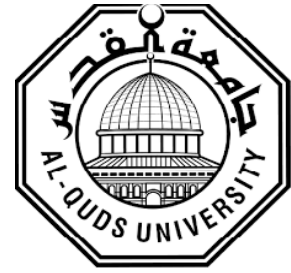


**Deanship of Graduate Studies  
Al-Quds University**



**Impact of social media network on consumer's purchase  
decision in Hebron / Clothing sector as a case study**

**Isra Maher Fatafta**

**M.S.c Thesis**

**Jerusalem – Palestine**

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# **Impact of social media network on consumer's purchase decision in Hebron / Clothing sector as a case study**

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A Thesis submitted in partial fulfillment of the requirements for the Degree of Master in Organization Development and Human Resources Development / Center for Sustainable Development - Al-Quds University.

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**Al-Quds University**  
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**Thesis Approval**

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Jerusalem – Palestine

1440 / 2019

## Dedication

**All praise and thanks are only for Allah, *the One who*, by His blessing and favor, works are always accomplished.**

After a long educational journey filled with difficulties, hardships, and fatigue, I am here now reaching the happy moments.

*This work is dedicated to:*

To our Prophet Mohammad (*Peace be upon him*) who delivered the Message, fulfilled the trust, advised the nation, and removed the sadness.

To the person who taught me the meaning of success and patience... To whom I miss when I face difficulties, but has not stayed with me to see the success I have achieved...

To the person who raised my head high and made me proud...

**My dear Father,**

I have received what you wish for me. I have harvested your seed, which you gave me.

I feel and know that you are always supporting me and pushing me forward towards progress and advancement.

Without you, I would not have existed and had a great position in this world!

To my dear mother, *May Allah protect her*, who stayed with me and exerted all efforts to make me reach this level.

To my companion who accompanied me to achieve my dream step by step... We cultivate it together and harvested it together...

We will stay together forever, If God wills, to my dear husband Dr. Marwan Qabajah

To whom I see optimism and happiness in their laughter... To whom who have always supported me... To my heartbeats and light my life... To my children Mohamed, Amr, Dana, and Lana

To my husband's family, May Allah protect them and keep them proud and supporters for progress and success

To the person who have accompanied me since we carried our small bags and walked by step by step... To my sister and soulmate... Doaa

To my brother and companion Omar without whom I would not be what I am today!

## **Declaration**

I certify that this thesis submitted for the degree of Master is the result of my own research, except where otherwise acknowledgment and that this thesis or any part of the same has not been submitted for a higher degree to any other university or institution.

**Signed:** \_\_\_\_\_

**Name:** Isra Maher Fatafta

**Date:** 24-07-2019

## **Acknowledgment**

At the end of my humble work, I thank Allah for my conciliation in accomplishing this work.

I would like to extend my deep thankfulness and gratitude to my supervisor Dr. Ibrahim Awad, who was my supervisor and guide, and did not spare me any help or attention.

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I would like to extend my thanks and appreciation to the Foundation of Stone and Marble Union in Palestine represented by its Chairman and Chief Executive Officer, and the rest of my colleagues for their support to facilitate the completion of this study

At the end, I would like to extend my sincere thanks and appreciation to all who have contributed, advised or guided me to bring this study into light.

## **ABSTRACT**

The growing use of internet in business has changed the way of interaction between provider, dealers, customers and vendors. Internet is another mechanism for businesses to facilitate data sending and receiving between clients, vendors and associates. With this new evolution in communication technologies, companies have begun to implement and adopt social media to satisfy needs of customers. This purpose of this research is to study and illustrate the effect of social networking sites on consumers purchase decision from the viewpoints of consumers and shop owners, and to test whether or not this effect differs in the various stages of purchase decision. So as to achieve the aim of this research, quantitative methods of studies are implemented. The primary data were obtained through a questionnaire distributed to a random sample of 144 customers and pages' followers, and a random sample of 72 of clothing shop owners. Our study finds that there is a difference in the effect of social networks depending on the different phases of consumer purchase decision making process. Impact on information search was the highest, followed by post-purchasing decision, awareness of need, purchase decision and finally on alternatives evaluation from the point view of clothing shop owners. And from the viewpoint of consumers, our results also show that the impact is greater on the phase of awareness of need, followed by information search, assessment of alternatives, purchase decision, and finally on post purchase decision.

## أثر وسائل التواصل الاجتماعي على سلوك المستهلك الشرائي في محافظة الخليل-

### دراسة قطاع الملابس

إعداد: إسراء ماهر فطافطة

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### الملخص

أدى الاستخدام المتزايد للإنترنت في الأعمال إلى تغيير طريقة التفاعل بين التجار والعملاء والبائعين. وباعتبار الإنترنت هو آلية مهمة للشركات تستخدم لتسهيل إرسال البيانات وتلقيها بين العملاء والبائعين والمنتسبين ومع هذا التطور الجديد في تقنيات الاتصالات، بدأت الشركات في تطبيق واعتماد وسائل التواصل الاجتماعي لتلبية احتياجات العملاء. حيث كان الغرض من هذه الدراسة هو التعرف على تأثير الترويج عبر مواقع الشبكات الاجتماعية على قرار شراء المستهلكين من وجهة نظر المستهلكين وأصحاب المتاجر في قطاع الملابس في مدينة الخليل، واختبار ما إذا كان هذا التأثير يختلف أم لا في جميع مراحل القرار الشراء، ومن أجل تحقيق هدف هذه الدراسة اتبعت الباحثة المنهج الوصفي الاستكشافي. تم الحصول على البيانات الأولية من خلال استبيان تم توزيعه على عينة عشوائية من 144 مستهلك ومتابعا للصفحات، وعينة عشوائية من 72 من أصحاب متاجر الملابس. وقد وجدت الدراسة أن هناك اختلافاً في تأثير الشبكات الاجتماعية اعتماداً على المراحل المختلفة لعملية اتخاذ قرار شراء المستهلك. كان التأثير في مرحلة البحث عن المعلومات هو الأعلى حيث ان معظم أصحاب المحلات التجارية تعتمد على وسائل التواصل الاجتماعي في الترويج لمنتجاتها نظراً لانتشارها ولسرعة وصولها لعدد كبير من المستخدمين، كما بينت النتائج ان المرحلة التي تعتبر ذات أهمية بعد مرحلة البحث عن المعلومات هي مرحلة ما بعد القرار الشرائي، يليها مرحلة الوعي



بالحاجة، قرار الشراء، وأخيراً تقييم البدائل من وجهة نظر أصحاب متاجر الملابس. ومن وجهة نظر المستهلكين ، أظهرت النتائج أن التأثير كان بشكل كبير على مرحلة الوعي بالحاجة ، يليه البحث عن المعلومات ، وتقييم البدائل ، وقرار الشراء ، وأخيراً على قرار ما بعد الشراء، وقد خرجت الدراسة بمجموعة من التوصيات أهمها: توفر وسائل التواصل الاجتماعي مساحات كبيرة لمحلات الملابس الصغيرة والمبتدئة ، وهي فئة تمثل غالبية المتاجر في الخليل ، وإذا كانت متاجر الملابس ترغب في أن تكون نشطة في وسائل التواصل الاجتماعي ، فعليها أن تصنف مستهلكيها إلى شرائح بناءً على نوع الوسائط الاجتماعية التي يستخدمونها. لذلك يجب على محلات الملابس تعزيز دور التسويق الإلكتروني واعتماده على نطاق أوسع في استراتيجيات الترويج لأن العديد من الدراسات أثبتت نجاحها وانتشارها إذا ما قورنت بالوسائل الترويجية الأخرى. يجب أن تستخدم متاجر الملابس الإعلانات عبر وسائل التواصل الاجتماعي بشكل متكرر من أجل جذب انتباه المستهلكين وزيادة الوعي بالعلامة التجارية، كما يجب الاهتمام بمحتوى الإعلان حيث يجب ان يكون متناسق مع المنتجات المقدمة فعلياً لما له من تأثير على ثقة المستهلكين، كما يجب التركيز على مرحلة ما بعد الشراء من اجل ضمان رضا المستهلكين.

## **Definitions**

This study examines the impact of social media network on consumer purchasing decision in clothing sector in Hebron. Concepts and terms have been used to serve these purposes.

These concepts and terms have theoretical and procedural definitions:

**Marketing:** Refers to one of the processes by which many products, goods or services are promoted in a manner that ensures their sale and distribution to customers or customers. The marketing process consists of four main components: product or service, promotion, pricing and distribution (Kotler & Armstrong, 2008).

**E- marketing:** It is also known as digital or online marketing. It is used to promote a product or service to customers over the internet, and includes all actions related to online marketing. E-marketing can be defined as the strategies and technological methods followed by a company in the application of the principles and basics of marketing science through the use of electronic media and more precisely the internet (Kotler and Keller, 2006).

**Purchase Decision:** It is the fourth phase of the consumer decision process, and it comes after the acquisition of certain product or service truly takes place. Throughout this point, the consumer plans to get the most popular brand after he has assessed all its alternatives and figured out its quality. The ultimate purchase decision can be noncontinuous as a result of two factors; which are the negative feedback of others and due to failure of anticipation (Philip Kotler, Keller, Koshy, 2009)

**Consumer:** A person who performs a set of actions about a service or product from purchase to ultimate use. And this is in order to best meet his expectations throughout the normal expected duration of use (Harsha M, 2016).

**Social media:** Is a set of modern web-based technology applications for communication and interaction between humans through audio, written, and visual messages. These services build and activate living communities around the world. People share their interests and activities with these applications (Cambridge dictionary, 2017).

**Marketing mix:** Is a collection of marketing operations that depend on each other, and are strongly interrelated, and used to execute a scheduled marketing function. The marketing mix is also described as the company's marketing instruments to continue achieving the target marketing goals.

**Promotion:** Refers to the company's effort to highlight the distinctive characteristics of an offered product or service, and then convince the consumer of these characteristics to purchase this product or service. The promotion is also defined as the incentives used by the company to urge consumers to buy the mark and encourage sales forces to discharge them.

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