

THE IMPACT OF SOCIAL NETWORKS IN INFLUENCING THE CONSUMER PURCHASING DECISION VIA THE INTERNET: ANALYTICAL STUDY IN ALBALQA APPLIED UNIVERSITY

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ABSTRACT

This study aimed to investigate The role of social networks in influencing the consumer purchasing decision via the Internet from students' perspective in the Faculty of karak in southern region of Jordan , The descriptive analytical approach was used in this study. The study included a random sample of students in the faculty and the sample representative of all the study population (100) student. To achieve the objectives of the study, a questionnaire was developed for the purpose of data collection, the SPSS Package / Version (16) was used to analyze the data.

The most important findings of this study were ,the perceptions of respondents toward social networks and consumer purchasing decision in karak college were at high level , there also is association between social networks and consumer purchasing decision via internet .The study concluded with a number of recommendation , among which , That the cyber-marketers and web designers should understand the advantages that social networking sites provide, The random sampling process for social network users is a combination of individuals who do not use and who do not buy. Therefore, website designers and marketers should seek to convince users to increase the awareness and awareness of the means of social communication and learn how to apply these tools in order to increase the effectiveness and interaction of websites and their impact on purchasing decisions, know which social networks connect the appropriate site tools and should focus on features that increase consumer support and allow easy exchange of information as well as other features such as site handling, product preview opportunity and product evaluation assistance.

Keywords: *Social Lnetworks, Consume Rpurchasing, Internet, Analytical, University*

1. INTRODUCTION

The social networks has become a very popular subject in recent years so it is essential tools for the highest levels of fan interaction that drive generations through interaction and sharing of information that is appropriate for companies. The social networks become now an important media due to facilities that it provided to consumers with interaction with each other, access to information and review the arguments and ratios that help them in purchasing decisions in different ways".(Ayda Darban, Wei Li, 2012).The presence on the Internet a determining factor and has a importance of the relationship between retailers and consumers, and especially after the economic problems that have emerged recently in the global markets has helped electronic markets in the provision of recovery in some markets, which is why it is vital that retailers cyber seeks to attention

to related issues relationship quality websites such as improving the site to use, and increase access and enhance transition rates to their positions and maintain the loyalty of consumers and the characteristics and features of websites. With respect to these issues, it has led the second generation of Web 2.0 features to create the appearance of websites made it a more effective and efficient in finding fundamental solutions allow customer interaction with the site, (Jain & Ganesh, which use the traditional Web 1.0 in 2007. It is been showed by some Studies that the use of Web 2.0) assist businesses to elevate customer satisfaction in terms of retailers realize the competitive advantage of the promising use of Web 2.0, has several of them adopt this technology in order to interact and participate and create value and benefit with consumers.

It gained many e-known retail stores like Amazon experience to deal with customers and become fully

aware of the customer and its requirements through the use of Web 2.0 tools though It sells parallel products to those sold by competitors and the same. (McKinsey Quarterly, product specifications, (2010 also indicated a number of studies to the role of social networks (one of the most prominent factors Web 2.0) in increased customer satisfaction and the impact on the intentions of buying before was highlighted. (Shaupp, Belanger, consumers (2005. There is several studies and research On the relationship between the cause and effect of the job satisfaction of the Internet and intention of purchase. Re-purchase from the same dealer again if he wants to obtain the product, repeat purchase from the same retailer again if you want to get a similar product, Then he gets a high satisfaction rate, he had the intention to buy a high rate. (report (2011) In other words, the consumer buys in larger quantities if he is satisfied.

2. THE STUDY PROBLEM AND QUESTIONS

This product or service is suitable for you as a consumer or not, for who want to make decision to purchase through web based services such as social media is not easy, considering main and important factors to take such decisions.

The problem addressed in this study , is to investigate the factors impact the Jordanian consumer purchasing decisions through social media services , we determined and evaluated which one is more important than others of the factors The result of this study helps those who concerns about this type of marketing activities and give the base to make broad study about this topic , It is important to note that, there has been very few studies done on identify and evaluate the factors that influence the consumer purchasing decisions in Jordan. So, the problem of the study would be presented in answering the following research question:

What is the role of the social networks on influencing the consumer purchasing decision via internet from the perspective of the faculty of karak college students at Balqa University?

The study also will attempt to answer the following question :

To what extent are the social networks influence the consumer purchasing decision via internet from the students' perspectives?

3. OBJECTIVES OF THE STUDY

This study try to highlight the role of social networks with its dimensions (visual appeal ,ease of use ,trust) on influencing consumer purchasing decision via internet for the students of karak college . In precise, the objectives of the study are stated in the following:

- 1- Identifying the participants' perspectives regarding the social networks and its influence on the consumer purchasing decision via internet (the topic of the study) within the faculty of karak in southern governorates of Jordan.
- 2- Offering a theoretical background for both social networks and the consumer purchasing decision via internet concepts.
- 3- Obtaining results that can be to increase the awareness regarding the functions of social networking tools, and how we can improve the efficiency of the interactivity of the site and its influence on the purchase decision .

4. LITERATURE REVIEW

Darban and lie in their study which talked the impact of Face book on consumers purchasing decisions. It reveals that face book has great and tangible effect on peoples purchasing process because face book is a widespread and people use it constantly (Ayda Darban, Wei Li,2012).

The study conducted by Sumit Chaturvedi and Dr.Sachin the impact of Face book in relation to apparel buying behavior and specifically in Jaipur city. They stated that face book influence online buying behavior in this city, moreover ,it influence e-commerce site ,the most used sites by customers. they conclude that social media sites such as face book greatly affect the buying behavior of Jaipur costumers. Using face book gave the marketers great ability to catch consumers attention by buying from face book .the final results is that large number of people were influenced by advertisements.

M. Nick Hajli in his study the impact of social media on consumers tries to clarify the cons to be gained by business. The study proposed model, this model is building on the technology approbation, based on trust and social media that can be devised. The model was developed to test the role of social media in the development of electronic commerce and social trade.

The study showed that trust has a great t direct influence on the buying intention. And the perceived benefit of the use of websites, which is known to be an important factor. Also the paper

discussed the results, such as implications, limitations and recommendations.

The study by Ahmed and Shahzad reveals how social media effect the student of Gujrat Pakistan purchasing decision .they found that companies must involve the buyers with the brand personality. Erteme and Ahmad Ammoura stated that there is a weak link between social media ads and consumers need recognition. They found that there is no relation with search for information, on the other hand there is an intensive relation assess the subtentionals. At last an average link for buying and post purchasing attitude. The study highlighted the effect of several factors of age, gender, and educational level.

5. METHODOLOGY

This study followed the descriptive analytical approach represented in reviewing the most important literature related to social networks and the consumer purchasing decision via the Internet as well as referring to the previous studies, and also followed the quantitative approach of methodology represented by testing the validity of hypothesis, answering its questions, and concluding results.

The study sample has included students from the Karak College being considered a representing a sample of Jordanian university students, the Conclusions and recommendations depending on the research for sample discussion and analysis, so researcher recommend to inclusion larger sample from a variety of social classes and age groups different from those who buy online. As well as the case of many t countries and at variants times in order to enhance the possibility of dissemination of the results.

6. POPULATION AND THE STUDY SAMPLE

The population of the study consisted of a random sample of the students in the karak college in southern region of Jordan (al Karak) which consisted of (100) student, questionnaires were distributed for all the population of the study which consist of (100) questionnaire , (80) were returned, 10 questionnaires were excluded ,and hence there were (70) valid questionnaires for analysis which represented (88%) of the returned ones, Table 1 demonstrate the descriptive analysis of the demographic variables .

Table 1

		No.	%
Gender	Male	29	41.4%
	Female	41	58.6%
Total		70	100%
Year	First	14	20.0%
	Second	23	32.9%
	Third	17	24.3%
	Fourth	14	20.0%
	Fifth	2	29.0%
Total		70	100%
Age	Less than 20	5	71.0%
	between 20 and 30	54	77.1%
	more than 31	11	15.7%
Total		70	100%
Stream	Business Administration	28	40.0%
	MIS	6	86.0%
	Accounting	17	24.3%
	AIS	4	57.0%
	Inventory Management	3	43.0%
	Libraries Management	6	86.0%
Total		70	100%

7. study hypotheses

According to the statement of the study, the following proposed hypotheses are to be tested:

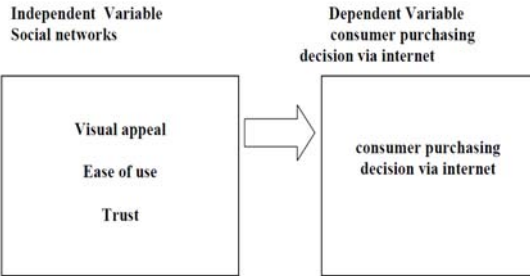
Hypothesis **H01**: There is no significant statistical impact at the level ($\alpha < 0.05$) for the social networks and its dimensions (visual appeal , ease of use, trust) in influencing the consumer purchasing decision via internet within the faculty of karak .

Hypothesis **H01.1**: There is no significant statistical impact at the level ($\alpha < 0.05$) for the dimensions visual appeal in influencing the consumer purchasing decision via internet within the faculty of karak.

Hypothesis **H01.2**: there is no significant relation or effect of ease of use on consumer purchasing decision via internet within the faculty of karak”.

Hypothesis **H01.3**: There is no significant relation or effect of trust on consumer purchasing decision via internet within the faculty of karak”.

1.7 Model of the Study



8. DATA COLLECTION INSTRUMENTS

Table2

Means and S.D of Answers In Terms of Importance of the Independent Variables				
social networks (visual appeal, Ease of use, Trust)				
Dimensions	Level	Rank	SD	Mean
Visual appeal	High	1	0.624	3.92
Ease of use	High	2	0.518	3.82
Trust	High	3	0.594	3.65
Social networks (Total)	High	-	0.423	3.80

A questionnaire was developed to measure The impact of social networks on the consumer purchasing decision via the Internet, Based on Karadsheh, 2012; Qandil, 2008 ; Sharab, 2011)

Appendix (i) reveals the distribution of the items on each dimension of the study, so the questionnaire consisted of two parts:

The first part: contained information on demographics variables (Gender, Age , Year , Stream , Social networks account).

The second part: contained items that covered the independent variables (social networks) questions (1-11) and the dependent variable (consumer purchasing decision respectively) questions (12-13).

8.1 Discussion and findings

This section presents the results of the statistical descriptive analysis of data as represented in means and standard deviations, also the relative

importance of all the dimensions of the study and the items forming each dimension.

Answers were classified according to Likert (5) multiple choice scale s that evaluate the weights of those items in five ways as follows:

1. Applied in very low degree
2. Applied in low degree
3. Applied in medium degree
4. Applied in high degree
5. Applied in very high degree

Based on this, and consistent with the 5 points scale , the researcher suggested the following scale of importance of the social networks dimensions by the students:

1. Up to 2.49 is Low
2. (2.50-3.49) is medium
3. (3.5) or more is High

8.1.1 Results related to the research question (the Independent Variables):

To what extent are the social networks influence the consumer purchasing decision via internet from the students' perspectives?

In order to answer the question of the study, the means and standard deviations of the total field of the perception of surveyed people were listed in table (2).

table No.(2) shows that the independent variable (social networks) came high with a mean of (3.80), visual appeal dimension has come first rank and highly mean , trust dimension has come last rank. The following tables illustrate a detailed presentation of independent Dimensions.

1. Visual appeal

The table No.(3) show that visual appeal has come highly mean , item No.(2) " the pattern and design of Advertisements (images, colors, ..) for a particular product through Twitter or Facebook Draws your attention " has come first with high mean , item (2,3) " Have You ever searched for a good or service through Twitter or Facebook , There is a difference between the different social networks (Facebook or Twitter) and the other means of electronic marketing methods such as mail from the reachability perspective for the item which you want to acquire" has come last respectively with high mean.

Table 3

Means and S.D of Answers In Terms of Visual appeal					
No.	Item	Mean	S.D	Rank	Degree
1	Have You ever searched for good or service through Twitter or Facebook.	3.80	1.0	2	High
2	The pattern and design of Advisement's (images, Colors, etc...) for particular product through twitter or Facebook draws your attention.	4.17	.51		High
3	There is a difference between the different social networks (Facebook or Twitter) and the other means of electronic marketing methods such as mail from the reachability perspective for the item which you want to acquire.	3.8	0.79	2	High
1-3	Average	3.92	0.62	-	High

2. Ease of use

The table No.(4) show that Ease of use dimension has came high mean , item (5) " Offers & Announcements in(Twitter or Facebook) is more sufficient to look for products than the means of traditional advertising and it's save your time. * Traditional means such as advertising (TV,radio, newspapers, magazines, etc. " has came first with high mean , item

No.(7) " You are Keen to give your opinion about goods purchased from electronic stores through interaction with the pages owners in Facebook or Twitter " has came last with high mean.

Table 4

No	Item	Mean	St-dev.	Rank	importance
4	You are keen to add electronic stores within your special list in the twitter or face book.	5.03	1.3	1	High
5	Offers& announcement in twitter or face book is more sufficient to look for products than traditional advertising and save your time	4.53	1.31	3	Medium
6	You think that the marketing account in twitter or face book gives you opportunity to ask more questions and get feedback about the item or product services.	4.53	1.31	3	Medium
7	You are keen to give your opinion about goods purchased from electronic stores.	4.3	1.62	4	Medium
4-7	Average	4.15	1.65	5	Medium

3. Trust

The table No.(5) show that trust dimension has came highly mean , item No.(11) " Have doubt that the product that you want to purchase through social networking sites have the same quality which was announced after buying it." has came first with high mean , item No.(8) " The degree of confidence in goods and services marketed through (Twitter or Facebook ") had come last with medium mean.

Table 5

No	Item	Mean	St-dev.	Rank	importance
8	The degree of confidence in goods or services marketed through twitter or face book.	3.14	0.93	4	High
9	You just give apprehensive about the purchasing from electronic stores marketed through twitter or face book	3.72	0.89	3	High
10	Have doubt that the product that you want to purchase through social networking sites have the same quality which was announced after buying it	3.82	0.94	2	High
11	Have doubt that the product that you want to purchase based on ads through social networking sites will not perform actually the same advertisement	3.91	0.84	1	High
8-11	Average	3.65	0.51	-	High

8.1.2. Results related to the research question (the dependent Variable):

To what extent are the social networks influence the consumer purchasing decision via internet from the students' perspectives? In order to answer the question of the study, the means and standard deviations of the total field of the perception of surveyed people were presented in table (6).

Table 6

Mean & S.D in term of dependent variable of Consumer purchasing decision				
dimension	Mean	St-dev.	Rank	importance
Consumer purchasing decision	3.52	0.84	1	High
Consumer purchasing decision	3.52	0.84	-	High

The table No.(6) show that the dependent variable (Consumer purchasing decision came high with mean of (3.52). The following table Illustrate a detailed presentation of independent Dimensions.

Table 7

Mean & S.D answers in term of importance of Consumer purchasing decision via internet					
N	Dimension	Mean	STD	Rank	Importance
12	Ads through social networking sites make me purchase via internet	3.51	1.01	2	High
13	Already I advise my friends or family members to purchase through twitter or face book	3.55	1.05	1	High
12-13	average	3.52		-	High

The table No.(7) show that consumer purchasing decision has came high mean , item No.(13) " Already advised or you advise of your friends or your family members to purchase through (Twitter or Facebook " has came first with high average mean , item No.(12) " Already advised or you advise your friends or your family members to purchase through (Twitter or Facebook " has came last with high mean.

8.2 Test of Hypotheses :

To ensure the relevant of data for the regression analysis the researchers use some tests as shown in the table No.(8).

Table 8

Skwing,Tolerance,VIF Test			
dimension	Skwing	Tolerance	VIF
Visual appeal	-0.446	0.8	1.23
Ease of use	-0.547	0.78	1.26
Trust	0.286	0.92	1.07
Social networks(total)	-0.557	1	

Note from the above table that the level of social networks was less than (10) and ranged between (1.07-1.26) and the degree of(Tolerance) ranged between (0.78- 1.0), which is higher than (0.05) this indicate there is a decrease in the correlation between independent variables (Multicollinearity), the data follow a normal distribution calculates the coefficient of torsion (skwing), were the values less than (1) and ranged between (-.557-.286).

H01 : there is no significant statistical impact at the level ($\alpha < 0.05$) for the social networks and its dimensions (visual appeal, ease of use, trust) in influencing the consumer purchasing decision via internet within the faculty of karak.

The multiple regression analysis was used to test this hypothesis and table (10) shows the results of the analysis: As shown from the table below that the values of calculated t is higher than the tabulated value (2.79) which is consider to be significant at $\alpha \leq 0.05$, this indicate that there is an impact of social networks sites on consumer purchasing decision via internet.

Table 9

The result of multiple regression analysis of the influence of social networks on consumer purchasing decision via internet						
Independent variables	Deterministic Factor R2	B	Standard Error	Beta	Calculated t	Sig.
Regression constant	0.855	2.4	0.868		2.79	0
Visual appeal		1.7	1.68	1.28	1.027	0.003
Ease of use		5	1.78	3.52	2.794	0
Trust		4.1	1.89	2.5	-2.149	0.035

H01.1. Testing the first sub hypothesis

there is no significant statistical impact at the level ($\alpha < 0.05$) for the social networks and its dimensions (visual appeal, ease of use, trust) in influencing the consumer purchasing decision via internet within the faculty of karak. The simple linear regression method is used to measure the effects of independent variable represented by visual appeal on the dependent variable represented by consumer purchasing decision via internet within the faculty of karak and the results are illustrated in table (10) below: Results stated in the following table indicate that visual appeal has a total positive effect on consumer purchasing

decision with a ratio of 0.657. At the same time: visual appeal explains 43% of difference in the value of student consumer purchasing decision variable. In addition to the significance of the model which has an F. calculated value of 154.422) therefore, the null hypothesis is rejected and the alternative one accepted as follows: "Visual appeal has a statistical and significant relation and positive effect on consumer purchasing decision via internet within the faculty of karak."

Table 10

Independent variable	R ²	F calculated	Degree of freedom	Significant level	Regression coefficient				
					Item	B	Standard error	T	Sig-level
visual appeal	0.43	154.422	1	0	purchasing decision via internet	0.66	0.053	12.43	0
			253						
			254						

H01.2 Testing the second sub hypothesis

The same procedure used in testing the first sub hypothesis will be used to test the second one. The second sub-hypothesis states that:“there is no significant relation or effect of ease of use on consumer purchasing decision via internet within

the faculty of karak”. The results of the simple linear regression are shown in table (11).

Table 11

Independent variable	R ²	F calculated	Degree of freedom	Significant level	Regression coefficient				
					Item	B	Standard error	T	Sig-level
Ease of use	0.317	94.274	1	0	purchasing decision via internet	0.563	0.053	9.709	0
			253						
			254						

Results in table (11) indicate the significance of the simple linear regression model which measures the effect of ease of use on consumer purchasing decision via internet that has an F- calculated value of 94.274 at significant level of 0.05, and the supervision quality parameter explain a ratio of 32% of differences in independent variable (purchasing decision via internet) in addition to the total effect of ease of use on purchasing decision via internet with a value of 0.563 and t- value of 9.709 at significant level of 0.05 , so, the null hypothesis is rejected the following alternative one is accepted.“ease of use has a statistical and

significant relation and positive effect on consumer purchasing decision via internet within the faculty of karak”.

H01.3 Testing the Third sub hypothesis

The third sub-hypothesis states that:“there is no significant relation or effect of trust on consumer purchasing decision via internet within the faculty of karak”. The results of the simple linear regression are shown in table (12).

Table 12

Independent variable	R ²	F calculated	Degree of freedom	Significant t level	Regression coefficient				
					Item	B	Standard error	T	Sig-level
Ease of use	0.317	94.274	1	0	purchasing decision via internet	0.563	0.053	9.709	0
			253						
			254						

Results in table (12) indicate the significance of the simple linear regression model which measures the effect of trust on consumer purchasing decision via internet that has an F- calculated value of 112.265 at significant level of 0.05, and the trust parameter explain a ratio of 35% of differences in independent variable (purchasing decision via

internet) in addition to the total effect of trust on purchasing decision via internet with a value of 0.634 and t- value of 10.809 at significant level of 0.05 , so, the null hypothesis is rejected the following alternative one is accepted.“ease of use has a statistical and significant relation and positive effect on consumer purchasing decision via internet within the faculty of karak”.Based on the testing

results of the three -sub hypothesis above, the main hypothesis is rejected and the following one is accepted. "Perceived social networks and its dimensions (visual appeal, ease of use, trust) has positive significant effect on consumer purchasing decision via internet within the faculty of karak".

8.3 Discussion of Findings and Implications:

This study covers the following areas:-

1. No differences in perceptions of the sample were seen in the results toward dimensions of social networks (visual appeal, ease of use, trust) between males and females. The reason is due to the lack of difference between the sample of males and females, where findings suggest that a harmonious contrast between the two groups.

2. There are statistically significant differences in the perception of various samples of post-consumer services in the age group of less than 23 years, with evidence - 20 years) and age group (20 heterogeneity of the contrast between those two categories, a difference is noted in favor of the group (less than twenty years), this difference is attributed to the period for which this group joined the study less than a year. Thus, the students have less awareness of services that can be obtained from sites Social networking, in comparison to other age groups.

3. The results indicated that the sample members who have recently visited Web sites to search for Products want their perceptions towards social networking dimensions for who did not visit is no different. This was due to the fact that those who have visited the Web sites they could not meet the desires and needs of which may be due to the low level of communication among designers and customers so they do not understand the current or future demand on consumers. Where we find that the adoption of the sample focused on the support services given by the websites, as they depend on the purchasing decision rated the product while there was less focus on supporting services by websites depends on the proportion of product purchase decisions, while there is little emphasis on exchanging information with the evidence that there is a lack of homogeneity of the sample with respect to the interchange of information as the perceptions of the sample differentiated came from they did not have to visit the websites.

4. As for the individuals who have the actual purchase of the websites, it has been shown that they differ in Perceptions towards post-consumer about who did not buy, Since the differences indicate a preference for those who did not buy from websites, due to the fact that individuals who actually buy have the ability to evaluate the services provided by social networking sites for Consumer support and assistance in obtaining information. With no difference on their perceptions of the exchange of information and evaluate the product, and indicates that the costumers need were fulfilled by websites who bought them.

5. The results indicated that purchasing decision were influenced by the exchange of information presence of a statistically significant impact after the exchange of information. (Pavalou et al, this result is consistent with the study ,2117 which pointed out that the availability of information in) the website will help in overcoming the uncertainty for customers in buying online, Which indicated (Shaun, as well as study (2007 how to use the exchange of information in order to enhance the effectiveness of marketing and communication, and the impact of the spoken word (Marketing oral) in marketing and how can be considered a confidence factor when buying from the websites services and products. It appear from the discussion has the role of Oral marketing and exchange of information in the purchasing decision-making mechanisms. He pointed out that the best marketing possible is through recommendations from friends.

6. The results indicated that there is a strong statistical significance for the ease of use and increasing interaction on purchasing decision through the Internet. This result was consistent with a study of (Wirtz, Schilke and Ullrich with this result, 2010) who showed that users of social networks play a major role in influencing the evaluation of goods and services which leads to Influence in the purchasing decision, A word of mouth is one of the forms of oral marketing and can increase the power of consumers to make a purchasing decision

7. The results showed that there is no statistical significance or effect of trust in purchasing decision. This result is based on the previous result, which found that there is a difference in the perceptions of individuals in relation to the trust variable and the availability of information about the quality of the sample, for this reason

is due to the lack of support provided by the websites in terms of features and characteristics related to the product or services and the information related to the company and other information that is constantly repeated asking (FAQ and frequently asked questions) that will increase the confidence of customers in the virtual sites. This result varied with the results mentioned by ((Rattanawicha & Esichaikul, it; in 2005, Warrington et al., 2000) It shows that the information that support and help to increase uncertainty and awareness among consumers.

9. RECOMMENDATIONS

Based on the findings of the study, the researchers concluded with the following recommendations:

1. The cyber-marketers and web designers should understand the advantages that social networking sites provide, The perceptions of the random sample of social networks users have been mixed with individuals who did not visit, as well as with those who do not buy, so it must be that websites designers and marketers seeking to convince users of the benefits provided by the site in order to influence his decision in purchasing.

2. Increase the awareness of the functions of social networking tools and learn how to apply these tools in order to increase efficiency of the interactivity of the site and its influence on the purchase decision.

3. The site or electronic market Select any of unparticular areas of social networking (social identity, social confidence, oral Marketing - the spoken word consumer) needs to be improved first, and then do the social networking using the appropriate instrument for that, and examine rose customers reaction to this too.

4. The sample of the study includes the students of the Karak University College and those who are considered as representative sample of students in the Jordanian universities. The results and recommendations based on the analysis of the researchers suggest that they recommend the inclusion of a larger sample of students and different categories represented to larger groups of society and age groups different from those who shop online. It is also recommended that take other countries and different times in order to be able to

increase the possibility of dissemination of the results.

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Appendix I
Questioner of the study

Gender	Male		Stream	Business Administration		
	Female			MIS		
Year	First			Accounting		
	Second			AIS		
	Third			Inventory Management		
	Fourth		Libraries Management			
	Fifth		Age	Less than 20		
				between 20 and 30		
				more than 31		
No	item	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Impact for the level of service offered by visual appeal						
	Have You ever searched for good or service through Twitter or Facebook.					
2	The pattern and design of Advisement's (images. Colors, etc...) for particular product through twitter or Facebook draws your attention.					
3	There is a difference between the different social networks (Facebook or Twitter) and the other means of electronic marketing methods such as mail from the reachability perspective for the item which you want to acquire.					
	Impact for the level of service offered by ease of use					
4	You are keen to add electronic stores within your special list in the twitter or face book.					
5	Offers& announcement in twitter or face book is more sufficient to look for products than traditional advertising and save your time					



6	You think that the marketing account in twitter or face book gives you opportunity to ask more questions and get feedback about the item or product services.					
7	You are keen to give your opinion about goods purchased from electronic stores.					
	Impact for the level of service offered by trust					
8	The degree of confidence in goods or services marketed through twitter or face book.					
9	You just give apprehensive about the purchasing from electronic stores marketed through twitter or face book					
10	Have doubt that the product that you want to purchase through social networking sites have the same quality which was announced after buying it					
11	Have doubt that the product that you want to purchase based on ads through social networking sites will not perform actually the same advertisement					
	Impact on decision purchasing					
12	Ads through social networking sites make me purchase via internet					
13	Already I advise my friends or family members to purchase through twitter or face book					