Impact of Social Media and its Influence on Purchasing Behaviour of Saudi Consumers: An Empirical Study

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Abstract: Social networks have inspired millions of users around the world. Besides, this new means of communication win consumers' trust by communicating with them at a deeper level. As local and international marketing companies have recognized social networking as a potential marketing platform and have used innovations to drive advertising campaigns and marketing approaches through social networks. One cannot stand on the lack of social media channel now that their counterparts have waves of products and services on the market. Despite the proliferation of social networks and the widespread dissemination of different communication tools, very few studies in the Arab region describe the objectives of the current study. The rationale for this article is to explore the mechanism and determinants of these media and factors that affect the purchasing behaviour of the Saudi consumer. Throughout Sample of 226 via Google forms and monkey survey (online) using close-ended questionnaire with handling particular attention to reducing non-response error was given in the study. For descriptive analysis (frequency distribution statistics), the hypothesis test Chi-square goodness of fitness test at P. Value 0.05 was applied, and the results were interpreted accordingly in the study. It is found that there is variance among the respondents in time duration spent on social media and purchasing preferences within the social media platform.

Keywords: Social Media, User Perceptions, Marketing Communication, Consumer Attitudes, Consumer Behavior, Shopper Insight, Saudi Arabia

1. Introduction

The wave of social networks has changed the way of communicating and interacting with consumers. This because social networks allow people from all over the world to interact and exchange products and brands information with each other (Mir & Zaher, 2012). In recent years, social networks such as Facebook, Twitter and Instagram have become an essential development in e-commerce. Besides, the growth of social networks is apparent and shows no sign of disconnection or relapse (Jaber & Wright, 2014).

According to Kaplan and Henlin (2010), social networking is a term that can be represented as a set of Web applications and Web 2.0 technologies that allow users to create modify and generate content. In fact, social networks have become an essential part of our daily lives (Kaplan et al., 2012). In addition, in the technology-driven world today, such as social networking sites have become a way for retailers to expand their marketing campaigns to a wide range of consumers.

Users of social networks can easily exchange information about products. At the same time, consumers can also "consult with the social community to seek advice on purchasing decisions. Through social communities, consumers can influence purchasing decisions in much more substantial populations (Liang and Turban, 2011); social trade has the potential to become a significant sales channel in the future (Pricewaterhouse Coopers, 2013). Social trade is, therefore, a phenomenon when the interaction between social networks and e-commerce is of global importance to non-market participants,

namely markets, companies and researchers (Wang and Zhang, 2012).

On the other hand, it was noted that the number of Internet users is growing significantly more than 3 billion users estimated worldwide (Internet Statistics, 2014). Moreover, in the same time in Saudi Arabia, the Internet users have the record of the second largest region in the Middle East; it is about 66% in Saudi Arabia (Internet Statistics, 2014). Other statistics revealed by the Ministry of Communications and Information Technology in Saudi Arabia Saudi Arabia that there are higher than 7.6 million Facebook users, more than 5 million Twitter users, more than one million LinkedIn users and more than 290 million daily visits on YouTube (Http://www.mcit.gov.sa/). Saudi Arabia people spend an average of about 8 hours a day on various networking sites, and social networks have become part of everyday life for most Saudis, according to all of these statistics to the high prevalence of the internet, social media and other media in Saudi Arabia. With more and more convenient to use social networking, communication and communication methods are complementary. Communication between companies and other consumers may also be affected (Lee and Kim, 2014; Al-Qeisi, K., Dennis, C., Hegazy, A., & Abbad, M, 2015).

Although social networking in Saudi Arabia is among one of the highest numbers, use in the world, but we do not find vital research to explain the reasons for user acceptance and impact and the impact of social media in this segment. Preserving the mind that increases the use of social networks by Saudis, primarily by young people, the rationale for this article is to explore the mechanism and determinants of these media and factors that affect the purchasing behaviour of the Saudi consumer throughout.

2. Objectives of the Study

1. To understand the time duration spent on social media among the respondents 2.
2. To know the purpose involvement on of social media
3. To identify the purchasing preferences through social media among the respondents
4. To find out the types of product buying preferences through social media among the respondents
5. To explore the influences of social media campaign on consumer buying behaviour
6. To know the behaviour of consumer regarding advertisements on social media

3. Literature Review

3.1. Social Media/ Networks

The development of the Internet use has a new communications platform, known as social networks, where users post comments and blogs, create their videos and images and publish them in various social accounts. Kaplan and Henlin (2010), define social media as a “The Internet, which is based on the ideological and technological network 2.0, which allows creating and sharing content created by users. According to the Miriam Webster Dictionary (2017), social networking" forms of electronic communications (such as social networks and microblogging) Users create online forums to share information, ideas, personal messages, and other content (videos). Another definition is that social networks are a set of "creating and sharing content or engaging in social networks" (Oxford Dictionary, 2017).
Cavazza (2008) noted that social networking marketing refers to the tools and practices used to identify and analyses conversations about participation, to initiate social interactions within communities and then consumers. Social networks include many online technology tools that allow people to communicate quickly through the Internet and share information and resources (Ralph, M, Ralph, L., 2013).

Gillin (2007) revealed that social networks had become a new phenomenon, a new source of consumers and their influence and creativity; this training for consumers is to make the old pattern of marketing decline from the traditional media steadily with the behaviour of the influential

consumer (Constantinides et al., 2008). In addition, the most critical innovation in marketing is perhaps Internet access (Bhatnagar & Ghose 2004).

3.2. Social Media Usability and Involvement

Social contacts have revolutionized the way people communicate and maintain relationships. Social networks should begin to influence what consumers buy and how to buy (Booz & Company, 2011). It was revealed that social media has indeed done a commendable job of bridging the communication gap among people. Moreover, the different social media tools help the people to interact with one another within the shortest possible time (*Alam Z M., 2017*). In addition, with the development of Internet use; buyers have changed the shopping experience in the store to experience the Internet, leading to so-called e-commerce. In other words, social networks allow participants to communicate with each other and create a society in which they can interact with each other and the exchange of ideas and knowledge. The socialization that occurs with the consumer through social networks directly through the interactions of social life among consumers, and indirectly through support for product participation (Wang et al., 2012).

3.3. Time Spent on Social Networks

The online users spent average time on networks are around 25% of the total time spent (http://infographiclist.com/2013/03/14/time-spent-statistics-infographic-2). People have been spending more time online, especially in social networking, than "off-line" activities. In fact, Facebook has overtaken Google as the most visited site of the week (Dougherty, 2010). Another fact that contributes to the increase over time is the use of mobile devices that connect users at any time anywhere (The Nielsen Company State of the Media: The Social Media Report, 2012). A recent study by Duggan and Brenner (2013) found that 89 percent of Internet users spent nearly three hours a day on social networking sites on Facebook to communicate with friends. In the same study, nearly 76% of respondents (Internet users) revealed that for information about products and services; spend about four hours on social networks.

3.4. Advertisements on Social Media

Social networking platforms such as Facebook, Twitter, Instagram, YouTube and other activities have begun to transform business activities such as marketing, advertising and promotion (Hanna, Rohm, & Crittenden, 2011). Moreover, it was indicated in the study that the most preferred medium of communication to promote the products are social media, followed by emails communication, television commercial and SMS by the consumer (*Alam Z M, 2017a*). In fact, social ads can be more effective than traditional ads. According to a survey conducted by Nielsen (2012), after watching social ads on Facebook, 15% of users share ads, 26% liked advertising, and 14% bought the product. Besides, 90% of consumers trust their peers' recommendations, compared with just 14% who rely on corporate recommendations. In this way, the online program has become a powerful tool for increasing brand awareness and corporate benefit (Bazaar Voices, 2012).

Several studies have indicated that the social impact has a significant impact on the behaviour of intent or use. According to Alkhunaizan and Love (2012), social influence has a significant impact on the intention to conduct e-commerce in Saudi Arabia.

It is interesting to note that social networking means and sources increasing consumer interest through social networking sites (Goyal, 2013). The study found that users who are members of groups on Facebook are more likely to disclose their personal information than non-members are. Chu (2011) points out that sharing and sharing with online advertising requires a higher level of personal information as users publicly disclose their links to Facebook groups and promote brands or products when passing ads to their friends. Chu (2011) also discovered that users who are members of the Facebook group maintain a more favourable attitude towards social networks and advertising. About 26% of users are likely to notice an ad posted by a user in social networks, and 17% feel more connected to the brand displayed on social networking sites. (Nielsen, 2012)

3.5. Social Media and Purchase Intention/ Behavior

Social networks can directly affect the procurement phase, according to a survey by Booz and Company, (2011) consumers who spend at least one hour per month on social networks and who have bought at least one product online. In addition, Social commerce is a new trend in e-commerce, encouraging social interaction of consumers through social networks (Hajli 2013). Social networking provides opportunities for companies to become more attractive in the world (Chen et al. 2011b).

3.6. Social Media and Consumer Decision Making

According to the previously studied, consumers trust the Internet not only in the search for information relating to goods and services or are sold, but also to have access to social networking sites for the same purpose (Gatautis & Medziausiene, 2014). It motivates consumers to participate in the knowledge of social networks in consumer activities. Consumers have three main incentives or motivations to use the Internet as a means of communication, entertainment and social aspects (Heinonen, 2011). When making a purchasing decision, social influence plays an important role. Once a customer has identified a list of required features, he can use those products to begin searching for the right product. However, browsing, researching and buying a product on e-commerce sites is often a frustrating and time-consuming task for consumers. More than 80% of online shoppers have at some point left e-commerce sites without finding what they want (Silverman et al., 2001).

Social networking sites have an excellent reputation around the world, to realise the potential of these e-commerce technologies, and companies try to identify ways to combine the power of social networking sites with new e-commerce opportunities (Shen & Eder 2012). Facebook has enormous potential to be the most popular social networking site and more Facebook businesses and publications in marketing and business strategies. In addition, retail sales driven by social networks are the fastest growth compared to any other online counterpart. According to a report from the online retailer (2015), the top 500 retailers received $ 3.3 billion in 2014 of social purchases, an increase of 26% over the previous year. In addition, a report by Business Insider (2015) found that social networks drive retail sales faster than any other online medium. A new form of e-commerce and social commerce (Kim & Park 2013) that support social interaction and consumer input to buy and sell products and services (Shen & Eder 2009) social media affect customers before, during and after purchase (Ickler, Schülke, et al., 2009).

3.7. Social Media in Saudi Arabia

Social networks have become the preferred communication channel between companies and consumers in Saudi Arabia. Social networks in Saudi Arabia are top-rated, especially among young people (Makki & Chang, 2015), and 18-35, representing 75.7% of the total population in Saudi Arabia (Makki & Chang, 2015). The rapid growth of online shopping, some retailers that sell goods and services online and it became the primary channel to expand the market locally and internationally *(Alam Z M. and Elaasi, 2016*). Besides, the use of mobile phones among the population of Saudi Arabia is around 95% (Alsenaidy and Ahmad, 2010). 87% of children have mobile phones and more than 80% at the age of 10 (GSMA, 2016). The availability of smartphones and shared connectivity to the Internet has increased public participation in social networking sites and applications in Saudi Arabia. One of the most popular social media platforms in Saudi Arabia is Facebook, Instagram, Twitter and YouTube (Faraj, 2014). A survey conducted in 2015 revealed that average social networking users in Saudi Arabia spent more time on social networking sites than the global average of the user based on data collected from 33 countries (Globalwebindex, Saudi Arabia Market Report - Q1, 2015).

This study also showed that Facebook is the most widely used social media platform in Saudi Arabia, followed by Twitter, YouTube and Instagram (Globalwebindex, Saudi Arabia Market Report - Q1, 2015). Social networking platforms in Saudi Arabia offer a wide range of

purposes. Connect with family, relatives and friends, connect with new friends, communicate, entertain and access information, services and marketing products (Reyaee & Ahmed, 2015). Recently, companies and businesses marketing their products and services in Saudi Arabia and Saudi Arabia (Faraj, 2014) are increasingly using social networking platforms. A study conducted by Faraj on the involvement of food companies in Saudi Arabia with social networks shows that the main obstacle to the use of social networks in food marketing is the lack of marketing strategies for communication platforms (Faraj, 2014). It is the "door to reach the factor" through which people can communicate with people from all over the world (Social Media in Saudi Arabia Statistics and Trends, 2016). Social networks are actively competing with traditional media as the primary source of news for millions of Arabs (Arab Social Media Outlook 2014). Social networks were formerly used as a tool for social networks and entertainment, and now permeate almost every aspect of everyday life for millions of Arabs, affecting their social interaction, doing business, interacting with government, and engaging in community activities (Al Jenaibi, B.N.A. 2011).

According to the Saudi newspaper, a recent study on social networks in the Arab world has been published. In this report, Saudis are the most active users of social networks in the Arab region, with an estimated 393,000 Twitter users and 4 million users. Fatany, (2012) revealed that Saudis are among the most prolific users on Facebook and Twitter, benefiting from the independence and freedoms offered through social networks. Many Saudis around the world use social networking with joy. Also, The Committee of Technical and Communications in Saudi Arabia revealed in the study that navigation and communication with others were the main reasons for Internet use In the Kingdom, while the educational reasons ranked fifth (CITC, 2012).

3.8. The Research Rationale

Through the different studies, we found that customer satisfaction, attitude, and preferences are the essential factors to achieve business objectives. Marketers, in recent time, are trying to develop a new communication and promotional strategies to fulfil the needs of the consumers with the latest approach. Although, much research has been undertaken to determine the success and strengthen of consumers' perception and its evolving factors these days. Notwithstanding, the implementation of many of research as well as around the world and inside the region towards the consumer use perception of social media. There is still a call for to identify and measure the preferences, perceptions, attitudes of the consumers and its success factors to achieve the goals of business because of the area of consumer behaviour always changeable. In fact, there is always a need for research on attitudes' analysis of users, their preferences and using habits of social media in the literature, as it does not cover in depth. Therefore, the current study is the attempt of this direction.

4. Hypothesis

The following hypothesis Null (Ho) had been assumed for the analysis.

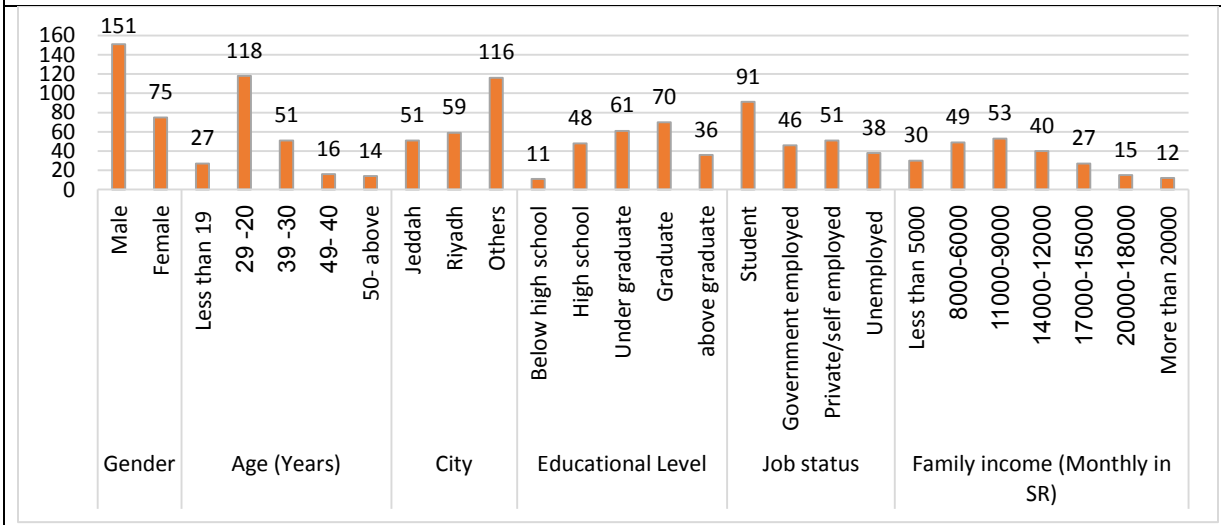
1. There are no significant differences in time duration spent on social media among the respondents
2. There is no difference in opinion regarding the purchasing preferences through social media among the respondents
3. There is no difference in the types of product buying preferences through social media among the respondents
4. There are no differences in opinion about the changes of attitude regarding the brand image through social media
5. There are no differences in opinion among the respondents about the advertisement on social media

5. Research Methodology

The examination of this study intends to identify the ideas, preferences, perceptions of Saudi clients towards social media. The study community consists of users of social networks in Saudi Arabia. Moreover, to answer the research, question a primary data collection was used addressing the specific issues to consumers about their use of social networks and how these media influence decision-making processes specifically. Since access to the internet is a necessary condition for social media use and keeping internet popularity in mind, online surveys have been adopted to obtain the data. An appropriate sample survey has been gathered from 226 users and structured (close-ended questionnaire) through Google Forms, Monkey Survey. The link was sent through email, WhatsApp, Facebook and some other social networking sites for the purpose. After data collection, it was edited, coded and recorded and result findings were described accordingly. Besides, special precautions were taken to reduce the rate of non-response error. For the analysis a descriptive statistics (frequency distribution) and for hypothesis testing, chi-square goodness of fitness test at 95% of a certain level (P. Value 0.05) were applied.

6. Findings and Discussion

Figure 1: Respondents Demographic Information



Demographic factors such as gender, age, city, educational level, job Status and their monthly income can be seen in Figure 1. The majority of respondents of the study belongs to male 151 (67%) and female 75 (33%). Most of the respondents reported they belong to in the range of 20 to 39 (75%) age group and the rest of them were followed by less than 29 (12%), 40-49 (7%) and above 40 (6%) of the sample of the study. Moreover, from the table it can also be seen that most of the participants belong to the different 22 cities of KSA (51%), capital city Riyadh (26%) and the rest were from Jeddah industrial city that is 23% of the sample surveyed. Each of the city, compared with other cities in the region, have a good representation on the business side. Educational level of respondents was most of them graduate 31% followed by undergraduate 27%, the high school passed 21%, above graduate 16% and very few had below high school qualification that was only 5%. Regarding the job status of the interviewees it can also be seen in the table that majority 40% were student followed by private/ self-employed 23%, the government employed 20%, and the rest were unemployed 17% of the respondents. Furthermore, the table shows that the income levels of the participants, more than 60 percent of the participants belong to the monthly family income range of less than 14,000/- SR group. Less than 40 percent of the

respondents belong to the monthly SAR 14,000 or more of their monthly family income. This result indicates that the majority of the population belongs to the middle-income class of the society (*Alam Z. M, 2017*).

Figure 2: Respondents Time Duration Spent on Social Media

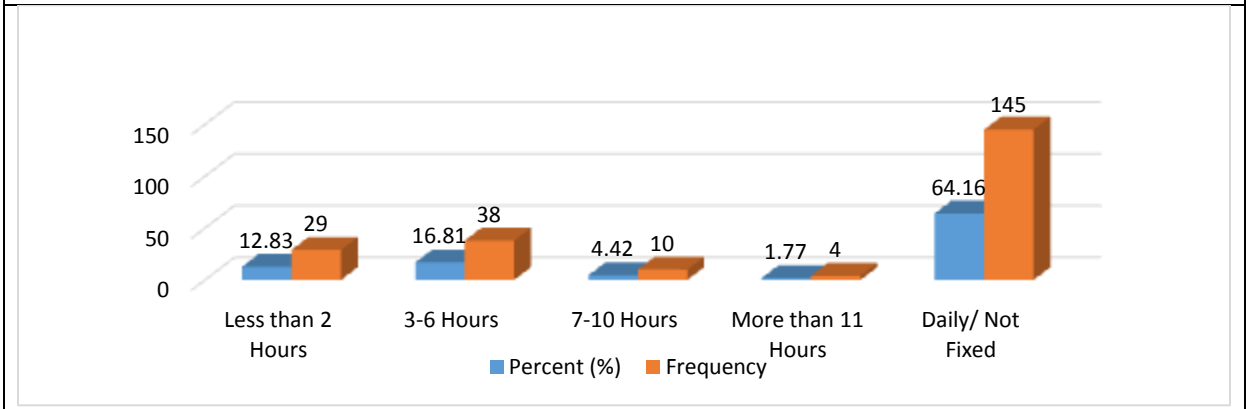
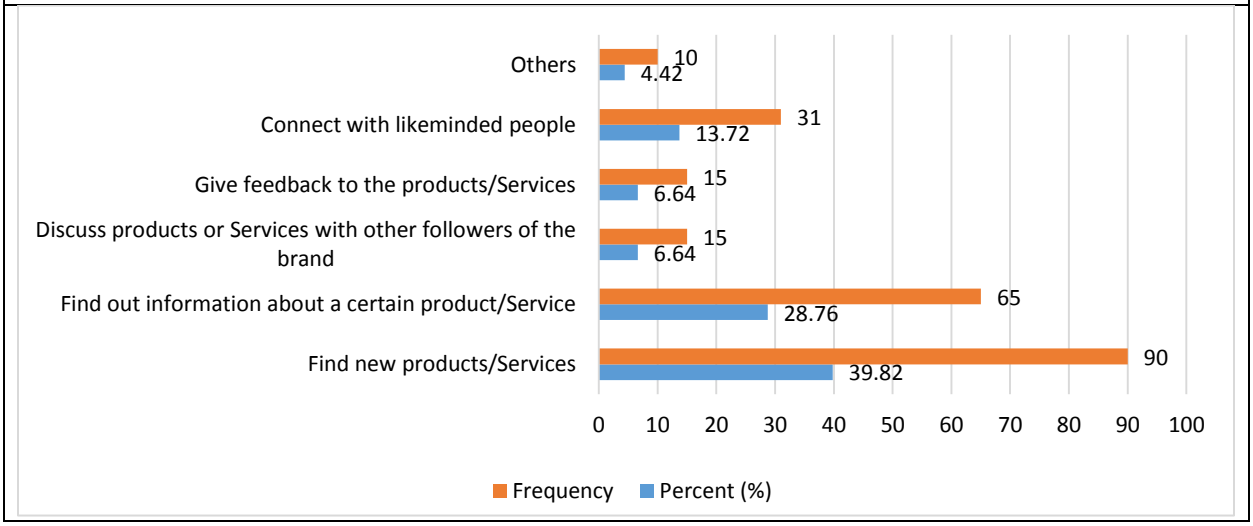


Table 1: Respondents Time Duration Spent on Social Media

	Observed	*Expected*	*Difference*	*Difference Sq.*	*Diff. Sq. / Exp Fr.*
Less than 2 Hours	29	45.2	-16.20	262.44	5.81
3-6 Hours	38	45.2	-7.20	51.84	1.15
7-10 Hours	10	45.2	-35.20	1239.04	27.41
More than 11 Hours	4	45.2	-41.20	1697.44	37.55
Daily/ Not Fixed	145	45.2	99.80	9960.04	220.35
The Chi^2 value is 292.274.					292.274

Figure.2 provides the information regarding the preferences in times duration spent on social media. It reveals that majority of respondents about 64.16% of the sample spending their time usually daily and it is not fixed how much they are involved in the social media use. Followed by 3-6 hours (16.81%), less than 2 hours (12. 83%), 7-10 hours (4.42%), and more than 11 hours (1.77%). From the result, it is decided there are the message that majority of the Saudi consumers are engaged with social media and 29.61% of the surveyed population representing the group of one to six hours involved with social media overall. It means almost one-fourth of their daily times they are engaged with social media. Therefore, it can be stated that for the marketer this medium of communication can be useful and productive tools for the communication to consumers. Ho: 1; the calculated value of the Chi^2 goodness of fit test is 292.274, and The P-Value is < 0.001. The result is significant at p=≤0.05 (See Table: 1). Therefore the null hypothesis (1) There are no significant differences in time duration spent on social media among the respondents is rejected an alternative hypothesis; There is a significant difference in time duration spent on social media among the respondents will be accepted.

Figure 3: Purpose of Involvement on Social Media



Regarding the purpose of involvement on social media, it is revealed that high percentage (39.82%) of the respondents expressed that find the new products/ services information was the principal purpose of involvement with the social media as a consumer perspective. Followed by finding out the information about a specific products/ services (28.76%), connect with like-minded people (13.72%), give feedback about the product/ services and discuss products or services with other followers for the same interest (6.64% each). Moreover, other purposes were (4.42%) of the total surveyed population (See the figure 3). In another view, it can be stated that about around 82% of the respondents indicated that they are anyhow involved with shopping and consuming elements. That is a good indicator for the marketer to communicate regarding their products/ services with the consumer will be active as majority showed their interest in involvement with consumption related.

Figure 4: Product Purchasing Preferences through Social Media

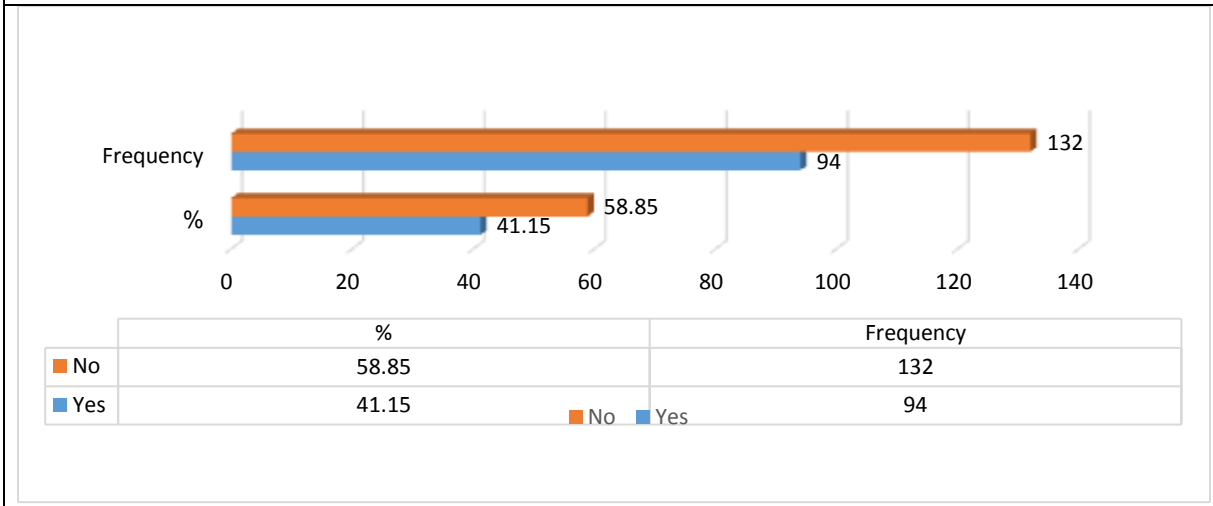


Table 2: Product Purchasing Preferences through Social Media

	Observed	*Expected*	*Difference*	*Difference Sq.*	*Diff. Sq. / Exp Fr.*
Yes	94	113	-19.00	361.00	3.19
No	132	113	19.00	361.00	3.19
The Chi^2 value is 6.389					6.389

When respondents were asked regarding the product purchasing preferences through social media, the majority (58.85%) of them agreed that they prefer the purchasing products or services through social media followed by 41.15% declined that they will not prefer to buy product or services through social media (Figure 4). The ratio of positive feedback is almost equal as compared to the not preferable one. So it is the vital point for the marketer that they can provide the better services to make the existing customer loyal and they can lure the customers through using cyber bait and some other incentives to the customer who is still not interested to prefer social media as a purchasing/ buying spot for the goods and services. Ho (2): There is no difference in opinion regarding the purchasing preferences through social media among the respondents, for this a statistical Chi^2 goodness of fit test calculated the value of is 6.389, The P-Value is 0.011. Therefore, the result is significant at p=≤0.05 (See Table:2). Therefore, the null hypothesis is rejected and alternative hypothesis; There is the difference in opinion regarding the purchasing preferences through social media among the respondents will be accepted.

Figure 5: Respondents Product Buying Preferences on Social Media

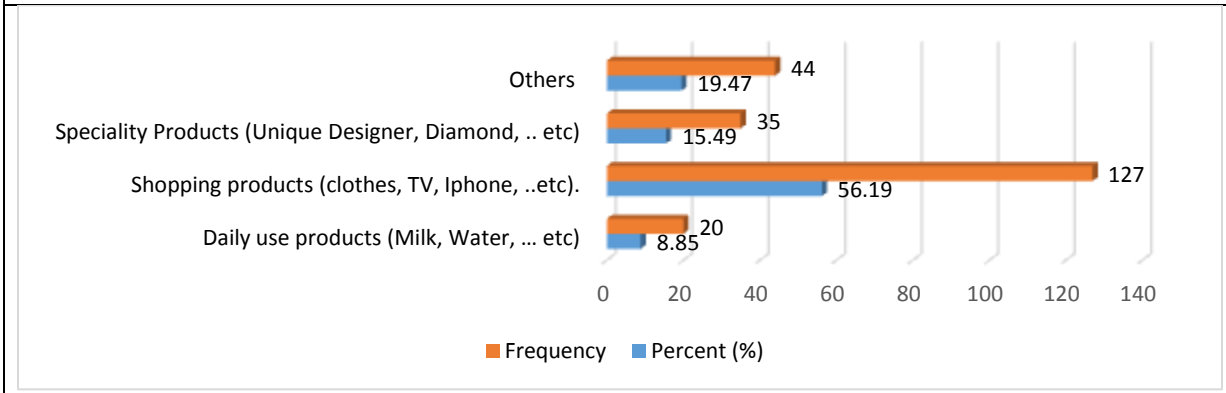


Table 3: Respondents Product Buying Preferences on Social Media

	Observed	*Expected*	*Difference*	*Difference Sq.*	*Diff. Sq. / Exp Fr.*
A	20	56.5	-36.50	1332.25	23.58
B	127	56.5	70.50	4970.25	87.97
C	35	56.5	-21.50	462.25	8.18
D	44	56.5	-12.50	156.25	2.77
The Chi^2 value is 122.496					122.496

A. Daily use Products, B. Shopping Products, C. Specialty Products, D. Others.

From the figure 5. it is perceived that majority (56.19%) showed their preferences on buying the shopping products such a cloths, phones, T.V., etc., followed by other products about 19.47%, speciality products like unique, designer items, other product, speciality products (15.49%). Moreover, 8.85% respondents expressed their feelings that they also buy daily use product like convenience product that can be used very fast. Therefore it is an excellent indication that marketers who sell shopping product such a cloths, phones, T.V., etc. having genuine chance to sell their products or services through social media platform as these products are highly preferred among the other types of products. For speciality and daily use items, there is a need for awareness, proper comparison of products and trust building with consumers. For Ho:(3); There is no difference in the types of product buying preferences through social media among the respondents, the calculated value of the Chi^2 goodness of fit test is 122.496, and the P-Value is < 0.001 (See Table:3). Therefore, the result is significant at p=≤0.05, and hence null hypothesis is rejected, and alternative hypothesis 'there are differences in the types of product buying preferences through social media among the respondents' will be accepted.

Figure 6: Responses to the Influences of Social Media Campaign on Consumer Buying Behavior

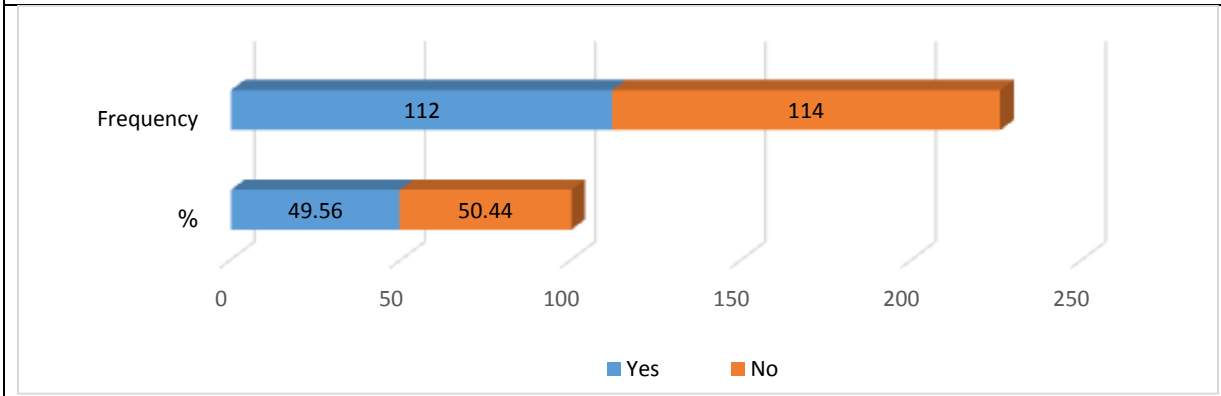


Table 4: Responses to the Influences of Social Media Campaign on Consumer Buying Behavior

	Observed	*Expected*	*Difference*	*Difference Sq.*	*Diff. Sq. / Exp Fr.*
Yes	112	113	-1.00	1.00	0.01
No	114	113	1.00	1.00	0.01
The Chi^2 value is 0.018					0.018

Figure (6) provides the information regarding the influences of the social media campaign on consumer buying behaviour. Almost equal proportion (49.56% and 50.44%) of the responses from the consumers that is around fifty percent in favour of that social media campaign has influences on consumer buying behaviour. At the same time, almost the same 50.44% has opposite opinion that the social media campaign did not influence/ change the buying behaviour of consumers. It is interesting to note that previous studies had revealed the positive impact of social media influence on purchasing habits but in the current study, it is not having a significant impact on it. Ho (4); was assumed that there are no differences in opinion about the influences of a social media campaign on consumer buying behaviour, the Chi^2 goodness of fit calculated value is 0.018 (Table.4). The P-Value is < 0.001 at 95% confident level and it is < 0.001. The result is insignificant at $p=\leq 0.05$. Therefore, the null hypothesis is accepted and it can be stated that there are no differences in opinion about the influences of social media campaign on consumer buying behaviour.

Figure 7: Responses to the Advertisement on Social Media

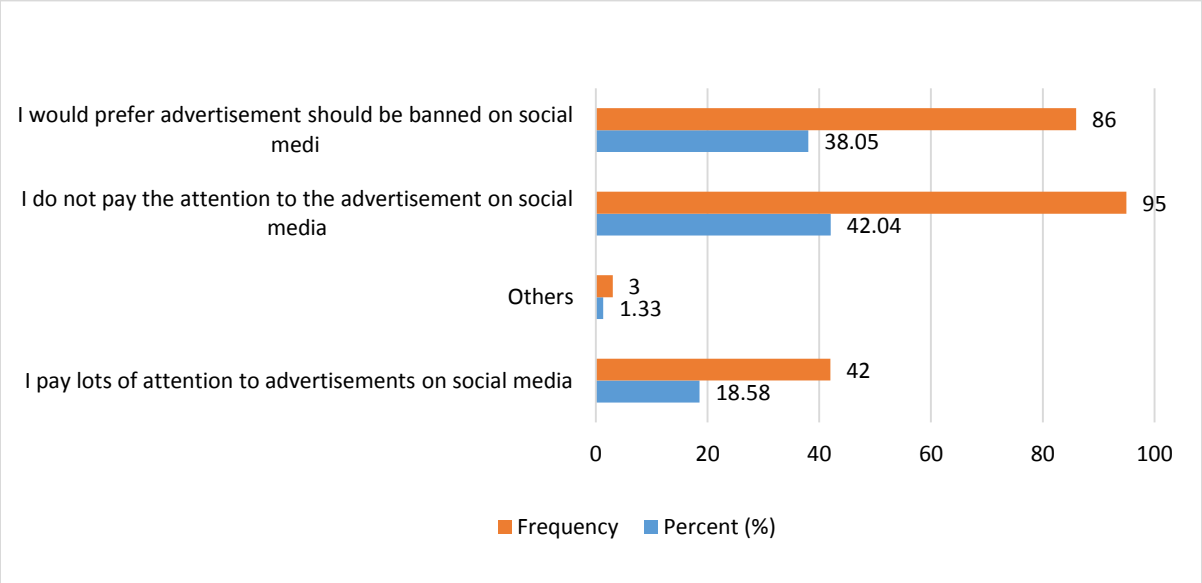


Table 5: Responses to the Advertisement on Social Media

	Observed	*Expected*	*Difference*	*Difference Sq.*	*Diff. Sq. / Exp Fr.*
A	42	56.5	-14.50	210.25	3.72
B	3	56.5	-53.50	2862.25	50.66
C	95	56.5	38.50	1482.25	26.23
D	86	56.5	29.50	870.25	15.40
The Chi^2 value is 96.018					96.018

A. I pay lots of attention to the advertisements on social media, B. Others, C. I do not pay the attention to the advertisement on social media, D. I would prefer advertisement to be banned on social media.

From the figure 7, it is investigated that majority of the consumers express the views that they do not pay attention to the advertisement on social media (42.04%), followed by the statement that they prefer advertisement should be banned on the social media (about 38.5%). Only decidedly, less than 18.58% express their views that they pay attention to the advertisement posted on social media. Here it is also inspiring to note that in other question of this research they also were not very positive about the influence of social media on the changes of purchasing habits as well as this question result also support the previous findings of this ongoing study. Therefore, it is suggested that a marketer should not bother too much on the social media as a traditional advertisement techniques/ tools. Promotions on the social media shall be interactive form and both parties involvement that means two-way promotional tools and strategies will be highly useful on the social media platform. Ho: 5; the calculated value of the Chi^2 goodness of fit test is 96.018, and the P-Value is < 0.001(See Table 5). Therefore, the result is significant at p=≤0.05. Thus, the null hypothesis is rejected. In addition, alternative hypothesis 'there are differences about the

advertisement on social media among the opinion of respondents' and it will be accepted.

7. Conclusion

A careful analysis of the data are mentioned to increase the knowledge of the reality that the social media has already done a commendable job is to close the communication gap between people. The different tools of social networks help people to interact with each other in the shortest possible time. The result indicates that the majority of Saudi consumers utilise social media spend time between one hour to six hours and it is about a quarter of the daily time spent by them. Therefore, we can say that marketing professionals can use these means of communication that can be a suitable and sufficient communication method with the consumers in the region. Regarding the purpose of participation in social media/networks, it is observed that approximately 82 percent of respondents are involved in the purchase and consumption of products. Moreover, it is a good indicator for the seller to call concerning business and promotions with shoppers, which will be highly efficient as majority shows their interest in involvement with consumption-related issues. Excellent time to approach the client in are the evening, at night and before bedtime are appreciated that the seller who sends their message in the afternoon compared to the hours of sleep (*Alam Z M., 2017*). Concerning preferences in buying products through social networks, the proportion of positive comments are almost equal to what is compared. Therefore, it is vital that the seller to be able to offer the current best service to loyal customers, and they can lure the customers through using cyber bait and some other incentives to them who is still not interested to prefer social media as a purchasing/ buying spot for goods and services. The seller who sells shopping products such as textiles, telephones, television, etc. have a very positive opportunity to sell their products or services through the social media platform since these products are preferred to a large extent compared to other types of product categories. Concerning speciality and daily use items, there is a need to create awareness, and it should be sufficient to make a comparison between the products and generate trust among the target consumers. It is interesting to note that previous studies have shown the positive impact to the social media influence on shopping habits, but in the present study, it has no effect in the same sense. Also, in this case, it is interesting to note that in this study there is also not a very positive feedback about the impact of social media advertisements on changes in buying habits, as well as the result of this question also support the findings in progress. Therefore, it is suggested that the seller not bother too much in social networks as they use techniques/tools in the traditional advertisements. The promotions in social media should be preferable in the interactive form as of both parties concerned, which means that the two-way communication tools/strategies for the products and services promotion will be handy on the social media platform. Besides, integrated interactive communication methods are suggested with the social media platforms for the communication and promotion to achieve the objectives of business efficiently.

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