقدم تأثير التسويق عبر وسائل التواصل الاجتماعي على نية المستهلك للشراء. تم اختيارهم من خلال مشاركة الاستبيان التي التقطت ١٥٠ مستجيبًا تسوقوا العلامة التجارية عبر الإنترنت. تم تحليل البيانات باستخدام منهجيات SPSS-26 ، والتي تعتبر مناسبة للبحوث الاجتماعية. تشير النتائج إلى أن التسويق عبر وسائل التواصل الاجتماعي له تأثير ملحوظ على نية المستهلك للشراء من خلال أنشطة التسويق عبر وسائل التواصل الاجتماعي وحقوق الملكية والوعي بالعلامة التجارية.

The aim of this research is to determine how social media marketing influences purchasing in Saudi Arabia. The advanced study model identifies the impact of social media marketing on consumer intention to purchase. They were selected through survey participation that captured 150 respondents who shopped for the brand online. The data were analyzed using SPSS-26 methodologies, which are suitable for social research. The results indicate that social media marketing has a significant impact on consumer intention to purchase through social media marketing activities, brand equity, and brand awareness

Questionnaire

The survey is being conducted for the sole purpose of research. It is an honor for me to have you as a participant in my research. You have been selected as a qualified participant because of your job and work experience in one or more corporate workplaces. your experience and observation are valuable for the research, and I look forward to collecting valuable responses from you. All the questions must be marked/answered to submit a response to the survey.

Section 1: Demographic Info

Demographics:

1. Gender?

- a. Male
- b. Female
- c. Prefer Not to Say

2. Select your age group (years) below.

22-30

31-40

41-50

51-60

Above 60

3. Do you have a job?

- a. Yes
- b. No

4. How many years of experience do you have?

- a. Less than 1 year
- b. 1 to 2 years
- c. 3 to 5 years
- d. 6 to 10 years
- e. More than 10 years

5. What is your current level in your organization?

- a. Team Member
- b. Team Leader
- c. Manager
- d. General Manager
- e. Director
- f. Others

dependent Variable: Product Awareness						
Question		Strongly disagree	Disagree	Natural	Agree	Strongly agree
		1	2	3	4	5
1	Awareness of the product associated with strong associations creates a specific image of the product					
2	associations are vital for marketers and managers in product placement and differentiation practices, as well as generating positive attitudes toward a product					
3	Trade associations include many episodes, ideas, facts, and cases involving a network of product knowledge					
4	Trade associations are most effective when they are built on many experiences or contacts exposure					
5	The strength of the trace of a brand in consumer memory, as reflected by the consumers' ability to identify the brand under different conditions					

Independent Variable: social media influencers						
Question		Strongly disagree	Disagree	Natural	Agree	Strongly agree
		1	2	3	4	5
1	their sponsored posts can raise product image and trustworthiness if the influencer discusses both negative and positive aspects.					
2	Influencer familiarity can have a waning effect over time as the influencer's base grows and audiences become more familiar with their content;					
3	Influencer gender is an important component of how audiences perceive the fit between the sponsored content and the topic of the influencer channel					
4	Social media influencers influence commercial product awareness, image and trust in their sponsored content					
5	An effective influencer must possess sufficient characteristics to convey the message correctly					
Independent Variable: Social media apps paid ads						
6	Paid advertisements for social media applications affect the marketing of the product properly					
7	Paid advertisements for social media applications affect awareness of the commercial product					
8	Paid advertisements for social networking applications affect the increase in product purchase					
9	Paid ads for social media apps affect sales					

10	Paid ads for social media apps affect the profitability of products					
Independent Variable: Directed ads on social media						
11	Social media is good to be used as a marketing tool of company products					
12	Any trade or service company should have social media as marketing tools					
13	Advertising through social media is more quickly recognized by the community rather than advertising through other media (such as newspapers, TV, and radio)					
14	Social media can attract more customers to the company products					
15	Ads that draw attention to social media deter-mines the selling of company products					