

The impact of Social Media on the Marketing Performance of Telecommunications Companies in the Arab World – Palestine, Jordan and United Arab Emirates

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Abstract

This study aims to identify the impact of social media on the market performance of telecommunications companies in the Arab World - an applied study for the telecommunications sector in the Arab World. The researcher uses the descriptive method, where the study sample consists of social media users who work in the telecommunications companies in the Arab World in 2019. As a result of the lack of accurate statistics on the number of users of social media in telecommunications companies in the Arab countries, the researcher uses a random sample of 64 users. The data obtained were analyzed using the Statistical Package for the Social Sciences (SPSS) program.

The study represents the impact of social media as a very important element in the success of market performance of any telecommunications company in the Arab World. This impact can be detected in the high market performance of the telecommunications companies and the increment of the company's products and services' sales. Further, it creates a competitive advantage and a high possible future investment from the telecommunications sectors in the social media network.

The results also show that the impact of the use of social media in decreasing the market prices and increasing the customers' loyalty to the telecommunications companies. Eventually, the results reveal the fact that there were no statistically significant differences at ($\alpha \leq 0.05$) in the average responses of the sample members to the effect of the use of social media on the market performance of telecommunications companies in the Arab World due to the variables of gender, experience, nature of the company in terms of service provided, and the country in which the company operates.

To sum up, the study recommends that the telecommunications companies shall study the products that they may promote over the social media network and categorize them in order to facilitate the process of promotion and achieve the increment of sales eventually within a scientific method and a clear methodology. It also recommends that companies shall set a specialized team in the field of promotion and sales over the social media network, which will achieve marketing advantages and allows companies to obtain the largest market share.