

The Impact of Social Media as a Marketing Tool on Purchasing Decisions (Case Study on SAMSUNG for Electrical Home Appliances)

Walid Nabil Iblasi, Dr. Dojanah M.K. Bader, Sulaiman Ahmad Al-Qreini

Abstract: *The purpose of this paper was to investigate the impact of Social Media as a marketing tool on Purchasing Decisions; Social media becomes an important communication tool that people use to connect to other people or organization. People use social media to share their experiences, reviews, information, advice, warnings, tips and/or any kind of issues that are interesting to their “connection” or friends. That information is a helpful source, which may influence consumer’s decision-making.*

*In order to achieve the paper purposes, the researchers collected the information from SAMSUNG customers through designing a questionnaire according to the goals and hypotheses of the paper. The questionnaire was distributed to a sample of (93) in 3 branches of SAMSUNG Company, and we reached the following **outcomes**:*

- *The results showed that all members of the study sample with different percentages spend long time using social media websites which indicates that these websites are a fertile and rich place to practice E-marketing and to influence the consumers purchasing decisions.*
- *The study proved that there is an impact of using social media websites as a marketing tool on the stages of purchasing decision (need recognition, information search, alternatives evaluation, purchase decision and post-purchase behavior) which encouraging going toward using the social media in E-marketing.*

*As a result, the study introduces many **recommendations** including:*

- *It is important for the company to go toward using the social media to market its products as these websites attract a large category of the society.*
- *The importance of focusing on social media (Facebook, Twitter and YouTube) due to its significant impact on purchasing decisions.*
- *Designing the marketing strategy through social media in a way that takes in consideration attracting the users and consumers from the different age and income groups.*

Keywords: *Social media marketing (SSM), Social Media, Facebook, Twitter, YouTube, Marketing, E-marketing, Buyer decision process, Electronic Home Appliances Sector, Jordanian online customers.*

1. INTRODUCTION

Social media is considered as one of the most recent and significant E-marketing tools in the current time. Social media provides accessibility to customers with the purpose of knowing their interests and needs as well as affecting their purchasing decisions. Social media is defined as the websites that connect millions of users from different parts over the world who share same interests, point of view and hobbies. YouTube, Twitter and Facebook are the best examples on social media that is popular for a large proportion of consumers. So they are used for the exchange of ideas and reviews of a particular product, service or a certain brand to gather information and ideas formation as well as making the right purchasing decision. Therefore, social media are considered as one of the modern electronic marketing tools which are different from other means of traditional marketing, therefore marketing via social media nowadays is the broadest, fastest, cheapest and most effective marketing channel where the consumer can obtain information and features of interesting goods easily with the possibility of completing the purchasing & sale process without the buyer's need to go to goods and items place. Social media marketing has been defined as a form of internet marketing that utilizes social networking websites as a marketing tool. (www.whatis.techtarget.com)

It is clearly obvious that in the recent years the number of internet users is increasing where studies indicate that 49% of Jordanian households own a personal computer, 57% of households have internet

subscriptions, 78% have internet access via mobile broadband (Jordan Department of Statistics) who started to use social media sites to communicate with friends, exchange views and information. There is no doubt that social media sites are growing and developing increasingly in a rapidly changing world. Also, statistics indicate that number of Facebook users in the Arab countries during the year 2013 became (54.5) million users and increased to (81.3) million users by 2014 as well as the number of users in Jordan during 2014 were (3.2) million users (study by the Governance and Innovation Program in Mohammad Bin Rashid College for Government Management). Despite of the tremendous development in social media websites and the increase of users number as well as using them as a marketing tool, still the economic feasibility of these social websites needs to be more studied and explored, thus, the purpose of this study is to examine the role of using social media marketing (Facebook, Twitter and YouTube) in consumer's purchasing decisions especially in electrical home appliances sector that is represented in this study by "SAMSUNG Company".

2. RELATED WORK

2.1. Social Media

The best way to define social media is to break it down. Media is an instrument on communication, like a newspaper or a radio, so social media would be a social instrument of communication .In Web 2.0 terms; this would be a website that doesn't just give you information, but interacts with you while giving you that information. This interaction can be as simple as asking for your comments or letting you vote on an article. Social Media sites are characterized by the inherent functionality that facilitates the sharing of information between users within a defined network. The nature of Social Media allows for the initiation of conversation by either party.

The size of the network is primarily a reflection of the active participation of the audience, as consumer-generated media represents that vast majority of all content. For consumers the true value of a network is measured by the frequency of engagement of the participants. For marketers, endorsement by consumers in the form of friending /following /subscribing validates their efforts and activates a viral distribution of their brand across channels. (Walker, 2009)

Social media as a term is often interchangeable with Web 2.0 and social software. (Dabbagh & kitsantas, 2011).

In general terms, social media enable users to share information and collaborate with each other to create web content and utilize it. It refers to users' activities, practices, and behaviors occurring through media via sharing information, knowledge, and opinions.

These technologies are internet-based and they facilitate creativity, information sharing, and collaboration among users indeed, social media puts great emphasis on sharing, participating, and collaborating processes and activities. Social media, social networks and social communities provide a new form of collaboration and communication for users.

Examples of social media websites are (Social Bookmarking. (Del.icio.us, Blinklist, Simpy)), Social News. (Digg, Propeller, Reddit), Social Networking. (Facebook, Hi5, Last.FM), Social Photo and Video Sharing. (YouTube, Flickr), Wikis. (Wikipedia, Wikia), and these websites are not the only social media websites. Any website that invites you to interact with the site and with other visitors falls into the definition of social media. (<http://webtrends.about.com/>)

2.2. Social Media Tools

Networks and social networking communities are now "buzz words" blockbuster, where all non-governmental organizations, multinational institutions and governments wish to join and participate to reach online audience. However, this wave does not represent cope with Vogue only, but it's considered an effective and successful field. Herewith, what is social media?

- **Regular media means:** is a one way Passage –in terms of reading a newspaper or listening to a TV report, however, considered as limited opportunities to present ideas and opinions.
- **Social media means:** in a way, it is a two-way path on the Internet given the opportunity to communicate and connect with people we know or who share some of your interests. Your cyber society doesn't considered only a place to find information, but also a place to organize events, express your opinion, share your photos, meet new people, promote your business, and participate in campaigns and many other activities.(www.enpi-info.eu).

The Impact of Social Media as a Marketing Tool on Purchasing Decisions (Case Study on SAMSUNG for Electrical Home Appliances)

There are differences between each type of social media (Facebook, twitter, YouTube, LinkedIn, Instagram, Google Plus, Hangouts, Circles,..) and used in different ways for that should decide which of them will be used based on your resources, your target audience, and what you want to achieve from through the means of social networks.

2.3. Social Media Marketing

Social media marketing (SMM) is a form of Internet marketing that utilizes social networking websites as a marketing tool. The goal of SMM is to produce content that users will share with their social network to help a company increase brand exposure and broaden customer reach.

SMM helps a company get direct feedback from customers (and potential customers) while making the company seem more personable. The interactive parts of social media give customers the opportunity to ask questions or voice complaints and feel they are being heard. This aspect of SMM is called social customer relationship management (social CRM). (whatis.techtarget.com)

Social media marketing is related to relationship marketing where the firms need to shift from "trying to sell" to "making connection" with the consumers.

Companies also need to keep away from "big campaigns" and stick with "small act" since some small campaigns can easily reach lots of people and accomplish the objectives. (Erdogmus, 2012).

2.4. Importance of Social Media Marketing for Business

Social media marketing is one of the most important types of online marketing where businesses are marketing their products/services and brands on social media websites like Facebook, Twitter, YouTube, LinkedIn, Google+, etc.

A new scientific study confirmed the importance of social media networks in marketing products and services of the small companies; it stated that 46% of today's internet users depend on social networks to take their purchasing decisions. A new released study by (Yes to Digital) site specialized in the digital content, emphasized that 71% of social media network users around the world buy products they detected through these platforms that attracted hundreds of millions of internet users around the world. [Need reference]

The estimated number of Facebook users in 2013 is almost 1.15 billion users, "YouTube" is used by one billion visitors monthly, while "Twitter" network estimated users are around half billion users. You can then imagine the proliferation and number of reaches that you can get to your product or service if you considered these networks in your digital marketing combination

That your company or institution uses. Therefore, **its importance comes from:** (www.oasis500.com)

- **Social media is effective and inexpensive**

Social media marketing is very important for small businesses because of its inexpensiveness and ability to reach large number of targeted audiences within less time and very little efforts

- **Branding can be done effectively on social media**

Social media marketing is the best tool for small businesses for branding. According to Social media today, 83% of customers prefer to connect to the brand on Facebook and 53% on Twitter.

- **Customer acquisition is easy on social media**

With more than half of the world's population registered with different social media platforms, the chances of acquiring customers are fairly high on social media websites. There are approximately 1.74 billion social media users according to eMarketer and social media websites play a crucial role in acquiring customers to the businesses. In 2013, 36% of marketers acquired customers via Twitter, 52% via Facebook and 43% via LinkedIn.

- **Social media enables direct customer interaction**

Through social media, businesses can interact with customers directly. Small businesses can attract customers by engaging them with some interactive methods like Question and Answers, Polls, etc.

According to Socialmediatoday, 53% of marketers are using social media as a two-way conversation and engagement tool.

- **Social media marketing can generate more leads/sales**

Social media marketing plays an important role in generating leads and thus increasing sales to the businesses. A survey by Socialmediatoday revealed that 71% of social media users are more likely to purchase products from brands that they are connected on social media websites. A study by HubSpot revealed that social media produces almost double the marketing leads than any other marketing method and lead-to-close rate is 100% higher on social media.

2.5. The Characteristics of Social Media Marketing

- **Tone:** Social media is about honesty and being authentic. Marketers need to ensure that the message to the audience is credible and reliable
- **Conversation:** Social media marketing generates two ways conversation where the customer is an integral part of the marketing department. Customer opinions matter and impact on marketing strategy
- **Validation:** Buyer and consumer reviews are as influential as the marketer's claims of the brands features and benefits. This sets the stage for the brand to meet consumers expectations
- **Reach:** Social media marketing allows marketers to reach a wider audience with more dramatic results in far less time and at lower costs
- **Control:** Control is the single biggest challenge in social media marketing. The internet allows the entire world to report what they see as they see it (in real time). All testimonies, opinions, customer experiences (positive and negative) and customer messages are able to go live at any time. These messages are not always accurate nor are they in the control of the marketer and the challenge to the marketer is to respond to these messages in a professional manner.(monica,2011)

2.6. The Benefit of Social Media Marketing

1. Increased Brand Recognition

Every opportunity you have to syndicate your content and increase your visibility is valuable. Your social media networks are just new channels for your brand's voice and content. This is important because it simultaneously makes you easier and more accessible for new customers, and makes you more familiar and recognizable for existing customers. For example, a frequent Twitter user could hear about your company for the first time only after stumbling upon it in a newsfeed. Or, an otherwise apathetic customer might become better acquainted with your brand after seeing your presence on multiple networks.

2. Improved Brand Loyalty

According to a report published by Texas Tech University, brands who engage on social media channels enjoy higher loyalty from their customers. The report concludes "Companies should take advantage of the tools social media gives them when it comes to connecting with their audience. A strategic and open social media plan could prove influential in morphing consumers into being brand loyal." Another study published by Convince & Convert found that 53% of Americans who follow brands in social are more loyal to those brands.

3. More Opportunities to Convert

Every post you make on a social media platform is an opportunity for customers to convert. When you build a following, you'll simultaneously have access to new customers, recent customers, and old customers, and you'll be able to interact with all of them. Every blog post, image, video, or comment you share is a chance for someone to react, and every reaction could lead to a site visit, and eventually a conversion. Not every interaction with your brand results in a conversion, but every positive interaction increases the likelihood of an eventual conversion. Even if your click-through rates are low, the sheer number of opportunities you have on social media is significant.

4. Higher Conversion Rates

The Impact of Social Media as a Marketing Tool on Purchasing Decisions (Case Study on SAMSUNG for Electrical Home Appliances)

Social media marketing results in higher conversion rates in a few distinct ways. Perhaps the most significant is its humanization element; the fact that brands become more humanized by interacting in social media channels. Social media is a place where brands can act like people do, and this is important because people like doing business with other people; not with companies. Additionally, studies have shown that social media has a 100% higher lead-to-close rate than outbound marketing, and a higher number of social media followers tends to improve trust and credibility in your brand, representing social proof. As such, simply building your audience in social media can improve conversion rates on your existing traffic.

5. Higher Brand Authority

Interacting with your customers regularly is a show of good faith for other customers. When people go to compliment or brag about a product or service, they turn to social media. And when they post your brand name, new audience members will want to follow you for updates. The more people that are talking about you on social media, the more valuable and authoritative your brand will seem to new users. Not to mention, if you can interact with major influencers on Twitter or other social networks, your visible authority and reach will skyrocket.

6. Increased Inbound Traffic

Without social media, your inbound traffic is limited to people already familiar with your brand and individuals searching for keywords you currently rank for. Every social media profile you add is another path leading back to your site, and every piece of content you syndicate on those profiles is another opportunity for a new visitor. The more quality content you syndicate on social media, the more inbound traffic you'll generate, and more traffic means more leads and more conversions.

7. Decreased Marketing Costs

According to Hubspot, 84% of marketers found as little as six hours of effort per week was enough to generate increased traffic. Six hours is not a significant investment for a channel as large as social media. If you can lend just one hour a day to developing your content and syndication strategy, you could start seeing the results of your efforts. Even paid advertising through Facebook and Twitter is relatively cheap (depending on your goals, of course). Start small and you'll never have to worry about going over budget—once you get a better feel for what to expect, you can increase your budget and increase your conversions correspondingly.

8. Better Search Engine Rankings

SEO is the best way to capture relevant traffic from search engines, but the requirements for success are always changing. It's no longer enough to regularly update your blog, ensure optimized title tags and meta descriptions, and distribute links pointing back to your site. Google and other search engines may be calculating their rankings using social media presence as a significant factor, because of the fact that strong brands almost always use social media. As such, being active on social media could act as a "brand signal" to search engines that your brand is legitimate, credible, and trustworthy. That means, if you want to rank for a given set of keywords, having a strong social media presence could be almost mandatory.

9. Richer Customer Experiences

Social media, at its core, is a communication channel like email or phone calls. Every customer interaction you have on social media is an opportunity to publicly demonstrate your customer service level and enrich your relationship with your customers. For example, if a customer complains about your product on Twitter, you can immediately address the comment, apologize publicly, and take action to make it right. Or, if a customer compliments you, you can thank them and recommend additional products. It's a personal experience that lets customers know you care about them.

10. Improved Customer Insights

Social media also gives you an opportunity to gain valuable information about what your customers are interested in and how they behave, via social listening. For example, you can monitor user

comments to see what people think of your business directly. You can segment your content syndication lists based on topic and see which types of content generate the most interest—and then produce more of that type of content. You can measure conversions based on different promotions posted on various social media channels and eventually find a perfect combination to generate revenue. (www.forbes.com)

2.7. The Impact of Online Social Networks on Consumer Purchase Decision

Consumers belong or admire different online groups generally and those groups are able to change their purchasing decisions behavior. According to Evans, et al (2009) joint decision-making is defined as; consumers are taken their decisions within the environment around them such as environment of family, friends, and coworkers. In traditional way, consumers make their purchase decisions base on information that they received through mass media (e.g. advertising, newspaper, television comment), but nowadays, online social networks can have power to affect consumers' purchase decision (Solomon, et al, 2010).

Consumers are able to search for the information they need and share their own experiences about products or services with other consumers. This fact(sharing opinions with others regarding previous experiences with products or services) is one of the reasons why social media influences purchasing decisions Consumers are also buying based on recommendations from social media. (Leon, Sebastian, 2014)

Virtual communities that affect on consumer purchase decisions:

There are different forms of virtual communities that affect consumers' purchase decisions in different ways:

- **Multi-user dungeons (MUD):** where people have social relationship with each other in terms of game playing.
- **Rooms, rings, and lists:** rooms (chat rooms), rings (organizations that is related to the home pages), and lists (group of individuals that sharing information via email).
- **Board:** online communities, which can be related to music, movies, cars, even restaurants that allow individuals post messages.
- **Blogs:** weblogs or blogs are personal journals and are form of online communities that growing dramatically fast. Users of common interest can follow Blogs.

Online social networks have become more credible and relevant information source than direct information from companies, therefore consumers seek products and companies on online social networks .Since consumers enjoy the interaction and communication with each other and like to receive advice either positive or negative about different products or services, virtual communities have an impact on consumers' purchasing decision (Ayda.D& Wei Li, 2012)

2.8. Literatures Review

1. Ghania Bilal, Mirza Ashfaq Ahmed and Mirza Naveed Shahzad,(2014) "The Role of Social Media and Social Networks in Consumer Decision"

The Study results showed that media and social networking has an impact on consumer decision making. The consumers in Pakistan use few social media platform "e.g youtube" compare to social network sites " Facebook and Google" along with their own personal decision making. The study showed that social networks had a positive impact on consumers behavior, in addition to the positive population interaction with virtual community of the social media. As a result these interactions collaborate into the strong implications of smart companies to become smarter about their online present. It also highlighted the importance of raising awareness, consumer loyalty and trust. Furthermore the study covered the effect of e-marketing and online apparel business strategies on consumer decision. In conclusion the use of these online platforms are not just away for current existing companies to increase the awareness about their brands, but also it is an opportunity for small business to familiarize more people about their unique product and services.

2. As'ad, H. Abu-Rumman, Anas Y. Alhadid, (2014) "The Impact of Social Media Makting on Brand Equity"

The Impact of Social Media as a Marketing Tool on Purchasing Decisions (Case Study on SAMSUNG for Electrical Home Appliances)

Study Hypothesis: There is no significant impact of social media on brand equity of customers of Jordanian mobile services. The Study results showed a strong relationship between social media and brand equity. The definition of social media was stated as the collaboration of media and social communication in which people create share and exchange information. The study highlighted the social media marketing and the use of facebook as a branding opportunity. The study covered different fields of social media marketing: Online communication, Interaction, sharing of content, accessibility and credibility. Furthermore it emphasis on the correlation between social marketing and brand equity. This correlation attract new costumer to the firm. In addition to reminding customers about firm and working as an emotional tie to the firm. An example of the relationship between marketing and brand equity is the link and interaction between the facebook page and it is effect on the brand loyalty.

3. Ayda Darban, Wei Li, (2014) "The impact of Online Social Networks on Consumers' Purchasing Decision"

The purpose of this study is to examine the impact of online social networks (Facebook), the authors are trying to find which steps do online social networks influence consumers' purchasing decision when it comes to food retailers; and why are these steps influenced by online social networks. First, the steps are promotions and offers, company/store information, activities and services. Second, the reasons behind online social network (Facebook) on consumers' purchase decision: long online time, comments and recommendations (Online Word-Of-Mouth) Individual's interaction between supermarket and other consumers and convenience of Facebook. So consumers' choices regarding food retailers can be influenced by the gathered information from different sources especially from online social networks. Consumers the most convenient way to compare between different food retailer. shops, products, or services is on Facebook because of its features. Consumers can express their satisfaction or dissatisfaction about their experience to companies, about products, or services, or share their knowledge and opinions on their online social network and share with others.

4. Bruno Schivinski, Dariusz Dąbrowski, (2013) "The Effect of Social Media Communication on Consumer Perceptions of Brands"

In recent years, brand management has been confronting two opposite tendencies: the loss of brand authenticity and the increasing influence of empowered consumers on brand communications. The social Web is changing traditional marketing communications. Traditional brand communications that were previously controlled and administered by brand and marketing managers are gradually being shaped by consumers. This article aims to compare the effects of social media communication, as they differ significantly in terms of company control. Thus, we form two research objectives that are relevant for companies, brand managers, and scholars: to investigate the effects of firm-created and user-generated social media communication on brand equity, brand attitude, and brand purchase intentions. Juxtaposition concerning the effects of social media communication on brand equity, brand attitude, and brand purchase intentions in different industries. The first section in this study presents a literature review supporting the conceptual framework and the hypotheses of this study; the second section presents the research methodology used in this study. In the third section, we introduce the outline for the quantitative empirical analysis that is used to verify the hypotheses; the final section provides a summary and discussion of the empirical findings with implications for managers and executives. This study makes a significant contribution to the social media communication literature, although this research is not without limitations. Finally, because a Central European sample was used in this study, it may be difficult to generalize the results to other cultures, so the social, economic, and cultural differences should be considered.

5. Monica Ramsunder, (2011) " The Impact of Social Media Marketing on Purchase Decisions in the Tyre Industry"

The research study which investigates impact of social media marketing on a consumer's purchase decision in the South African tyre industry addresses traditional marketing strategies, the consumer's purchase decision journey and Social media marketing strategy. The research instrument used in this study was a questionnaire which was designed specifically for the purpose of this research study. The

questionnaire was based on the literature review and specifically addressed that the main purpose of social media is connectivity; the ability to meet new people, create new contacts and develop networks and create new customers and business associates. If managed and maintained appropriately, organizations can utilize the power of social media marketing to promote its brand, gain insight into the market and assess how consumers feel about its brands. As thousands of users visit social media platforms daily, social media marketing allows marketers to reach and talk to a mass audience at little or no cost.

3. OBJECTIVES OF THE STUDY

The aims of this paper is to identify the impact of using social media marketing on purchasing decision making for consumer through the following objectives:

- To identify the impact of using facebook, twitter and YouTube on a purchasing decision on SAMSUNG Company.
- 2- To examine the extant of social media channels that helps consumer in purchasing decision making on SAMSUNG Company.
- 3- To study the gap between consumer expectation from social media and its performance.
- 4- To explore the relative importance how using social media channels: facebook ,twitter and YouTube help company's on improving quality of services in Jordan and other developing nations.
- 5- To examine the application of a theoretical model through a large investigative empirical study involving field work to explain the social media channels facebook, twitter and YouTube that have a significant impact on purchasing decision making.
- 6- To identify the impact of using social media marketing as a marketing tool in a business on purchasing decision making.

4. PROBLEM & QUESTIONS OF THE STUDY

The lack and rareness of studies from the researcher's point of view that are targeting the impact of social media marketing in general and particularly its impact on consumer's purchasing decisions in Jordan led the researcher to address this issue due to its importance in affecting the ability of social media websites in attracting and encouraging consumers especially those who look for goods and services with less cost and time, also in terms of the companies that are not well aware to what extent the social media websites have the ability of supporting business contacts in effective ways, hence the problem of the study can be summarized through the **following questions**:

1. Is there any significant impact of **Facebook** social media as a marketing channel on consumer's purchasing decisions of home appliances sector?
2. Is there any significant impact of **Twitter** social media as a marketing channel on consumer's purchasing decisions of home appliances sector?
3. Is there any significant impact of **YouTube** social media as a marketing channel on consumer's purchasing decisions of home appliances sector?
4. What is the major channel of social media has a significant impact on consumer's purchasing decisions of home appliances sector?

5. THE IMPORTANCE OF THE STUDY

The importance of the study can be noticed through the stunning development of information technology and communications in the recent times as well as its ability of affecting the consumer's purchasing decisions through the features that are provided by these channels, in terms of time, cost and speed of access to information.

In addition, through addressing a number of variables related to using such websites in marketing, especially in the field of advertising and promotion via Facebook, Twitter and Youtube to various Jordanian businesses is necessary in order to identify and bring products to the customers, and know to what extent the client would accept this idea as well as how will the customer react and how to create the need through the influence of this marketing channel. Finally, this is study would help

The Impact of Social Media as a Marketing Tool on Purchasing Decisions (Case Study on SAMSUNG for Electrical Home Appliances)

researchers, managers and marketers to consider the real value of social media when it's used as E-marketing channel.

6. RESEARCH MODEL AND HYPOTHESES

This research aims to investigate the impact of Social Media as a Marketing Tool on Purchasing Decisions.

Because there is scarcity of the studies related to this study in our area, we start with an exploratory phase to gain an in depth understanding of phenomenon construct and formulate the research hypotheses.

Depending on semi-structured interviews and literature we posed the following model:

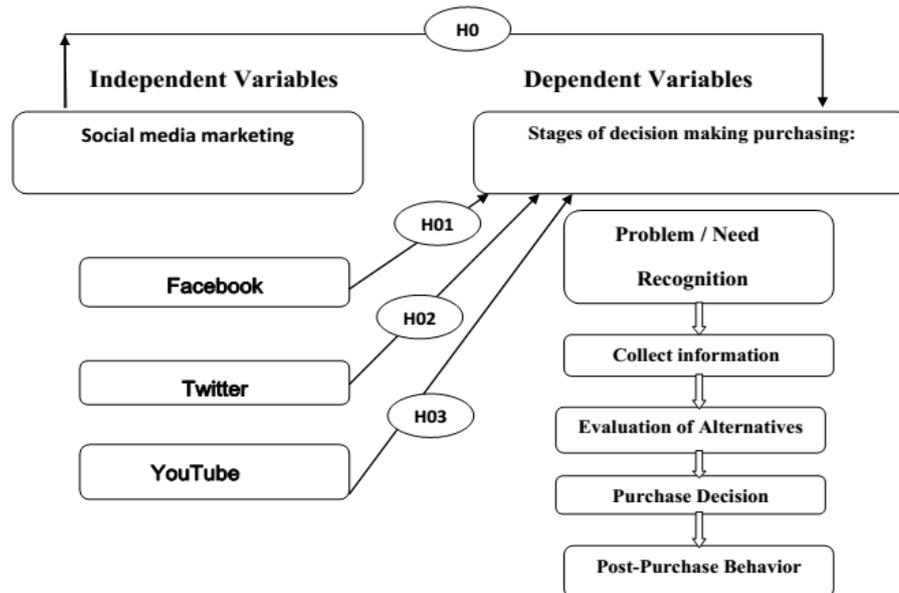


Fig1. Research model

To test the model we posed the following hypothesize:

H0: There is no significant impact of social media marketing (Facebook, Twitter and YouTube) on purchasing decision of SAMSUNG customer.

H01: There is no significant impact of social media marketing (Facebook) on stages of purchasing decisions (need recognition, collecting information, evaluation of alternatives, purchase decisions and post-purchase behavior) in SAMSUNG company.

H02: There is no significant impact of social media marketing (Twitter) on stages of purchasing decisions (need recognition, collecting information, evaluation of alternatives, purchase decisions and post-purchase behavior) in SAMSUNG company.

H03: There is no significant impact of social media marketing (YouTube) on stages of purchasing decisions (need recognition, collecting information, evaluation of alternatives, purchase decisions and post-purchase behavior) in SAMSUNG company.

7. STUDY DETERMINANTS

The study scope deals with the following:

- Human delimitations: The study was limited to customers of SAMSUNG
- Place delimitations: The researcher distributed the questionnaires in 3 branches of SAMSUNG Company in Amman Governorate.

8. RESEARCH METHOD

8.1. Sample Selection and Survey Administration

We have chosen customers of SAMSUNG for Home Appliances in Jordan including three branches located in Amman (Mecca Street, Alsalam Markets, dapooq), thirty-five questionnaires were distributed in every single branch of SAMSUNG showrooms, the total distributed number is 105 questionnaires, ninety three questionnaires were returned back and all of them were valid for statistical (SPSS) analysis.

9. ANALYSIS RESULTS AND HYPOTHESES TEST

According to the research study and research framework presented in the previous, this section describes the results of the statistical analysis of the data collection for research question and research hypothesis. The data analysis includes a description of the means and standard deviations for study questions.

10. RESEARCH FINDINGS

10.1. First: Characteristics of Study Sample:

1. Gender

Table1. *Distributing Study Sample According to Gender*

Gender	Frequency	Percent %
Male	37	39.8
Female	56	60.2
Total	93	100%

We can notice that 60.2% of the sample are females while 39.8% males.

2. Age

Table2. *Distributing Study Sample According to Age*

Age	Frequency	Percent %
Less than 20 years old	17	18.3
20-39	58	62.4
40-60	15	16.1
More than 60 years old	3	3.2
Total	93	100%

We can notice that 62.4% of the samples are ages between 20-39 followed by 18.3% of ages are less than 20 years, and then 16.1% are ages between 40-60 while 3.2% are more than 60 years old.

3. Educational Level

Table3. *Distributing Study Sample According to Age*

Level	Frequency	Percent %
Secondary School	11	11.8
Diploma	33	45.2
Bachelor	42	35.5
Graduate Studies	7	7.5
Total	93	100%

We notice that 45.2% of the sample educational levels are bachelor, then 35.5% diploma, 11.8% secondary school and then 7.5% graduate studies.

4. Hours of Internet Usage

The average of using the internet:

Table4. *Distributing Study Sample According to Number of Hours Using the Internet*

Hours Number	Frequency	Percent %
>1	13	14.0
2-3	47	50.5

The Impact of Social Media as a Marketing Tool on Purchasing Decisions (Case Study on SAMSUNG for Electrical Home Appliances)

4-5	17	18.3
>5	16	17.2
Total	93	100%

We notice that 50.5% the average hour's number of using the internet between 2-3 hours, then 18.3% between 4-5 hours, 17.2% more than 5 hours while 14% less than an hour.

10.2. Second: Stability Test

Cronbach Alpha test was used to measure stability of the measuring tool as a value of ($\alpha = 97.20\%$) which is an excellent rate as it is higher than the accepted one 60%.

Table (4) explains Cronbach Alpha coefficient for variables in details

Table5. Cronbach Alpha coefficient for variables

Variable	Variable type	Paragraphs number	Cronbach Alpha	Sample
Social Media	independent	15	%94.23	93
Social media Facebook	independent	5	%85.28	
Social media Twitter	independent	5	%88.1	
Social media Youtube	independent	5	87.61%	
Purchasing decision stages	dependent	25	96.09%	
Need recognition stage	dependent	5	87.26%	
Information search stage	dependent	5	88.17%	
Alternatives evaluation stage	dependent	5	85.06%	
Purchase decision Stage	dependent	5	90.24%	
Post-purchase behavior stage	dependent	5	89.04%	
Total index	-	40	97.20%	

10.3. Third: The Study Results

The mean, standard deviation total index were calculated to present the responses of the sample as it is shown below:

Table6. Means, standard deviations and degree of relative importance

Question Number	Mean	Std. Deviation	Relative degree %
Independent Variables: Social Media			
First: Facebook			
1	3.9247	0.72587	78.5
2	4.0430	0.67428	80.9
3	3.9677	0.78646	79.4
4	3.9785	0.76583	79.6
5	4.0860	0.71712	81.7
Facebook Total index	4.000	0.5831	80.0
Second: Twitter			
6	4.0108	0.74447	80.2
7	3.9677	0.89018	79.4
8	3.7849	0.89503	75.7
9	4.1935	0.72619	83.9
10	4.1290	0.82391	82.6
Twitter Total index	4.017	0.6741	80.3
Third: Youtube			
11	4.1075	0.72924	82.2
12	4.0538	0.82575	81.1
13	3.9247	0.76948	78.5
14	3.9677	0.81363	79.4
15	3.6667	0.93638	73.3
Youtube Total index	3.944	0.6687	78.9
Dependent Variables: Stages of Purchasing Decisions			

First: Need recognition			
16	3,8925	0,92622	77.8
17	4,0000	0,73721	80.0
18	3,6667	0,90089	73.3
19	3,8172	0,83336	76.3
20	3,9355	0,81836	78.7
Total index of need recognition stage	3, 862	0, 6884	77.2
Second: Information search			
21	3,8817	0,83209	77.6
22	4,1183	08,3207	82.4
23	4,1720	08,4215	83.4
24	3,9570	08,7121	79.1
25	3,6882	08,3378	73.8
Total index of information search	3,963	0,6940	79.3
Third: Alternatives evaluation			
26	3,6129	0,93288	72.3
27	3,5591	0,99414	71.2
28	4,0323	08,0016	80.6
29	4,0215	0,89659	80.4
30	3,9677	0,86542	79.4
Total index of alternatives evaluation	3,838	0,7121	76.8
Forth: Purchase decision			
31	3,9570	0,87121	79.1
32	3,8710	0,83700	77.4
33	3,7312	0,92242	74.6
34	3,8925	0,81377	77.8
35	3,7419	0,93138	74.8
Total index of purchase decision	3,838	0,7432	76.8
Fifth: Post-purchase behavior			
36	3,6989	0,94161	74.0
37	4,4194	0,66468	88.4
38	4,1183	0,77809	82.4
39	3,9892	0,82745	79.8
40	4,0968	0,80844	81.9
Total index of post-purchase behavior	4,064	0,6744	81.3

We note that the sample trends are positive towards above paragraphs because their means are greater than the measurement average tool (3).

10.4. Forth: Hypotheses Testing

1. First Hypothesis

Ho: There is no significant impact of social media marketing (**Facebook, Twitter and Youtube**) on purchasing decision stages for LG customer.

Ha: There is a significant impact of social media marketing (**Facebook, Twitter and Youtube**) on purchasing decision stages for LG customer.

Table7. Results of first hypothesis testing

F calculated	T tabulated	SIG F	R	R ²	The result of null hypothesis (Ho)
54.367	2.66	0.00	0.804	0.647	Reject

Multiple Linear Regression has been used and found that from the observation of the computer's results in the previous table that the value of (F calculated = 54.367) is greater than its tabulated value, and since the decision rule is: accept the null hypothesis (Ho) if the calculated value is less than the tabulated one, and reject the null hypothesis (Ho) if the calculated value is greater than the tabulated one. Therefore, we reject the null hypothesis (Ho) and accept the alternative hypothesis (Ha) as well as the significance level is less than 0.05 which means that there is a significant impact of social media marketing (Facebook, Twitter and Youtube) on purchasing decision of LG customer.

2. Second Hypothesis

The Impact of Social Media as a Marketing Tool on Purchasing Decisions (Case Study on SAMSUNG for Electrical Home Appliances)

Ho: There is no significant impact of social media marketing (**Facebook**) on **purchasing decision stages** (need recognition, information search, alternatives evaluation, purchase decision and post-purchase behavior) in LG Company.

Ha: There is a significant impact of social media marketing (**Facebook**) on **purchasing decision stages** (need recognition, information search, alternatives evaluation, purchase decision and post-purchase behavior) in LG Company.

Table8. Results of Second hypothesis testing

T calculated	T tabulated	SIG T	R	R ²	The result of null hypothesis (Ho)
9.769	1.9861	0.00	0.715	0.512	Reject

Simple Linear Regression has been used and found that from the observation of the computer's results in the previous table that the value of (T calculated = 9.769) is greater than its tabulated value, and since the decision rule is: accept the null hypothesis (Ho) if the calculated value is less than the tabulated one, and reject the null hypothesis (Ho) if the calculated value is greater than the tabulated one. Therefore, we reject the null hypothesis (Ho) and accept the alternative hypothesis (Ha) as well as the significance level is less than 0.05 which means that there is a significant impact of social media marketing (Facebook) on purchasing decision stages (need recognition, information search, alternatives evaluation, purchase decision and post-purchase behavior) in LG Company.

3. Third Hypothesis

Ho: There is no significant impact of social media marketing (**Twitter**) on **purchasing decision stages** (need recognition, information search, alternatives evaluation, purchase decision and post-purchase behavior) in LG Company.

Ha: There is a significant impact of social media marketing (**Twitter**) on **purchasing decision stages** (need recognition, information search, alternatives evaluation, purchase decision and post-purchase behavior) in LG Company.

Table9. Results of Third hypothesis testing

T calculated	T tabulated	SIG T	R	R ²	The result of null hypothesis (Ho)
8.847	1.9861	0.00	0.680	0.462	Reject

Simple Linear Regression has been used and found that from the observation of the computer's results in the previous table that the value of (T calculated = 8.847) is greater than its tabulated value, and since the decision rule is: accept the null hypothesis (Ho) if the calculated value is less than the tabulated one, and reject the null hypothesis (Ho) if the calculated value is greater than the tabulated one. Therefore, we reject the null hypothesis (Ho) and accept the alternative hypothesis (Ha) as well as the significance level is less than 0.05 which means that there is a significant impact of social media marketing (Twitter) on purchasing decision stages (need recognition, information search, alternatives evaluation, purchase decision and post-purchase behavior) in LG Company.

4. Forth Hypothesis

Ho: There is no significant impact of social media marketing (**Youtube**) on **purchasing decision stages** (need recognition, information search, alternatives evaluation, purchase decision and post-purchase behavior) in LG Company.

Ha: There is a significant impact of social media marketing (**Youtube**) on **purchasing decision stages** (need recognition, information search, alternatives evaluation, purchase decision and post-purchase behavior) in LG Company.

Table10. Results of Forth hypothesis testing

T calculated	T tabulated	SIG T	R	R ²	The result of null hypothesis (Ho)
12.149	1.9861	0.00	0.787	0.619	Reject

Simple Linear Regression has been used and found that from the observation of the computer's results in the previous table that the value of (T calculated = 12.149) is greater than its tabulated value, and

since the decision rule is: accept the null hypothesis (Ho) if the calculated value is less than the tabulated one, and reject the null hypothesis (Ho) if the calculated value is greater than the tabulated one. Therefore, we reject the null hypothesis (Ho) and accept the alternative hypothesis (Ha) as well as the significance level is less than 0.05 which means that there is a significant impact of social media marketing (Youtube) on purchasing decision stages (need recognition, information search, alternatives evaluation, purchase decision and post-purchase behavior) in LG Company.

11. RESULTS DISCUSSION

After obtaining the data analysis and tested the hypotheses, the major findings of this study are:

- The results indicate that all members of study sample spend hours with different percentages using social media websites, the highest rate of using these websites is 50.5% which ranges between 2-3 hours, then 18.3% ranges between 4-5 hours, while the lowest percentage is 14% which is less than 1 hour. This shows that these websites are considered a fertile place for E-marketing and for influencing the consumer's purchasing decisions.
- The study proved that there is an impact of using social media websites as a marketing tool on the stages of purchasing decision (need recognition, information search, alternatives evaluation, purchase decision and post-purchase behavior) which encouraging going toward using the social media in E-marketing.
- The results indicate that social media websites (Facebook, Twitter and Youtube) have a significant impact on stages of purchasing decision; therefore, the firm has to consider these websites in its marketing plans.

12. RECOMMENDATIONS

The study suggests the companies to follow some strategies in order to get the benefit of the study results:

- The Importance Of Going Toward Using The Social Media To Market The Products As These Websites Attract A Large Portion Of The Society.
- The Importance Of Focusing On Social Media (Facebook, Twitter And Youtube) Due To Its Significant Impact On Purchasing Decisions.
- Conducting Field Researches To Realize The Impact Of Social Media In Every Single Stage Of Purchasing Decision Stages And The Impact Of Every Single Website In These Stages.

REFERENCES

- [1] Ryan walker, (2009)"social media ad matrices definitions"
- [2] Ilker yakin,(2013)"the utilization of social media tools for informal learning activities" Mersin university"
- [3] Dabbagh N. & kilsant, A (2011)"internet and higher education, Personal Learning Environments" academy journal, George Mason University.pp2-5
- [4] aysegul s. gungor and tugçe o. cadirci, "segmenting ewom engagers on online social networks based on personal characteristics and behavior", ekev academy journal, vol:17, issu:57 (fall 2013)
- [5] Irem E &, Mesut C, (2012)" the impact of social media marketing on brand loyalty" marmara university, " academy journal.pp3-8
- [6] <http://www.bizible.com/blog/bid/343058/Importance-of-Social-Media-Marketing-Among-Small-Businesses>. 5pm
- [7] Ramsunder, Monica (2011)"the impact of social media marketing on purchase decision in the tyre industry, nelson Mandela metropolitan university business school.pp40-46
- [8] Assad H& Anas Y, (2014)," the impact of social media marketing on brand equity"ampirical study on mobile service providers in Jordan. Science private university.
- [9] Kotler p (1991)," marketing management analysis: analysis, planning, implementation and control "New Jersey: prentice-hall.

The Impact of Social Media as a Marketing Tool on Purchasing Decisions (Case Study on SAMSUNG for Electrical Home Appliances)

- [10] Chris Y& Julie A & others. (2002)." The effects of appropriateness of service contact personnel dress on customer expectations of service quality and purchase intention""journals of business research PP 57-76.
- [11] Davoud.f& Azim&others(2013)" Effect of Packaging on Purchase Intention of Consumer (Case Dudy: Date Products in Shiraz)" Semnan university ,journals of business research.
- [12] Hsu, S.C. (1987), English of Management, Tunghua Publishing, Taiwan
- [13] Solomon, M., Bamossy, G., Askegaard, S., and Hogg, M. (2010). Consumer Behavior: Buying: A European Perspective. 4rd ed., Financial Times Press.
- [14] Leon, Sebastian, 2014,"the impact of social media on consumer behavior towards travel planning" national chengchi university.
- [15] Ayda.D& Wei Li, (2012) The impact of online social networks on consumers' purchasing decision, Jonkoping international business university.
- [16] <http://smallbiztrends.com/2014/10/influence-consumer-purchase-decisions.html>
- [17] <http://webtrends.about.com/od/web20/a/social-media.htm>
- [18] <http://whatis.techtarget.com/definition/social-media-marketing-SMM>
- [19] <http://www.wordstream.com/social-media-marketing>
- [20] www.wikipedia.com
- [21] www.enpi-info.eu
- [22] <http://webtrends.about.com>
- [23] www.oasis500.com/arabic/46
- [24] <http://www.forbes.com/sites/jaysondemers/2014/08/11/the-top-10-benefits-of-social-media-marketing/>

المراجع العربية :

- 1- العوادلي , سلوى,(2002) " الاعلان وسلوك المستهلك " دار النهضة العربية، 2006 .
- 2- محمد ابراهيم عبيدات ، سلوك المستهلك (مدخل استراتيجي) ، الاردن ، عمان ، دار وائل ، 2006 .

AUTHORS' BIOGRAPHY

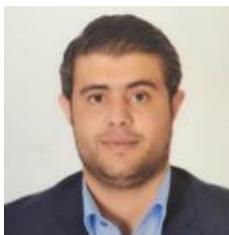


Mr. Walid Iblasi is a certified Sales Manager and currently is a Corporate Sales Manager at the soul agent of (L. G.) in Jordan. He also has five years of experience as a Corporate Sales Supervisor at the soul agent of Samsung Company in Jordan. He received his MBA in E-business from Al Balqa Applied University in Jordan. Mr. Iblasi is officially certified as an International Marketing Expert and as an Internet Marketing Practitioner. His educational background and his professional experience along with the rapid progress and development of the social media in the recent years inspired him to write about

the impact of the social media as a marketing tool and how it can be influential on the customer's purchasing decision.



Dr. Dojanah M.K. Bader, Associate Professor, at Balqa applied university, Amman College, Head of Management Information System Department.



Sulaiman Ahmad Al-Qurini, holds a master of business administration from Al-Balqa Applied University, Jordan. Currently he works as a field manager at an international humanitarian NGO serving the Syrian asylum seekers and vulnerable Jordanians.