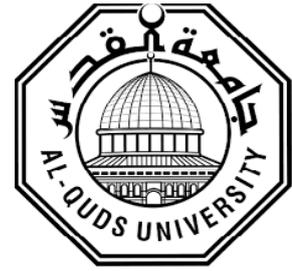


Deanship of Graduate Studies
Al-Quds University



**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

1440 / 2019

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

Prepared by: Isra Maher Fatafta

BA: Business Administration, Al-Quds University, Palestine

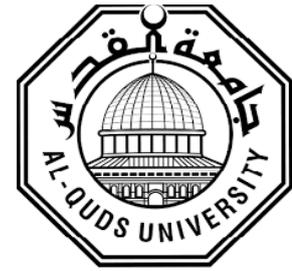
Supervisor: Dr. Ibrahim M. Awad

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.

Jerusalem – Palestine

1440/2019

Al-Quds University
Deanship of Graduate Studies
Master of Business Administration



Thesis Approval

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

**Prepared by: Isra Maher Fatafta Registration
No.: 21612464**

Supervisor: Associate Prof. Ibrahim M. Awad, PhD.

Master thesis submitted and accepted, Date: / /2019.

The names and signatures of the examining committee members are as follows:

- | | |
|---|----------------|
| 1) Supervisor: Dr. Ibrahim M. Awad | Signature..... |
| 2) Internal examiner: Dr. Rasheed Jayosi | Signature..... |
| 3) External examiner: Dr. Ghassan Shaheen | Signature..... |

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.

I also extend my thanks to the members of the discussion committee

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

إشراف: د. إبراهيم عوض

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.

Table Of Contents

Dedication.....	
Declaration.....	I
Acknowledgment.....	II
Abstract.....	III
Abstract in Arabic	IV
Definitions.....	VI
Table of contents.....	VIII
List of tables.....	XIV
List of figures.....	XVI
List of appendix.....	XVII

Chapter one..... 1

1.1 Introduction:.....	1
1.2 Research Problem.....	4
1.3 Significance of the study	6
1.3.1. Practical significance:.....	6
1.3.2. Theoretical significance:.....	7
1.4 Objective:.....	7
1.5 Hypotheses of the study.....	8
1.6 Model of the study.....	9
1.7 Limitation of the study.....	10
1.8 Structure of the study.....	10

Chapter two: theoretical framework & literature review..... 11

2.1. Theoretical framework	11
2.1.1. Introduction.....	11
2.1.2 Consumer.....	12
2.1.2.1 Consumer decision process	12
2.1.2.1.1. Problem recognition (need awareness):.....	13
2.1.2.1.2. Information Search	13
2.1.2.1.3. Evaluation of alternatives.....	13
2.1.2.1.4. Purchase Decision.....	14

2.1.2.1.5. Post purchase decision:.....	14
2.1.3 Marketing.....	14
2.1.3.1 Introduction.....	14
2.1.3.2 Marketing Definition	14
2.1.3.3. Marketing Characteristics:.....	15
2.1.3.4. Traditional Marketing.....	16
2.1.3.5. E marketing:	17
2.1.3.5.1. Types of e-marketing.....	18
2.1.3.5.2. Characteristics of e-marketing:.....	19
2.1.3.5.3. Marketing mix for e- marketing:	20
2.1.3.6 Advantages and disadvantages of traditional marketing and digital marketing.....	21
2.1.3.7 Promotion as one of marketing mix tools:.....	23
2.1.4. Social media	24
2.1.4.1. Development of social media	25
2.1.4.2. Social media marketing:	27
2.1.4.2.1. What makes social media marketing special?	28
2.1.4.2.2. The different types of social media platforms to serve ads.....	28
2.1.4.3 Social media in palestine	29
2.1.4.4 Type of social media sites	30
2.1.4.4.1. Facebook.....	31
2.1.4.4.2. Instagram:	31
2.1.4.4.3. Snapchat	32
2.1.4.4.4. Twitter	32
2.1.5. Clothing sector in Palestine.....	33
2.2 literature Review	34
2.2.1 Introduction.....	34
2.2.2 English Studies.....	34
2.2.3 Arabic Studies.....	39
2.2.4 Comment on literature review	43
Chapter three: research methodology.....	46
3.1 Introduction.....	46

4.1.1.2.2.2	Second sub-hypothesis: there are no statistically significant differences in the impact of using social media network on consumer behavior due to level of education.	74
4.1.1.2.2.3	Third sub-hypothesis: there are no statistically significant differences in the impact of using social network on consumer behavior due to age.	75
4.1.1.2.2.4	Fourth sub-hypothesis: there are no statistically significant differences in the impact of using social network on consumer behavior due to experience level.	76
4.1.2	Consumer Data Analysis	77
4.1.2.1	Tukey's Test For Nonadditivity	77
4.1.2.2	Hypotheses Testing:.....	80
4.1.2.2.1	The main hypothesis: there is no statistically significant effect of using social media networks on consumer purchase decision	80
4.1.2.2.2	Second hypothesis: there are no statistically significant differences in the impact of using social network on consumer behavior due to variables: gender, age, education, gender, place of residence, marital status. Work status, income category.	81
4.1.2.2.2.1.	First sub-hypothesis: there are no statistically significant differences in the impact of using social network on consumer behavior due to gender.....	81
4.1.2.2.2.2.	Second sub-hypothesis: there are no statistically significant differences in the impact of using social network on consumer behavior due to education.....	81
4.1.2.2.2.3.	Third sub-hypothesis: there are no statistically significant differences in the impact of using social network on consumer behavior due to level of age.....	83
4.1.2.2.2.4.	Fourth sub-hypothesis: there are no statistically significant differences in the impact of using social network on consumer behavior due to place of residence.....	83
4.1.2.2.2.5.	Fifth sub-hypothesis: there are no statistically significant differences in the impact of using social network on consumer behavior due to marital status.....	84

4.1.2.2.2.6. Sixth sub-hypothesis: there are no statistically significant differences in the impact of using social network on consumer behavior due to work status.....	84
4.1.2.2.2.7. Seventh sub-hypothesis: there are no statistically significant differences in the impact of using social network on consumer behavior due to income category.....	86
Chapter five: result and summary.....	87
5.1. Introduction.....	87
5.2 Summary & Discussion Of Shop Owner Results.....	87
5.2.1 The Main Hypothesis:.....	87
5.2.1.1 There is no statistically significant effect on consumer awareness of the needs of the products advertised on social media network.....	88
5.2.1.2 There is no statistically significant on consumer search of information about the products advertised on this the network.....	88
5.2.1.3 There is no statistically significant on consumer assessment of product alternatives announced on these networks.....	89
5.2.1.4 There is no statistically significant effect on consumer decision-making of the products advertised on the social network.....	90
5.2.1.5 There is no statistically significant effect on consumer assessment of the purchasing decision of the products advertised on this network post-purchase.....	90
5.2.2. There are no statistically significant differences in the impact of using social network on consumer behavior due to variables: gender, age, qualification, experience level.....	91
5.2.2.1 Here are no statistically significant differences in the impact of using social network on consumer behavior due to gender.....	91
5.2.2.2 There are no statistically significant differences in the impact of using social network on consumer behavior due to education.....	91
5.2.2.3 There are no statistically significant differences in the impact of using social network on consumer behavior due to age.....	92
5.2.2.4 There are no statistically significant differences in the impact of using social network on consumer behavior due to experience level.....	92
5.3 Summary & Discussion of consumer results.....	93

5.3.1 The Main Hypothesis:	93
5.3.1.1 There is no statistically significant effect on consumer awareness of the needs of the products advertised on social media network.....	94
5.3.1.2 there is no statistically significant on consumer search of information about the products advertised on this the network.....	94
5.3.1.3 There is no statistically significant on consumer assessment of product alternatives announced on these networks.....	95
5.3.1.4 There is no statistically significant effect on consumer decision-making of the products advertised on the social network.....	95
5.3.1.5 There is no statistically significant effect on consumer assessment of the purchasing decision of the products advertised on this network post-purchase.....	96
5.3.2 Second Hypothesis.....	97
5.3.2.1. First sub- hypothesis there are no statistically significant differences in the impact of using social network on consumer behavior due to gender.....	97
5.3.2.2 Second sub-hypothesis: there are no statistically significant differences in the impact of using social network on consumer behavior due to education. ...	97
5.3.2.3 Third sub-hypothesis: there are no statistically significant differences in the impact of using social network on consumer purchase decision due to age.	98
5.3.2.4 Fourth sub- hypothesis: there are no statistically significant differences in the impact of using social network on consumer behavior due to place of residence.....	98
5.3.2.5 Fifth sub-hypothesis: there are no statistically significant differences in the impact of using social network on consumer behavior due to marital status.....	98
5.3.2.6 Sixth sub-hypothesis: there are no statistically significant differences in the impact of using social network on consumer behavior due to work status.	99
5.3.2.7 Seventh sub-hypothesis: there are no statistically significant differences in the impact of using social network on consumer behavior due to income category.....	99
5.4 Recommendations.....	100
5.5 Reference.....	102
5.6 Appendix.....	111

List Of Tables

No.	List of tables	Page
Table (3.1)	Demographic Distribution of Participants (N=71)	49
Table (3.2)	Demographic Distribution of Participants (N=144)	51
Table (3.3)	Reliability Statistics:	54
Table (3.4)	Item-Total Statistics	54
Table (3.5)	Pearson Correlation for the Awareness of Need and its questions	57
Table (3.6)	Pearson Correlation for the Information Search Phase and its questions	58
Table (3.7)	Pearson Correlation for the Alternatives Evaluation Phase and its questions	59
Table (3.8)	Pearson Correlation for the Purchasing Decision Phase and its questions	59
Table (3.9)	Pearson Correlation for Post Purchasing Decision and its questions	60
Table (3.10)	Reliability Statistics	62
Table (3.11)	Item-Total Statistics	62
Table (3.12)	Pearson Correlation for the Awareness of Need	65
Table (3.13)	Pearson Correlation for the Information Search Phase and its questions	66
Table (3.14)	Pearson Correlation for the Alternatives Evaluation Phase and its questions	66
Table(3.15)	Pearson Correlation for the Purchasing Decision Phase and its questions	67
Table (3.16)	Pearson Correlation for Post Purchasing Decision and its questions	67
Table (4.1)	ANOVA with Tukey's Test for Nonadditivity	70
Table (4.2)	Independent Sample T-Test Group Statistics	71
Table (4.3)	Independent Sample T-Test	72
Table (4.4)	Impact of using social media on consumers purchase decision	73
Table (4.5)	Mann-Whitney U Test Summary based on gender	74

Table (4.6)	Independent-Samples Kruskal-Wallis Test based on level of education	75
Table (4.7)	Independent-Samples Kruskal-Wallis Test based on level of age	76
Table (4.8)	Independent-Samples Kruskal-Wallis Test based on experience level	77
Table (4.9)	ANOVA with Tukey's Test for Nonadditivity	78
Table (4.10)	Independent Sample T-Test Group Statistics	79
Table (4.11)	Independent Sample T-Test	80
Table (4.12)	Impact of using social media on consumers purchase decision	81
Table (4.13)	Mann-Whitney U Test Summary based on gender	82
Table (4.14)	Independent-Samples Kruskal-Wallis Test based on level of education	82
Table (4.15)	Independent-Samples Kruskal-Wallis Test based on level of age	83
Table (4.16)	Independent-Samples Kruskal-Wallis Test based on place of residence	84
Table (4.17)	Independent-Samples Kruskal-Wallis Test based on marital status	85
Table (4.18)	Independent-Samples Mann-Whitney U Test based on work status	85
Table (4.19)	Independent-Samples Kruskal-Wallis Test based on income category	86
Table (5.1)	Impact of using social media on consumers purchase decision from point view of shop owner	87
Table (5.2)	Impact of using social media on consumers purchase decision from point view of consumer	93

List Of Figures

No.	List of figures	Page
2.1	Consumer Decision making Process	9
2.2	Digital marketing vs traditional marketing	12
3.2	Components of Marketing Mix	22
4.2	Utilization of Social Media	25
5.2	Why social media is important	28
6.2	Motive of using social media networking	29
7.2	Percentage of public use of sites	29
8.2	Number of users in Palestine (in millions)	30
9.2	Percentage of users by sex	30

List Of Appendix

No.	List of Appendix	Page
1.	The names of the members of the arbitration committee study tool	111
2.	consumer questionnaire	112
3.	Shop owners questionnaire	118
4.	Clothing shops list	125

Chapter One

1.1 Introduction:

Recently, several states have attended a huge development in digitalization. With the appearance of social media networks, individuals started to connect with each other more easily and quickly, and this has resulted in an increase in their awareness of different brands and products. Therefore, companies should take advantage of this.

The online communication between consumers and vendors of products and services through becomes easier with the worldwide existence and use of internet. The internet has been used by organizations essentially to increase their activities to bypass traditional tools and their physical limitations. Many organizations gets benefit from the use of internet to improve their marketing strategy. Internet is characterized by universality, densely rich information, worldwide access, interactivity, customization, and personalization (McPheat, 2011).

The interaction between suppliers, distributors, sellers, and buyers has been altered due to the development and use of e-business. Internet is also important in facilitating the communication between customers and suppliers (Iulia, 2014).

Particularly, the companies can use the huge and essential customers related information in their e-marketing strategy. E-marketing can be described as the company's marketing instruments to continue achieving the target marketing goals. Additionally, data that is present on internet can also help customers to achieve their objectives. For instance, they can make comparison between the prices of different products advertised by other competitor firms (McPheat, 2011).

Based on the development of modern media and communication tools, companies have integrated these tools to meet the needs of the individual organization.

As a result of the universal competition, companies bypassed the limitations of traditional buying, selling or carrying out other trade deals. Therefore, this has led to the disappearance of traditional marketing limitations. According to this new universal evolution, companies should implement their trade internationally, instead of being limited to one region. Accordingly, social media has been considered the means of choice, especially due to the effective and wide spread of information through it (Hayta, 2013).

Social media is an area that allows us to participate and take a place in this area, which is necessary not only for individual as we as for corporations (Solios, 2007). To "be" in this space does not refer only to the creation of a company's website, advertising on internet, or even having a website, but also corresponds to social media use in marketing actions to find a popular brand.

One of the benefits of social media communication is to promote brand observation and adoption by the consumer, because companies can communicate directly with their target group, and they can help their customers to better identify their needs and preferences. Social networking is also a space where people can exchange ideas and suggestions. Moreover, these ideas about companies will be available to other users.

Undeniably, social media network makes it possible for people to edit and share contents and to state their claims openly.

Therefore, beginning and spread of social media has influenced the behavior of people compared to previous times (Khang, 2012).

Social media networks; like Facebook, Twitter, Instagram, and Snapchat are new media channels that have influenced our lives, changed the way by which we communicate, and varied our selections (Hutter, Hautz, Dennhardt, & Füller, 2013). It has been proven that social media imposes major effects on decision making in all phases since people usually spend plenty of time on these networks (Hinz, Skiera, Barrot, & Becker ,2011).

At the moment, many companies adopt social media as the marketing instrument of choice to reach their current and future audiences. Social media platforms are of great importance in the marketing process, and some companies are characterized by their effective activities through these means to significantly and directly affect the purchase intention and behavior (Alnsour, Ghannam, Al-natour, & Alzeidat, 2013).

In general, the marketing communication is influenced by the social media by facilitating the interaction between customers and the organization and between the customers themselves (Gretzel & Dinhopl, 2013).

The information revolution is the main force coming to all countries, which helps to advance their economy, provide jobs for their people, and attract capital from all countries all over the world. In addition, companies depend on the huge amount of information they have to make appropriate decisions, rather than random ones.

In Palestine, according to the “Ministry of Communications and Information Technology”, E-marketing is witnessing a remarkable growth, due to the electronic openness to the world markets and the rapid technological development. As this trade has proved its global success due to technological progress, openness of markets and their interdependence, easy identification of products, direct contact with the producing company, flow of information, comparisons of quality and prices, and reduced communication costs, it would be highly essential to talk about the culture of e-commerce in Palestine. With the progress of technology and its applications, Palestinian youth were able to create dozens of websites that deal with marketing and trade. Therefore, social networking sites are becoming packed with hundreds of marketing pages. Social Studio is one of “Concepts.ps” projects, which provides annual reports on social media in Palestine. The report provides information about the behavior of Palestinian individuals, groups, institutions and companies on social media. Based on several performance criteria, the report also highlights statistics and

figures about the Palestinian population, users of the Internet and different means of social communication, and deals with the most prominent pages and accounts on Facebook, Twitter, Instagram and Soundcloud (Ipok Company, 2016)

In Hebron, social media is now being used as a vital communication tool. Many clothing stores have considered it as one of their marketing strategies, to build a strong character for social media and to include it within the strategy of the company because of its importance in strengthening the relationship between customers and increase the market share (Xiang & Gretzel, 2010). Moreover because social media plays an important role in the different purchase stages (Gretzel & Dinhopl, 2013).

1.2 Research Problem

The world has become an online community where people share news, ideas and images and can debate. Business owners have benefited from this success in developing their marketing strategies. Where they all want to win the loyalty of their customers and thus make them communicate online. Social media has many important features, such as being one of the most effective advertising channels and its ability to quickly reach large numbers of internet users and consumers through their websites.

It also identifies the interests of current or potential customers, who can get benefit from the marketing opportunities offered by social media.

So, with the increase in the social media network users, like other countries, the Palestinian Authority (PA) is witnessing a rise in the number of individuals who use internet. Based on joint report between the “Palestinian Central Bureau of Statistics (PCBS)” and the “Ministry of Communications and Information Technology”, the percentage of internet users in Palestine of both genders was 67.93 % in 2018, compared to 61% in 2017, in addition to 4.5 millions social media users (Ipok company , 2018). The results of the report on social media in the Arab world indicate an increasing adoption of social media as a

promotional tool that aims at influencing business growth and stimulating business and sales (Basri ,2016).

Fast and quick communication with customers, and the advertisements of brands facilitate payment processes and others(Arab social media influencers summit, 2015). According to the statistics of the media report: (Social and digital in Palestine), the value of paid advertisement on Facebook in 2017 in the West Bank and Gaza Strip was 2.17 million dollars, with an increase of 11.2% over the year 2016 (Ipok company , 2018).

Hence, a critical need to study the influence of social media on consumers purchase decision has emerged. Based on this, the research problem may be summarized in the following main question:

What impact does social media network marketing have on consumer purchase decision?

This main question leads to the following sub- questions:

- 1- What is the impact of social media network on consumer's awareness for the needs of the advertised products social media?
- 2- What is the impact of social media network on consumer search on product information advertised on social media?
- 3- What is the impact of social media network on the consumer's evaluation of the product alternatives announced on social media?
- 4- What is the impact of social media network on consumer's decision making of the products advertised on the social network?
- 5- What is the impact of social media on consumer's evaluation of purchase decision of the advertised products on the post purchase decision?

1.3 Significance of the study

The significance of this study is highlighted by the consumers' behavior towards social media promotion, which is a growing phenomenon globally and locally. It provides companies with information on consumer's purchase decision on different e-marketing platform. As for companies, they can follow rapid changes that occur in the surrounding environment and keep pace with them, and benefit from these opportunities to reach more customers. This information informs companies on how to develop their strategies and promotional policies that assist them to offer their products and services based on this information and in a manner that positively affects the purchasing decision. Therefore, the researcher reviews the theoretical and practical importance of the study as follows:

1.3.1. Practical Significance:

1. This research will enable companies to benefit from different areas of these results; it will also clarify the importance of promotion through social media network that can be exploited positively. Additionally, it will encourage companies to use these tools more effectively, efficiently, and benefit from offering them.
2. Identify the idea of marketing through social media network depending on the modern terminology that can raise marketing to the highest level, and achieves interest and goal desired.
3. Demonstrate the relevance between marketing through social media and all stages of purchase decision.
4. Recognize the extent of social media networks usage in advertising different products for consumers.
5. Understand the low of social media networking as a mean promotion if compared to other promotional costs.

6. Identify how organizations and brands on social media affect consumer decisions in Hebron.

1.3.2. Theoretical Significance:

1. The importance of the study stems from the importance of its subject as a requirement to keep up with changes in technology and modern techniques, popularity and widespread reach of social media as a promotional policy for companies and institutions.
2. This research will offer several recommendations to the company's decision makers and policy makers to get benefit of social media network and focus on factors that affect consumers' purchasing decision.

1.4 Objective:

Because the consumer purchase decision is a general and wide topic, the researcher could not gather, investigate, and conclude all needed information and findings in one study. Therefore, the researcher has focused only on what is related to the process of decision making, which can be associated with marketing through social media. This research aims at explaining the reason, time, and mechanism through which social media might influence consumer decision making process. Moreover, this research can help to identify the opportunities and difficulties that businesses could face with this impact on consumers' decision making in order to take advantage of these possibilities in the future.

The following sub-objectives are derived from the main objective:

1. Identify the impact of using promotion through social media on consumer purchase decision in clothing sector in Hebron from the consumers' perspective.
2. Recognize the impact of using promotion through social media on consumer purchase decision in clothing sector in Hebron from shop owner perspective.

3. Identify the different impact levels of using promotion through social media on consumer purchase decision in Hebron according to the following variables: age, academic qualification, work relationship, monthly income, and its impact into fragmentation and market targeting.

1.5 Hypotheses of the study

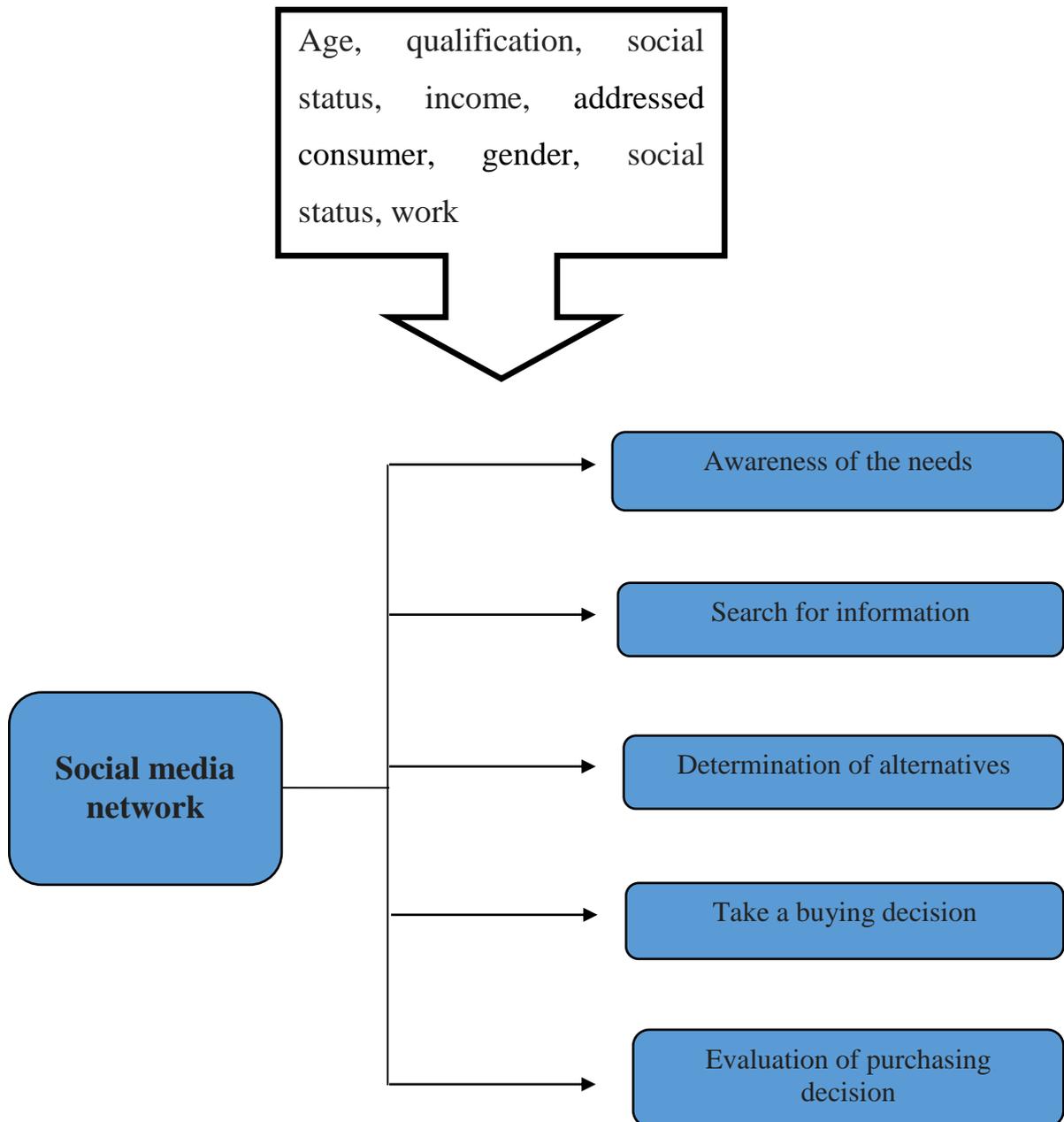
This study utilized the descriptive exploratory methodology to better understand the effect of social media networks on consumer purchasing decision when buying goods from clothing stores. This research focused on exploring the social media network influence on consumer purchase decision when he buys clothes.

Accordingly, this study seeks to examine the next hypotheses:

- **The main hypothesis:** There is no statistically significant difference in the impact of using social media networks on consumer purchase decision. The following main hypotheses are derived from the main one:
 1. There is no statistically significant impact on consumer awareness regarding the needs of advertised products on social media network.
 2. There is no statistically significant impact on consumer search of information about the advertised products on social media network.
 3. There is no statistically significant impact on consumer evaluation of alternative products announced on these networks.
 4. There is no statistically significant impact on consumer decision making process regarding advertised products on the social networks.
 5. There is no statistically significant impact on consumer assessment of the post purchase decision of advertised products on social networks.
- **Second hypothesis:** No statistically significant differences are noticed regarding the impact of social media networks use on consumer behavior concerning the variables:

age, qualification, social status, income, addressed consumer, gender, social status, and work.

1.6 Model of the study



The study variables listed in the figure above described in ch 3.

1.7 Limitation of the study

The limitations of this study can be summarized in the following points:

- **Objectivity limits:** The subject of this research is only concerned to study the impact of social media on consumer purchasing decision in Hebron.
- **Human limits:** The present study is limited to a sample of consumers in Hebron during the year 2019. Taking into account that the selected sample was represented, it also included a limited sample of owners of clothing stores in Hebron.
- **Time limits:** 2019

1.8 Structure of the study

The study is composed of five chapters, which are divided as:

Chapter 1: Presents the background of the study, and includes an introduction to the study, its problem, its significance, its importance, its objectives, questions, study hypotheses, limits, and a detailed study structure.

Chapter 2: It includes the theoretical framework, and the literature review. It also discusses previous studies, comments on them, and identifies similarities and interruptions between current study and previous ones.

Chapter 3: It takes the study methodology, its tools, population, sample of the study and their characteristics, procedures for validity and reliability, in addition to the study instrument.

Chapter 4 : It lists the results of the statistical analysis of data obtained from respondents, views those results, answers the study questions, and validate the hypotheses.

Chapter 5: It includes a discussion summary, the results of questions, hypotheses, conclusions, and recommendations.

Chapter Two

Theoretical framework & Literature review

2.1. Theoretical framework

2.1.1. Introduction

Currently, large and small organizations seek to adopt modern technologies, particularly Internet, to implement their marketing activities, and to adopt the e-marketing concept. To achieve purpose, companies must provide latest technologies, train and urge their employees to use these technologies, which will help to achieve the objectives of the establishment and customers.

Nowadays, internet is used as an effective tool for marketing communication and is considered as a way of linking the customer with the producer. Knowing more details about the consumers and analyzing suitable ways that meet their needs lead to better understand their requirements and desires. It is mandatory to deliver the correct goods and products to the consumers precisely, in order to make the consumers satisfied (Harsha ,2016). By providing valuable services for every consumers or buyers, marketers can be warned in advance about the ineffective and expensive competitive approach, and this can be achieved by the use of electronic marketing. Setting off a workers criticism system is necessary to obtain good or bad opinions about the company's adopted strategies or achieved actions. These circumstances can be improved by using electronic marketing (Chaffey et al., 2006).

The emergence of the industrial revolution, which increased production, the appearance of competition between sellers, transformation of markets to consumer markets, and the introduction of many alternative products have led to the activation of the role of marketing as a mean to earn more profits in the market. To achieve consumers' wishes,

many studies provided a follow-up plan of consumer's behavior to determine their motivation to purchase goods and services, and then work to promote them properly (Leila et all. ,2013).

2.1.2 Consumer

Is any person to whom a product or a service is provided to satisfy his / her personal or family needs or is engaged or contracted in this regard. Buyers and consumers are not identical terms. A buyer is a person or company that buys a certain product or service from a seller, not necessarily for use. On the other hand, the consumer is an individual who purchase a service of a product for an ultimate and personal use (Lee, 2013).

2.1.2.1 Consumer Decision Process

Unavoidably, companies may face obstacles where the message does not reach their consumers, and sometimes, consumers might encounter important delays in making their decisions. Therefore, it is important to understand what are the obstacles that prevent prospects from becoming consumers, or keep consumers hesitated from repurchasing from the same company (Silverman, 2001). The figure below illustrates the decision making process:



Figure (1.2): Consumer Decision making Process

Source: (Vukasovič, (2010)

2.1.2.1.1. Problem recognition (need awareness):

The first phase of the process is the perception of need or problem where marketers create a deliberate imbalance between the current situation and their preferred situation, as this imbalance will create a new need for them and thus buy a new product to fill their need and this is called internal incentive. The external stimulus occurs when a person is affected by external influences such as promotions and sales. Then the consumer will realize the unfulfilled need and the product will meet his need (Stankevich, 2017).

2.1.2.1.2. Information Search

The second phase in the process of decision making is the search for information. This stage comes after identifying the need, where the consumer searches for information internally and externally, so that he can make the purchasing decision. The internal search for the information is through previous experiences of using the product. It is by taking the opinions of the various individuals about the product through their knowledge and previous experience of the product. The other source of information is the source controlled by marketing, such as banners, television ads and brochures. Currently, social media networks are used to search for information (Stankevich, 2017).

2.1.2.1.3. Evaluation of Alternatives

After the stage of collecting information about the products, the stage of evaluation of alternatives comes, according to the consumer objectives and motives. We come to the conclusion that the consumer sets criteria for the evaluation process; such as the price, easy access to the product, or the opinions of consumers about these products (Xu B., Chen J ,2017).

To guarantee the best anticipated outcome, individuals must have a relevant experience, which may be direct or indirect. The direct experience is not always preferred because individuals do not have previous experience towards specific products. So, a negative

experience may be encountered as the individuals use the product in an unskilled manner, and therefore more information is needed about the product (Lee, 2013).

2.1.2.1.4. Purchase Decision

This stage comes after the process of evaluating the alternatives when the consumers use the data they collected, and then choose the alternative that meets their wishes. At this stage the consumer is ready to buy. It is an important stage in the purchase decision making process, when the purchase process may be affected by many factors; like the unavailability of product in stock and the purchase could be delayed. Therefore, the consumer may prefer buying an online product (Khatib, 2016).

2.1.2.1.5. Post Purchase Decision:

A state of satisfaction or dissatisfaction after the use of the product may be reached by the consumer. In case of dissatisfaction, the consumer begins to look for information and evaluates other options to buy in future. While in case of satisfaction, the consumer may repeat the purchase process or will recommend others to try this product because it will meet their needs (Khatib ,2016).

2.1.3 Marketing

2.1.3.1 Introduction

Simply, marketing denotes the means of communication between a company and its target audience. Kotler defined marketing as a job that seeks to define future consumer goals and find homely ways to satisfy them with those needs and wants in a competitive and profitable manner. Successful marketing management makes appropriate efforts to exchange products with prospective markets. (Kotler,2012)

2.1.3.2 Marketing definition

Marketing is the art of selling (Frederick, Webster, 2008), by which products and services are presented in a way that attracts the attention of consumers and customers,

brings new customers to the product or service in the marketing sector, which includes a range of processes and activities represented by the identification of target group of customers, study their needs, demands and desires, and work to achieve them (Swaim,2013). It can be stated that marketing is the full range of activities that someone undertakes - both on and off the web - to ensure that we are meeting our customers' needs and that we are receiving enough value in return for doing so (Gundlach and Wilkie, 2009).

2.1.3.3. Marketing characteristics:

- 1. Customer focus:** The task of business marketing is customer-oriented in all its activities. It attempts to study the customer needs, and produces goods accordingly, because the business existence depends mainly on human needs(Dominici, 2009).
- 2. Customer satisfaction:** The customers wait to receive the best services and benefits from the product they buy, and they can be satisfied if this feature is greater than the amount paid. Customer satisfaction helps maintain demand in the market and can be enhanced by providing valuable services, which include offering additional features at little or no additional cost (Kehinde. et all,2016).
- 3. Aim-oriented:** All marketing actions are goal oriented. There are many different goals for businesses, but the main goal is to earn profits along with satisfying human needs.
- 4. Continuous and regular activity:** Marketing is an activity aims to plan, price, promote, and distribute products. It also takes care of current and future consumers, and hence, it is regarded a continuous process. A marketer also monitors environment regularly as this would help in growing up and drafting new products continuously (Kehinde. et all,2016)..
- 5. Marketing mix:** The marketing system is mainly composed of four elements; which are product, price, place, and promotion. The variables of marketing mix are affected by

governmental regulations, trade factors, consumer's behavior, and competition (Margarita , 2016).

6. Precedes and follows production: Production and marketing activities are closely related to each other. The main task of a marketing manager is to determine the consumer needs and wants, and the production must be adapted to these consumer needs. So, marketing precedes production. moreover, marketing also helps to distribute the products. Thus, marketing follows production (Dominici, 2009).

2.1.3.4. Traditional marketing

Traditional marketing defines the commercials and promotion methods used by companies to introduce their products, in all forms, such as newsletters, billboards, print ads, TV ads, or radio ads. It should be noted that many companies use the initial form of marketing process, which has begun to develop later in many stages to reach the marketing related to the Internet, it becomes marketing e-marketing (Kumar & Sankar,2016). The traditional marketing depends on dealing directly with the client and the public either through the marketing representative, or through television screens, broadcasting and radio, and may be considered by some as a kind of intrusion or interference in their affairs these days, if through the delegate is stopping them and cut part of their time, or Through television, broadcasting, radio and others, he interrupts what they are watching and attention to. In our view, traditional marketing is embodied in people as marketing agents, broadcast and broadcast media, and in various newspapers and magazines.

With a traditional marketing approach, it was harder for small businesses to compete because many options were either too expensive or not open to smaller operators (Kumar & Sankar,2016).

The marketing mix theory of Kotler presented each of the following: product, price, place and promotion (Kotler, 2003).

1. **Price:** Is the money that the consumer usually pays to get his needs and wishes. The company tries to improve the quality and efficiency of products, while reducing costs and increasing the value of these products.
2. **Place:** Place refers also to product delivery channels to the end consumer.
3. **Product:** It means a good which is physical object or can be intangible; like a service offered by the company.
4. **Promotion:** It includes all activities taken by marketers to present their products to customers and urge them to buy these products. Promotion has various forms, which include sales and advertising (Kotler, 2003).

2.1.3.5. E marketing:

Recently, the use of the internet in retail has increased and has had a significant impact on the purchases of many customers. This represents growth, internet access and promotion from traditional marketing to e-marketing. Many studies point to the dependence of many companies on e-marketing to distinguish the Internet easily accessible to everyone and easy to obtain detailed information for consumers in terms of price and places exist (Kazlauskas, 2017).

E-marketing is one of the main public marketing branches. It also functions as the strategy of “digital marketing”, or “online marketing”, and it functions to achieve its goals online. Additionally, it is characterized by the application of the principles and basics of marketing science through internet (Combe, 2006). E-marketing, where all marketing activities are carried out through the Internet, is known as the management of interaction between the organization and the consumer in the virtual environment space to achieve common benefits. For e-marketing, virtual environment depends mainly on Internet technology and process. E-marketing focuses on sales of products to consumers and on management (Combe, 2006).

The internet plays an essential role for the companies in targeting the consumers and finding out more about their preferences. The launch of e-marketing opens more opportunities for companies in marketing by introducing consumers to their products and offers. Therefore, internet has become very important marketing tool, even, the strongest when compared to other marketing tools. Through the internet, they deliver their message and their advertisements without a limit (Shima & Varfan, 2008).

2.1.3.5.1. Types of e-marketing

1. **External marketing:** Is linked to traditional marketing functions, such as designing and implementation of marketing mix components.
2. **Internal Marketing:** refers to the promotion of the company objectives and its products and services to employees within the organization to improve their awareness of the company objectives and reinforce its brand, by providing the employees with all information and training them to achieve the objectives and strategy of the company (Emmanuel, A. & Andy W.,2013)
3. **Interactive Marketing:** Interactive marketing relies on customer preferences so marketers can produce more relevant marketing messages. Through the creation of a dialogue between the sellers and buyers, so that the use of these observations and personal preferences in the direction of advertisements submitted to them.

Interactive marketing focuses on customer preferences because interactive marketing depends on a bilateral dialogue permitting the consumers to express their feedback and opinions about the products, which positively reflects the companies in directing their advertisements in the right direction to meet the consumer's wishes (Venkatesh & Edward ,2009).

The concept of e-marketing does not differ from the traditional marketing except in terms of communication with customers. E-marketing is mainly based on the Internet as a quick, easy, and a low-cost mean of communication to carry out its functions (Abedraboh,2011).

2.1.3.5.2. Characteristics of E-marketing:

Companies are looking for new types of marketing to adapt to new circumstances and with increasing channels of distribution; therefore, some of the following features can be distinguished by e-marketing, according to Abedraboh,(2011) :

- **Wide service:** E-marketing can provide a wide service, and customers can deal with the marketing site at any time without being known by the owners of the site unless the customers contact the enterprise, which cannot monitor its site visitors.
- **Global electronic marketing:** The media used in electronic marketing is not limited by geographical boundaries; as a result, customers can do their shopping from any place by just using personal computers. However, it is important to mention the lack of laws governing electronic commerce, especially the safety of commercial transactions.
- **Rapid change of concepts:** E-commerce is characterized by rapidly changing concepts, activities, and rules. It is linked with electronic communication and information technologies, which are rapidly changing and developing. This means that their legal arrangements are subject to rapid change in a manner, which is consistent with the development of communication and information.
- **The importance of advertising on the international network:** Similar to what appears in television advertising, the user's excitement and attention for electronic messages should be used because of the large number of companies that announce their electronic messages.
- **Acceptance of promotion means through the network:** The international nature of electronic marketing, especially the promotion means, are widely affected by the

cultural differences and sensitivities, consequently, same promotional means can be accepted by a nation and they can be rejected by another (Abedraboh, 2011).

2.1.3.5.3. Marketing mix for E- marketing:

E-marketing often represents a newly discovered marketing theory. The internet still uses the same basics of marketing mix, but the internet gives additional opportunities to adapt these basics:

1. **Product:** The Internet leads to a faster discovery of customer needs, testing these products to meet consumer needs, and developing new products and experiences to suit the consumer. It also helps companies to provide additional services and all the real information about the product and therefore the consumers will find it more attractive than others (Raval, Tanna & Raval, 2014).
2. **Price:** Is the most flexible component of marketing mix because it is easy to adapt to the market demand, so the prices on the internet should be transparent as it will be used in comparison with other prices of other alternatives.
3. **Place:** Traditionally, in marketing mix, the place corresponds to the sites where the products can be offered or distributed to the consumers. While on the internet, which represents a wide marketplace, where the distribution of products is carried out online (Emmanuel & Andy, 2013).
4. **Promotion:** The promotion represents the way by which the consumer is informed about the company's products through advertisements or sales through new means such as e-mail and social media (Raval, Tanna & Raval, 2014).

2.1.3.6 Advantages and disadvantages of traditional marketing and digital marketing

- **Traditional marketing**

- **Advantages of traditional marketing:**

1. It is featured by its person-to-person strategy. Sometimes, this type of direct selling can be most effective in marketing a product or service.
2. It also provides hard copy material (Raval, Tanna,& Raval,2014)

- **Disadvantages of Traditional Marketing:**

1. Purchasing from a TV advertising, radio or printable material can be very expensive, especially to most small businesses.
2. Printing materials, media purchases and radio advertisements require additional costs to be added to the company's main expenses.
3. It provides a lower response rate than e-marketing because it is one way communication with the client, who will not be able to give direct feedback from advertisements (Raval, Tanna, & Raval, 2014).

- **E-Marketing**

- **Advantages of E- Marketing:**

1. E-marketing is an interactive mean of reaching local audience. It builds direct relationships with customers through social media.
2. Social media enables direct communication with consumers, either individually or even in groups. It also makes immediate availability of data, and it is easier for the results to be measured (Kumar & Sankar, 2016).

- **Disadvantages of E-Marketing**

1. The company depends on those customers who are highly interactive on the internet.
2. The content should be created, edited, approved, and published continuously. Moreover, the comments must be responded to, and from time to time maintenance of sites and pages must be performed.

3. In order to obtain tangible results, the companies need more time to build positive relationships with consumers and to update them.
4. Only consumers who use social media are the only ones who can access them (Kumar, & Sankar, 2016).

The technological revolution witnessed by the world in recent years, the emergence of internet, and search engines, such as Google, Yahoo, emails, and social network sites; like Facebook and Twitter, have encouraged marketing professionals to adopt these means to carry out marketing activities. These activities can be made through the company's website, by contacting consumers' websites to provide information to them, presenting offers, and urging them to deal with the products of the organization (Raval, Tanna,,& Raval, 2014).

It is obvious that interactive marketing relies on customers' needs and wants so that marketers can produce more relevant marketing messages through a bidirectional dialogue between a business and its customers.



Figure (3.2) : Components of Marketing Mix

Source: (<https://businessjargons.com>)

2.1.3.7 Promotion as one of marketing mix tools:

Promotion is one of the cornerstones of global marketing industry used by a company to communicate with its customers about its products or services. It is mandatory for the success of any company because without promotion, potential customers will not know about the existence, benefits, or the price of products or services offered by a company. Advertising is an important type of promotion tools that is necessary to promote a product or service, its effects on society and many economic and social variables, which have been given great attention by many marketers. The real economic and social significance are embodied in the following:

1. The set of plans, policies and processes exercised by the marketing management to meet the needs.
2. Advertising is one of the key functions used by organization to define their customers and urge them to purchase.
3. The advertising is a dynamic process because consumers' feedback, preferences and demographic information can be used by marketers. They can be used to direct their advertising, thus saving a lot of time, effort and cost, thus delivering the product to customers on time and obtaining consumer satisfaction (Raval, Tanna, & Raval, 2014).

The internet has become publicly accessible in mid-1990s. Since then, the need for internet services risen. Internet has impacted the economic and social interaction of many societies, such that it has become trigger to change the way how people communicate, do their businesses, get information and entertainment. Throughout a specific period, businesses and customers have been learning about how they can get benefit from using internet (Combe, 2006).

The revolutionary shift of businesses and consumers to use the new technology, makes internet to become an essential part of many people's lives. Social networks are websites

that have helped consumers share and evaluate information about similar products in their preferences. These sites have had a significant impact on influencing purchasing decisions. There has been little experimental research on this site and the researcher explores the function of social network sites in affecting the purchase decision (Abedniya, A., Mahmoudi, S., 2010).

2.1.4. Social media

Although the second generation of internet (Web 2) and social media are strongly related, they are not identical. They differ from each other because their utilization is not the same. Therefore, the two terms should be amply defined. Web 2 is the name used to describe the second generation of the WWW, where it changed from being static HTML pages to a more interactive and dynamic web experience. It also refers a more populist version of the Web, where it possible for nearly anyone to participate, regardless of their technical knowledge, because of the new tools that is made (Ruth & Wienclaw, 2008).

Web 2 helps to share information between people on the Internet, specifically through social media, and examples of Web programs used. Web 2 examples include social networking sites like Facebook, wikis (Wikipedia) and sites for posting images such as Instagram (Instagram). <https://en.wikipedia.org>.

Web 2 is a revolution in the computer industry as a result of internet usage as a platform. An attempt has been made to understand the success role created by inventions and the new platform. It helps the web to constantly modify applications and content and is tailored to the needs of marketers to share with consumers. Information exchange is in two directions (Vinerean, Cetina, Dumitrescu, & Tichindelean, 2013). There have been many discussions and on the correct definition of the term "social media". Social communication means facilitating the flow of information between individuals and groups and thus helping

to communicate effectively among everyone (Aaron, 2016). The following figure shows the components of social media:

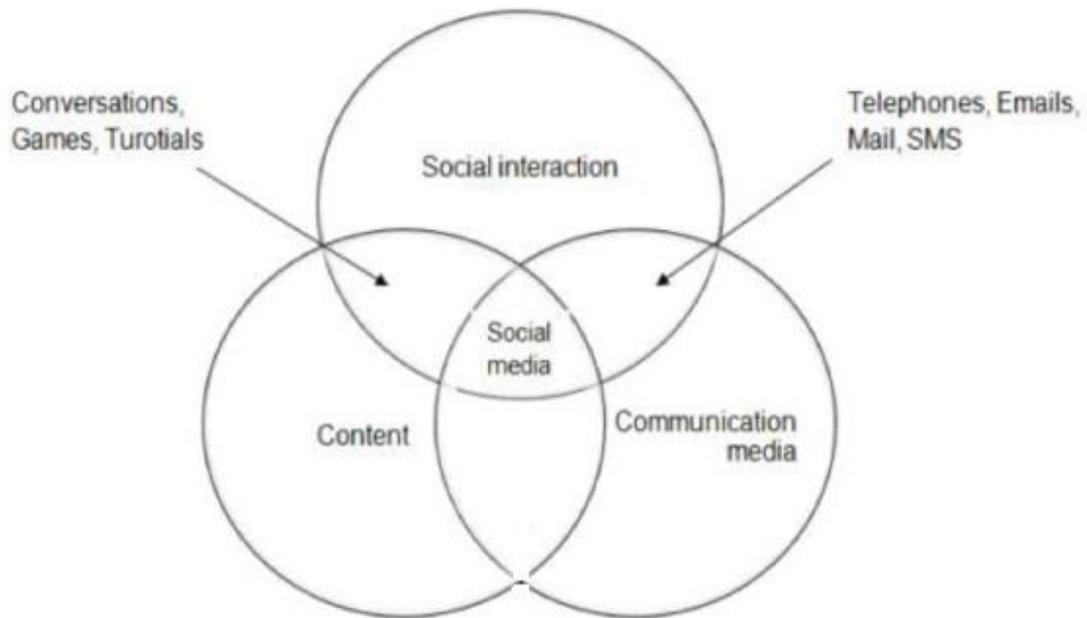


Figure (4.2): Utilization of Social Media

Source: (Zhang and Mao, 2016)

2.1.4.1. Development of social media

Recently, social media has turned into a globally popular networking facility. One of its sites, Facebook, has billions of users since it has been launched in 2004 (Carlsson, 2010). Social media is a means used by individuals to build social and professional relationships with others. It is possible to connect to more information and share it easily. This has helped to be adopted in the marketing process and is considered one of the most important marketing tools.

Cha (2009) said “social media is a platform that influences consumer behavior by taking advantage of post-purchase information if the consumer reaches the satisfaction stage after using the product”. Social media have helped connect businesses to consumers and enhance their relationship at the lowest cost. It helps to bring together similar individuals

in the internet environment, thus contributing to positively change the company and its products (Flagler, 2011).

It even helps them socialize or recognize each other, or simply enjoy the interactions that need to be done in relation to similar-minded members. When comparing modern communication means with the old, social media helps the companies in communicating and disseminating information efficiently on social networks like Facebook and Twitter to help them do their business online (Richins, 2009).

It has been noticed recently that many companies are trying to benefit from the means of social communication because they help develop their strategy, especially their marketing strategy because it allows effective communication between companies and customers, and can take advantage of social media in creating firm connection between the company and the consumer through realizing his preferences and deliver him to the degree of satisfaction, because in case of dissatisfaction, these companies may lose their customers as a result of a minor error in consumer motivation to engage in social media. Consumers may use internet either for information search, for getting entertainment, or to make social relations.

Now, the information is always available on the means of social communication and thus the consumer can find his needs by simply browsing some social media sites; like Facebook. For example, he can communicate with his friends or see information or photos of the products they purchased. Therefore, the means of communication for both the consumer and the marketers is important, it allows the consumer to share the contents and ideas in the advertisement and the marketer will be able to know the comments and opinions about the products presented (Brown, and Hayes, 2008).

Social media marketing makes it easier for people to online promote their products and services, or even their websites. In addition, they can interact with each other in a much larger community that traditional advertising channels provide (Khatib, 2016).

2.1.4.2. Social media Marketing:

The worldwide revolution in technology makes social media thrive in every part of communication. Consequently, many ways of communication between people have been created. The coming of social media has altered the interaction of companies with their customers because social media services are fast, effective, and convenient. So, if there is internet connection, the spontaneous and visual products or services can be reached from any part of the world. As users of social media who might be potential consumers participate as groups with common particular interests, the issue that makes marketing much more easier (Toor, Husnain, & Hussain, 2017).

Social media marketing is an aware and attentive process via social networking sites (Saravanakumar& SuganthaLakshmi, 2012). Customers will be attracted to certain products or services that are promoted through social media sites, which include the content or advertising that conveys the message to consumers. Marketing via social media helps companies to promote customer relationships, brand awareness, networking, image building and sales. Stakeholders can market social networking to communicate with each other in a very inexpensive and convenient way on a specific social networking platform. Companies and consumers can participate in a quick and clear communication that is easier through social media if compared with traditional means of communication. The effectiveness of social media is equally effective for both local companies and large enterprises (Weinberg, Ruyter, Dellarocas, Buck,m,& Keeling, 2013).

2.1.4.2.1. What makes social media marketing special?

Social media marketing is generally better than traditional channels to be used by small and medium-size companies, particularly because these companies usually have difficulties in their budget. Social media marketing is a developing technology. Nevertheless, the role of marketing is still the same; for example in terms of addressing the target market, communicating with consumers, and building loyalty (Silverman, 2001).

The following industry statistics will help emphasize why social media is important:

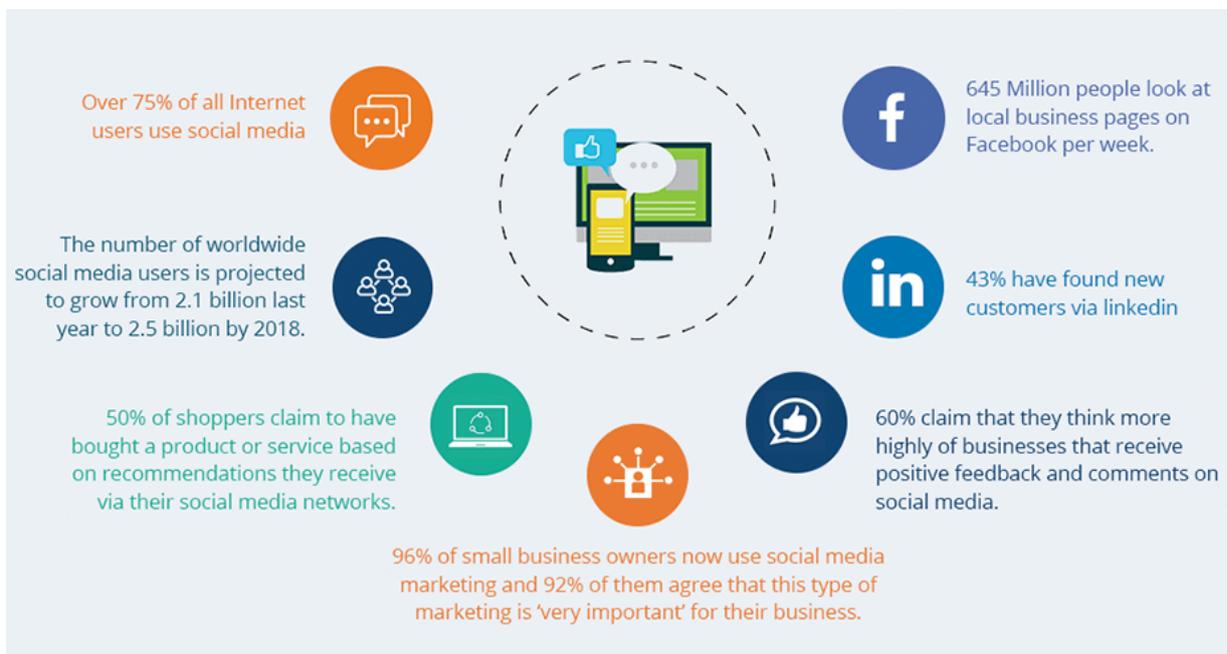


Figure (5.2) :(why social media is important)

Source: (<http://www.seoexpertsindia.com/social-media-marketing>)

2.1.4.2.2. The different types of social media platforms to serve ads:

- (Facebook, LinkedIn, Google+) as social networks.
- (Twitter, Tumblr) as microblogging.
- (Instagram, Snapchat, Pinterest) for photo sharing.
- (YouTube, Facebook Live, Periscope, Vimeo) for video sharing.

2.1.4.3 Social media in Palestine

According to Ipok Company's annual report (ipok,2018), the Palestinian interknit users reached 67.93% in 2018. It is noted that the most motivating aspects for Palestinians to use social media networking is to follow up news and updates. However, using these sites for electronic shopping comes at the bottom of the list as illustrated in the figure below.

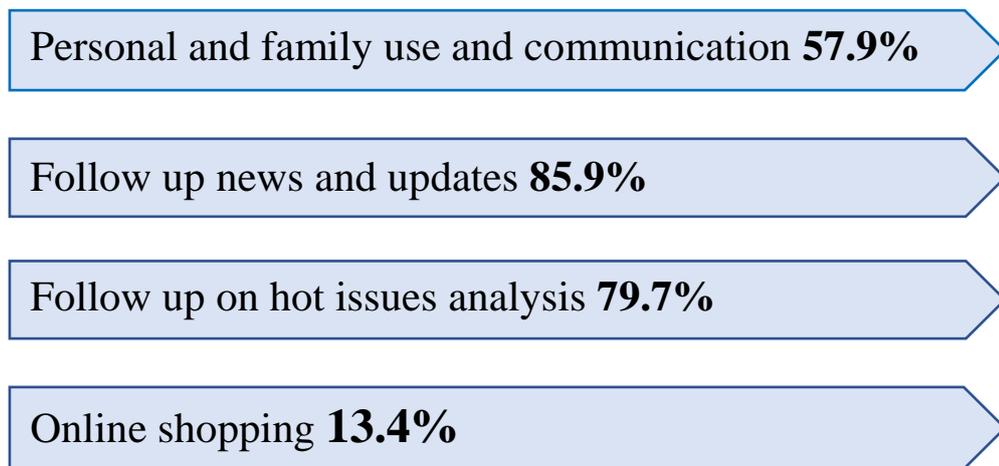


Figure (6.2) :(Motive of using social media networking)
Source: (prepared by the researcher according to Ipok Company, 2018)

Moreover, the report shows that the most commonly used means of social media among Palestinians are shown in a descending order as follows: Facebook, Instagram, Snapchat , and Twitter.

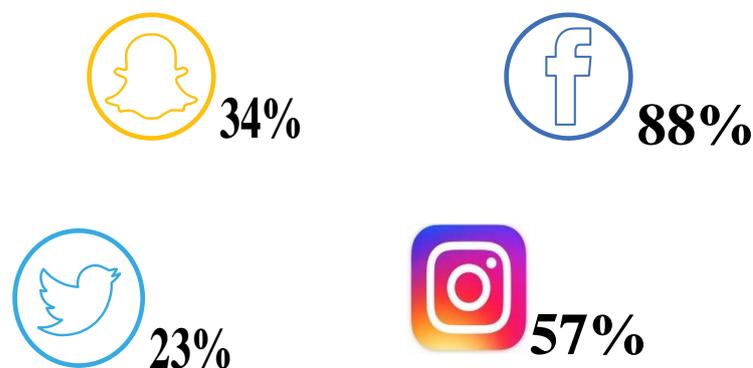


Figure (7.2) :(Percentage of public use of sites)
Source: (prepared by the researcher according to Ipok Company, 2018)

Facebook is represented to be the most commonly site used by Palestinian who use the internet (88%); as shown in the figure above (**Percentage of public use of sites**). Depending on the geographic distribution and sex, the number and percentage of Palestinian Facebook users is shown in the figures below (**Number of users in Palestine**) and (**Percentage of users by sex**).



Figure (8.2): Number of users in Palestine (in millions)
Source: (Ipok, 2018)



Figure (9.2): Percentage of users by sex
Source: (Ipok, 2018)

The report indicates that 30% of the Palestinian population who use the internet do their shopping websites, while 70% of them are shopping through social networking sites.

2.1.4.4 Type of social media sites

Social media channels are popular and have a great power. Therefore, businesses and marketers began to search for various types of social media networks in order to target

and convert their audiences. Many shop owners use different channels of social media like Facebook, Twitter, Snapchat, and Instagram.

2.1.4.4.1. Facebook

Founded in 2004 by Mark Zuckerberg, Facebook is a social networking channel where the world is open to each other and highly connected. Individuals commonly use Facebook in order to communicate with friends and family members, and they are also capable to share photos and videos, and engage with matters of common interests. As one of social media network site, Facebook is the cheapest way to attract attention and increase the popularity of goods and services. Millions of people interact with Facebook daily, which makes it easy for Advertisement. Additionally, it is possible to use Facebook from all kinds of devices, such as personal computers, tablets and smart phones, which increases the access of advertisements to millions around the world (Bellis, Mary,2019).

Facebook also has the most important requirements needed by any social media marketer; for example, it gives companies the opportunity to construct public pages for their companies where customers and employees can communicate and interact with each other. It is a place where many companies might offer products, special deals, and reductions for users in order to attract them (Saravanakumar, & SuganthaLakshmi, 2012).

2.1.4.4.2. Instagram:

Instagram is a social photo sharing service that allows users to share what happens in their lives with friends through images or videos on this app. Kevin System and Mike Krieger founded Instagram in October 2010. It is one of the most widely used social media networks, with 300 million active users worldwide (Buinac, & Lundberg, 2016).

Instagram is a free application on android, windows, and mobile devices. Instagram allows users to add image captions using the symbol (#), so that they can refer to friends using the @ symbol. One of the most important advantages of using Instagram is that it opens up a

window for users to shop and learn the qualities and information of the required products. Companies can exploit this application in the process of rolling out their products in a new and attractive way for users and thus increase sales. It also helps to discover the competitors' website on the Internet by visiting their profiles. Instagram account must have a full profile with an accurate description of the company, a relevant profile picture and a link to the website of the shop. The contact information must also be updated. To increase brand awareness, it is important that the company is active in posting and sharing (Buinac, & Lundberg, 2016).

In order for the company to collect the largest number of followers on the Instagram must be active to publish a lot of images at its expense or through the comments and on the opinions of users, which increases the satisfaction and loyalty of users (Safko, 2012).

2.1.4.4.3. Snapchat

Snapchat is an application for publishing a picture or video for a limited time (from 1 to 10 seconds) and then is automatically deleted. Using Snapchat, marketers can identify users of their products where each snapshot is a marketing opportunity and communication with users (Piwek, L., & Joinson, (2016).

Snapchat is an application. Designed by Ivan Spiegel, Bobby Murphy and Reggie Brown, when they were students at Stanford University. The basis of this application is to send messages to users known as "snapshots" and these are still images or video. Through the feature of direct stories companies can use this to publish their ads to all followers (<https://finance.yahoo.com/news/why-snapchat-over-world>).

2.1.4.4.4. Twitter

Twitter is a free micro blogging utility for social networking that enables registered individuals to broadcast short messages called tweets where followers can follow these tweets.

Twitter has become one of the most important methods used in the marketing mix, where marketers through this application merge images and ads, making it easier to communicate with followers and access to the brand directly. Some recent research has questioned the use of Twitter as a marketing channel because of its low impact on consumer purchasing decisions (Soboleva, Burton, &Khan, 2015).

2.1.5. Clothing sector in Palestine

The clothing sector (textile and garment) in Palestine is one of the important sectors in terms of production, investment, employment and exports. People working in the sector have established experience in producing high quality products for international brands as well as high quality local products at competitive prices.

This sector forms 6% of the industrial sector as a whole in Palestine, with 1,942 manufacturers and 12,000 workers. The market size of this sector is continuously growing at an average annual rate of 2.3%. The main categories of products are fabrics and garments. Products include knitwear, denim, terry cloth, bed linens and various home textiles

Raw materials are imported from different countries including Turkey, China and India. Products are sold in the local market (locally consumed) albeit most of the products of this sector are exported (mainly to the Israeli market). Notably, there exists attractive opportunities in countries with high per capita GDP such as Italy, Sweden, Finland, Thailand and the United States. Palestine enjoys several Free Trade Agreements with many countries including: Israel, Arab States, Turkey, USA, EU, EFTA states, and Canada; this facilitates importing raw materials and exporting finished products (paltrade,2015)

2.2 Literature Review

2.2.1 Introduction

This section includes a detailed presentation of previous Arab and foreign studies. These studies have dealt with topics, such as (e-promotion, promotion through social media networks, and consumer behavior) to benefit from them in this present study.

2.2.2 English studies

Essani, Shahbuddin, Zubair, Qamar Siddiqui:” Impact of Social Media on Women Buying Behaviour Towards Textile Sector”, (2017)

This research aimed to determine the effect of brand awareness on women's buying decision in Pakistan. The research sample was 200 women of varying ages and social classes. The findings showed that brand awareness had a favorable effect on women's buying decision in Pakistan, and that most females followed social media to acquire product and offer data.

Fitore Jashari, Visar Rrustemi: The impact of social media on consumer behavior – Case study Kosovo, (2017).

This thesis provides an overview of how social media can be used in all decision-making phases and the extent to which psychological variables affect purchasing behavior. The research sample was 120 users randomly chosen from the capital of Pristina to understand the impact of social media on the purchase decision. Results showed that 59 percent of the answers said buying choices were not planned on the basis of data acquired from the Internet, while 61.5 percent indicated that they were keen to buy through social media through social media, because of reviews of their peers, and the results showed that the stage of searching for information and compare alternatives are the most affected stages.

Tashrifa Haider, Shadman Shakib:” The Influences of Advertisement on Consumer Buying Behavior”, (2017)

This research concentrated on finding out the effect of advertising on consumer’s buying behavior. It clarifies the structure of a connection amongst independent and dependent variables. Therefore, this study can be considered as Causal or Explanatory research. To collect the data, this study used the personal meeting technique with the respondents who are consumers of any product or have been exposed to any sort of advertisement. It should be noted that the survey was conducted on 544 consumers. The sampling method used in this research was the ‘random sampling method’. For this study, a total of 620 consumers were approached, and from them 544 surveys were used for analysis. This study shows a positive impact of all variables on consumer’s buying behavior. It also can be helpful for marketers to understand issues that help to trigger a consumer’s intention to purchase. They can determine the most effective element in advertising, which has comparatively lower impact.

Taining Yang: "Decision-making Behavior for Facebook Users, (2015)

This study examined the determining factors for companies to successfully implement Facebook marketing. This study tested the effect of media-based transmission of messages on the decision-making behavior of the message receiver. The research sample of 256 people using Facebook and the hypotheses were screened using regression analysis. The findings showed that friends' messages only influence consumer brand attitudes; however, commercial-source advertising messages influence consumer attitudes as well as buying intentions. Utilitarian and recreational advertising messages affect the attitude of the consumer to advertise, attitudes of the brand, intentions to buy and involvement.

Helal Alsubagh:” The Impact of Social Networks on Consumers’ Behaviors”, (2015)

The purpose of this research was to explore the impact of social media on consumer behavior. The study has been quantitative. Data from the study population (men and women) 18 years of age or older were gathered. The random sample has been used in consumer selection. The results show that social media impacts data reading and sharing with their friends by the consumers, and this helps affect the buying choice. The results also show that social media is a great platform for large supermarkets to influence their customers.

Supond Boon-Long, Winai Wongsurawat:” Social media marketing evaluation using social network comments as an indicator for identifying consumer purchasing decision effectiveness”, (2015)

The objective of this research was to assess customer feedback on social media sites, specifically Facebook and its effect on the purchase decision and recorded on a daily basis over a five-month period. Using confirmatory factor assessment, a model was created and tested. It aims at how comments represent the purchasing decisions affected by the four variables. Researchers gathered remarks from the official Facebook fan page of Samsung Mobile Thailand over a four-month period (December 2011–March 2012). They collected responses to comments and comments. The findings showed that the buying decision was influenced by social media. This helped firms release new products. It also assisted customers to be informed about these new items like sales, prices and product features.

M. Nike Hajli:” Impact of social media on consumers”, (2014)

The purpose of the research was to define the benefits that company can obtain through social media. The data were gathered via an internet-distributed questionnaire to the study sample to determine the role of social media in facilitating consumer social interaction. The sample comprised 449 internet users with an online shopping experience, showing that

trust in e-commerce will have a major effect on social trade and that social trade has a major effect on their intention to buy; while perceived danger has a negative effect on the intention of a customer to use it.

Julia Wolny, Claudia Mueller:”Analysis of fashion consumers’ motives to engage in electronic word-of-mouth communication through social media platforms”, (2013)

This study seeks to define the interaction on social media between customers of fashion brands, while concentrating on the motives of customers to engage in electronic word-of-mouth commitment. The information were gathered via an electronic questionnaire and sent to respondents with expertise in interacting with fashion brands via the internet through separate channels. There were 210 Internet users in the research population and 192 reactions to use were the amount of participants. The results showed that the commitment of the brand and the involvement in fashion motivate people to engage in various conversations and to interact with fashion brands. In addition, those who are motivated by product involvement or who have an immediate need for social interaction often benefit from those who are not stimulated by these variables in eWOM-related products.

Loredana Di Pietro, Eleonora Pantano:” An empirical investigation of social network influence on consumer purchasing decision: The case of Facebook”, (2012)

The aim of the research is to investigate to what extent social networks, such as Facebook, impact the buying choice of customers. The study was conducted by quantitative research in southern Italy. The questionnaire was sent via the Internet during the two-month period from March 2011 to May 2011, where 187 questionnaires were brought back for analysis. The results showed a strong relation between attitude and behavioral intent to use Facebook as a tool for strengthening the buying process. The results showed that marketers believe that the intention to purchase is heavily affected by Facebook information and

follow-up pleasure, by providing more applications and contests that can be developed through the current advances in computer graphics and can be used to target client profiles.

Angella J. Kim a, Eunju Ko:” Do social media marketing activities enhance customer equity? An empirical study of luxury fashion brand”, (2011)

This research aims to define characteristics of SMM operations and examine the interactions between perceived operations, value equity, relationship equity, brand equity, client equity, and buying intention through a model of structural equation. The five designs of luxury fashion brands ' perceived SSM operations are entertainment, interaction, trendiness, customization and word of mouth. Their impacts are significantly positive on value equity, relationship equity, and brand equity. With regard to the relationship between customer equity drivers and customer equity, brand equity has a substantial adverse impact on customer equity while value equity and relationship equity have no important impact. Samples of convenience were taken from the metropolitan area of Seoul through mall interception method. Major luxury shopping districts around Seoul are created in Korea, and customers residing there tend to be more aware of buying luxury brands. From May 10 to 25, 2010, information was gathered from survey questionnaires. Of the 400 survey questionnaires distributed, 362 were finally analyzed after excluding incomplete responses. The data was collected through a distributed questionnaire. Customers got 362 replies. Following the study, the findings showed that social media actions have a important effect on client relationship promotion and purchasing intention. With the increasing interest of luxury fashion brands in offering clients with luxurious values in every manner possible, the use of social media for marketing seems to be a suitable means of attracting luxury consumers among females.

2.2.3 Arabic Studies

Khatib:” The Impact of Social Media Characteristics on Purchase Decision Empirical- Study of Saudi Customers in Aseer Region”, (2016)

The study aimed to identify the impact of social media on the consumer decision-making process at various stages. The study community represents all consumers of shopping goods in the Asir region of approximately 1 million. The study used a comfortable sample of customers who purchase shopping goods. On 400 samples taking into account that the sample is representative and only 130 were selected for analysis. The results showed that social media had direct effects on every stage of consumer decision-making, including access to information, evaluation, purchasing behavior, and post-purchase behavior. The study showed that social media had a very strong impact on the research stage, The purchasing decision, with regard to the evaluation of alternatives, showed that the advice and experience of customers may shift the choice of consumers from one brand to another, , And that consumers tend to trust their friends more than companies, and showed that the impact of social media is less important in the sense of need compared to other stages of consumer decision-making. The results also showed that demographic characteristics such as cultural background affect consumer purchasing decision-making.

Salem Ben Brahim:” The Impact of Online Advertising on Tunisian Consumers’ Purchase Intention”, (2016)

The study aimed to identify the effect of online advertising on the intent of buying in consumers in Tunisia. The study focused on the determinants of online advertising, the role of "attitudes towards online advertising" and its impact on the intention of purchasing by consumers. The study used the analytical descriptive method. The sample of the study consisted of 210 Tunisian respondents, the "Telecom" page via the Facebook and the questionnaire was used as a tool for study. The results showed that the value of online

advertising depends positively on informatics, credibility and entertainment. The credibility and value of advertising on the internet affects the attitudes of consumers that positively affect the intention to purchase. The advertisement also provides a source of information about products and features. Facebook pages enable them to take advantage of the information provided by Internet ads, and the level of information about products and services generates positive attitudes towards products that can lead to purchasing decision making

Al-Sadani:” How effective is social media as the main marketing tool for small and medium-sized enterprises”, (2015)

The study aimed at defining the marketing through social media as a marketing tool for small and medium enterprises. Secondary data was collected from articles, magazines and previous studies. Preliminary data were collected through interviews. The results showed that through the use of the correct method and method in marketing through means Social communication as a major marketing tool can be successful and cost effective for any small or medium enterprise

Mariam El Ashmawy, & Farid El Sahn:” Measuring the University Students' Attitude toward Facebook Advertising”, (2014)

The research aims at examining university students' attitude towards Facebook advertising. To achieve the purpose of study, a conceptual framework was proposed. This model was divided into two main sections that display attitudes toward Facebook advertising. The first section is Facebook related variables, which includes entertainment, informativeness, irritation, credibility, interactivity and customization. The second section is the user related section, which includes demographic factors. A questionnaire was developed and distributed to 525 students. SPSS was used to obtain the results. Additionally, the reliability test was conducted, followed by descriptive analysis, a sample description, and

then a hypotheses test. After that, a correlation analysis and a linear regression analysis were conducted. The results show that credibility has the highest effect on attitude toward Facebook advertising. Moreover, the least significant variable is the irritation variable. Finally, according to the hypothesis testing, gender and major variables were not supported.

Abdullah Sarwar, Ahasanul Haque, Farzana Yasminx:” The Usage of Social Network as a Marketing Tool: Malaysian Muslim Consumers’ Perspective”, (2013)

The study aimed to identify the opinion of Muslim consumers on the use of social networks as a marketing tool for buying goods through the internet in Malaysia and the variables that affect their behavior. The study used the exploratory approach. The study society reflects Kuala Lumpur inhabitants who buy products using social networks. To collect data, a total of 300 questionnaires have been distributed. For further statistical analysis, 278 valid questionnaires were received and used. Muslim customers in Malaysia prefer to use social media sites to purchase goods online, and it is a trusted source for them, most of whom think they are secure to purchase online, and 94% of participants agree that social media networks are helpful instruments for marketers to encourage their products, services and activities. Social sites, however, have an impact on their users in buying the products and services they promote. The study results showed that the safety variables and the time spent on social media by the user play a key role in consumer preferences.

Ali Yaylı, Murat Bayram:” e-WOM: the effects of online consumer reviews on purchasing decisions”, (2012)

The objective of the research was to find out the impact of the spoken word on the purchase decision. The information were created and implemented to (604) academics by electronic questionnaire, the research sample was randomly chosen from Turkey. The

study was performed through the summer semester of the academic year 2009, by using surveymonkey.com to enable users to produce their own web-based surveys. The findings showed that the pre-purchase reviews had an impact on the purchasing process and that customers who constantly purchase the amount of reviews had a major impact on the buying choice of purchasers where the product's popularity increased. And the study also showed that people involved agree that the features of reviews are effective in their purchasing decision, especially when repeated purchases are concerned.

Riyad Eid Hatem El-Gohary:” The impact of E-marketing uses on small business enterprises' marketing success”, (2011)

Small businesses are the effective engines of economic development. Online shopping is one of the fundamentals of a company's competitive advantage. The aim of the research is to understand the impact of e-marketing by small companies in their marketing plans. The hypotheses have been developed. Exploratory and confirmatory factor analyses were used to test the validity of measures; the study sample consisted of 114 small businesses that used e-marketing as part of their marketing strategy, the results showed that the use of electronic marketing tools has a big and positive impact on small enterprises in the pre-sales and after sales process. It also has a positive effect on the marketing process. It also confirms that the success of the marketing process depends mainly on the marketing staff in the successful execution. For electronic marketing .

(Aladailah, 2015), the role of social networks in influencing consumer purchasing decisions via the internet.

The objective of the research was to assess the role of social networks in affecting Qassim University students ' buying decision. To achieve the outcomes, the research used analytical descriptive technique. The questionnaire was used as a study tool for data collection and a sample of 524 students was taken. The assessment of the product through

social media platforms influences the buying decision, whereas the findings showed that there is no effect on the buying decision of the dimension linked to customer assistance as a dimension of social communication.

Adnan Ertemel, Ahmad Ammoura: “The Role of Social Media Advertising in Consumer Buying Behavior”, (2016).

The study aimed at finding out the effect of social media on purchasing decision in fashion sector, and the impact of demographic factors on consumer behavior in relation to the brand, the data was collected by using an electronic survey of consumers who living in Istanbul. The results showed a weak correlation between advertising through social media and the need recognition stage , it has also been shown that there is no affect from social media in the stage of information search , and proved a strong relationship with the stage of evaluation of alternatives, and the result showed that the relationship is normal between the means of social communication and the stage of purchasing and post-purchase decision. Moreover, the findings showed no changes in this relation regarding consumer’s age, and education level. And The results showed that there were differences between males and females in the need recognition stage, and searching for information, and the results showed that the income has a clear impact in the evaluation phase of the results.

2.2.4 Comment on literature review

After reviewing previous studies, most of them have shown the significance of using social media as a strategy of marketing and promoting organizations, between company process and consumers. Previous studies have dealt with the subject from two points of view, firstly from the company’s point view, such as Al Sadani(2015) study that shows the effectiveness of social media marketing as the main marketing tool for an SME, and Hajli (2014) that identifies the advantages, which can be gained by businesses through social media. Riyad (2011) examines the impact of using e-marketing by small business

enterprises on marketing success. It also develops and tests a conceptual model of the antecedents and consequences of e-marketing use by small business enterprises.

Secondly, from the consumer's point view, such as Khatib (2016) & Essani et.al (2017) that explains how the impact of social media on the buying decision-making process of customers is reflected and whether this impact varies or not at different phases of this process. The studies of Haider (2017) and Alsubagh (2015) found out that advertising impacts on consumer's buying behavior. Mariam (2014), Loredana (2012) studies that investigate how Facebook influences consumer's purchasing decision. Moreover, Essani (2017), Yayli (2013) and Wolny (2013) studies explain how brand's awareness and word-of-mouth influence the purchase decision; Wongsurawat (2015) study showed how to create a measuring tool to assess consumer comments on a social media community page to test their impact on consumer buying choices. Kim's research (2011) defines characteristics of social media marketing operations and, through a structural equation model, examines the interactions between those perceived operations, value equity, relationship equity, brand equity, client equity, and buying intent. Ertemel, Ammoura (2016) study showed there is no effect between social media advertising and consumer's purchase decision related to age and education, and there is an effect due to gender and income.

Compared with previous studies, this study is one of the most modern Arabic studies, and the first of its kind in Palestine with regard of clothing sector , which looks and investigates the impact of social media on consumer's purchase decision during its five stage, from the initial feeling of the need to the post-purchase stage. The study is linked to a range of variables such as, gender, age, place of residence, qualification, income, relationship in view of the role of these variables in the fragmentation and targeting of the market, and the impact on marketing plans and the promotion of institutions. The study is

characterized by that dealing with the subject from the consumer's point of view as the basis of the promotional process and the dealer as a promoter of promotional policy due to the role of these variables in market fragmentation and targeting, and the impact on marketing plans and promotional strategies. This study is also characterized by tackling the topic from the two points of view, from the consumer as the basis of the promotional process, and the trader as the promoter of promotional policy.

Methodology: Studies have varied in terms of methodology, and most of them have used descriptive approach, exploratory and descriptive approaches

Study tool: Previous studies have varied in terms of data collection, most of them focused on questionnaire to collect data and some used content analysis. In this study, the researcher used the questionnaire to collect data from consumers and shop owners.

Sample: By presenting the previous studies, it can be noted that most of the samples used are random, such as Haider (2017), Alsubagh (2015), Sarwar (2013) and Yaayli (2012), and they are all similar to the sample used in this study , either for consumers shop owners sample .

Chapter Three

Research Methodology

3.1 Introduction

The research methodology is generally called the procedure that used to collect data and information in order to gain in-depth knowledge about a subject. It is a plan used by the researcher to conduct his study and organization to achieve the objectives of the study more clearly and efficiently. The methodology describes the methods and tests used to achieve the goals effectively (Lewis, 2015). It helps readers to know the methods used by the researcher to examine his hypotheses and reach the results. The most important elements of the research methodology are research design, research type, population technique, sampling, data collection and data analysis.

3.2 Research design

Research design is the outline of how to transfer the study. The design of the research is divided into three main types, which are the causal relationship, the exploratory and the descriptive research. The design of the research varies according to the research objective, and the design of the research provides details that the researcher wishes to discover or examine (Panneerselvam, 2014).

The investigator embraced the descriptive exploratory research design based on the nature and purpose of the study. This research design will help analyze the impact of social media marketing on the decision to buy the consumer in detail and will improve the subject's knowledge and understanding.

As for the use of the exploratory approach, exploratory research is the fundamental step of research designed to provide the decision maker with appropriate information and to form hypotheses that will initially help to solve the existing problem, such as research on specific causes of important issues serving the company, exploration research also

contributes in determining the pathways for any other research that may need to be conducted (Saunders, Lewis, & Thornhill, 2012).

3.3 Research type:

The type of research concerns the nature of the study conducted by the investigator. (Picard, 2012) said that research may be quantitative or descriptive, depending on the nature of the data to be collected and analyzed. This research will be done with quantitative aspects because it includes numeric data and will be analyzed by the spss program.

3.4. Population and Sampling Design

Population is the total collection of elements about which we wish to make some inferences. (Kothari, 2004). Defining the target population is an important and often difficult part of the study. To achieve this study, population and random sample will be considered as follows:

3.4.1 Shop owner population and sample

- **Population 1:** According to chamber of commerce and industry in Hebron report for the last financial year (2018), there are 144-member clothing companies who were considered the study population.
- **Sample frame 1:** A sampling frame includes a list of all the items in a population (Cooper and Schindler, 2014). The study sample frame is chosen from 144 clothing companies.
- **Sample 1:** A random sample of 50% of population was chosen in this study (72), this sample was adopted to have more reliable results, as the larger the sample the more representative it will be.

3.4.2. Demographic characteristics of shop owner sample

In Table (3.1) the data revealed that 81.7% of the shop owners are male and 18.3% are female. The level of education for the shop owners were categorized to 38% have less than high school, 26.8% have a high school or professional diploma, 33.8% of the respondent have bachelor degree and 1.4% have a master degree or higher. The age of the shop owners have been categorized as 60.6% of the respondent have 22 years or less, 8.5% from 23 – 30 years, 18.3% from 31 – 40 years, 9.9% from 41 – 50 years and the less percentage for the age category more than 51 years equal 2.8%. The work experience for the shop owners are classified as 16.9% of the owners have 5 years of experience or less, 26.8% of the owners have 6 - 10 years of experience, 29.6% of the owners have 11 - 15 years of experience, 15.5% of the owners have 16 - 20 years of experience and 11.3% of the owners have more than 21 years of experience. However, 85.9% of the respondent using social media networks for promoting their products and 14.1% of the respondent doesn't using social media networks for promoting their products. Also, 85.9% of the owners using Facebook to promote their products, 54.9% of the owners using Instagram to promoting their products, 43.7% of the owners using Snapchat to promoting their products and 8.5% of the owners using Twitter to promoting their products.

Table (3.1): Demographic Distribution of Participants (N=71)

Demographic Features		Frequency	Percent
Gender	Male	58	81.7
	Female	13	18.3
Level of Education	Less than high school	27	38.0
	High school or professional diploma	19	26.8
	Bachelor degree	24	33.8
	Master degree or higher	1	1.4
Age	22 years or less	43	60.6
	23 – 30 years	6	8.5
	31 – 40 years	13	18.3
	41 – 50 years	7	9.9
	51 years or more	2	2.8
Work Experience	5 years or less	12	16.9
	Between 6 – 10 years	19	26.8
	Between 11 – 15 years	21	29.6
	Between 16 – 20 years	11	15.5
	21 years or more	8	11.3
Use social media networks to promote your products	No	10	14.1
	Yes	61	85.9
Facebook	No	10	14.1
	Yes	61	85.9
Demographic Features		Frequency	Percent
Instagram	No	32	45.1
	Yes	39	54.9
Snapchat	No	40	56.3
	Yes	31	43.7
Twitter	No	65	91.5

3.4.3 Consumer population and sample

- **Population 2:** Is an infinite population of customers and pages' followers
- **Sample frame 2:** The study sample frame is chosen from customers and pages' followers who use social media in Hebron.

- **Sample 2:** A random sample of 144 of customers and pages' followers was chosen in this study, taking in to consideration the following two conditions in selecting the random sample from an infinite population: The first is that each element selected comes from the same population, and the second each element is selected independently (Statistics for Business & Economics, Revised, 2018,p309).

3.4.4. Demographic characteristics of consumer sample

In table (3.2) the data revealed that 46.5% of 144 respondent in the study are male and 53.5% are female. The level of education for the respondent were categorized to 12.5% has less than high school, 18.8% have a high school or professional diploma, 58.3 of the respondent have bachelor degree and 10.4% have a master degree or higher. The age of the respondent have been categorized as 28.5% of the respondent have 22 years or less, 22.9% from 23 – 30 years, 29.2% from 31 – 40 years, 15.3% from 41 – 50 years and the less percentage for the age category more than 51 years is 4.2%. The place of residence are classified as 54.2% of the respondent from the city, 36.1% of the respondent from the village and 9.7% from camp. Also the respondent marital status classified as 47.9% of the respondent are single, 50% of the respondent are married and 2.1% has other marital status. Also the number of family member for each married respondent are 1.4% have 1 family member, 10.4% have 2 family member, 4.2% have 3 family member,7.6% have 4 family member, 6.3% have 5 family member, 4.2% have 6 family member, 2.1% have 7 family member, 1.4% have 8 family member and 2.8% have 9 family member, and we must note that when we ask about number of your family member we talked about number of individuals who are responsible for their expenses . However, the percentage of worker at the sample are 54.8% and the non-worker are 45.2%. The income category for the worker are classified as 16% have income level equal 2500 NIS or less, 10.4% have income level from 2501 – 3500 NIS, 12.5% have income level from 3501 – 4500 NIS,

6.9% have income level from 4501 – 5500 NIS and 9% have income level more than 5501 NIS. However, 87.5% of the respondent using social media networks for purchasing products and 12.5% of the respondent doesn't using social media networks for purchasing products. Also, 85.4% of the respondent using Facebook, 56.9% of the respondent using Instagram, 36.8% of the respondent using Snapchat and 16.7% using Twitter.

Table (3.2) Demographic Distribution of Participants (N=144)

Demographic Features		Frequency	Percent
Gender	Male	67	46.5
	Female	77	53.5
Level of Education	Less than high school	18	12.5
	High school or professional diploma	27	18.8
	Bachelor degree	84	58.3
	Master degree or higher	15	10.4
Age	22 years or less	41	28.5
	23 – 30 years	33	22.9
	31 – 40 years	42	29.2
	41 – 50 years	22	15.3
	51 years or more	6	4.2
Place of residence	City	78	54.2
	Village	52	36.1
	Camp	14	9.7
Marital status	Single	69	47.9
	Married	72	50.0
	Other than that	3	2.1
Demographic Features		Frequency	Percent
Number of your family members	0	86	59.7
	1	2	1.4
	2	15	10.4
	3	6	4.2
	4	11	7.6
	5	9	6.3
	6	6	4.2
	7	3	2.1
	8	2	1.4
	9	4	2.8
Do you work	No	65	45.2
	Yes	79	54.8
Income category	Not work	65	45.1
	2500 NIS or less	23	16.0
	2501 – 3500 NIS	15	10.4
	3501 – 4500 NIS	18	12.5
	4501 – 5500 NIS	10	6.9
	5501 NIS or more	13	9.0

Use social media networks in purchasing	No	18	12.5
	Yes	126	87.5
Facebook			
Facebook	No	21	14.6
	Yes	123	85.4
Instagram			
Instagram	No	62	43.1
	Yes	82	56.9
Snapchat			
Snapchat	No	91	63.2
	Yes	53	36.8
Twitter			
Twitter	No	120	83.3
	Yes	24	16.7

3.4.5 Sampling Technique:

Sampling technique corresponds to the methods that are used in determining a sample for representation (Taherdoost ,2016). Samples are divided into two types, probability samples, non-probabilistic samples. The sample was based on the shop owner and consumers who use social media actively. The probability sampling design is a sampling technique where all individuals have equal chance of being chosen as a part of the sample facing the the same criterion. While non-probability sampling shows that there is no equal chances of representation, and the sample is chosen based on some criteria determined by the researcher. In this study, random sampling technique was adopted for the shop owner. So, the probability sampling was adopted in order to achieve representativeness, because the sample size should accurately and precisely represent the population.

3.5 Study tools

The current research is interested in studying the impact of social media marketing on consumers' purchase decision. Therefore, the questionnaire was used to collect data effectively by the participants and to know their point of view accurately. Also the investigator collects secondary information to create a strong theoretical context for this research. Data gathered from secondary sources have been used by the investigator in the research to formulate an efficient hypothesis. The hypotheses are framed on the basis of

various models and theories performed or cited in their earlier research by well-known researchers.

3.5.1 Data and information

This section will show the secondary and primary data that will be used in the study. One of the primary data belongs to customers and the other for shop owners:

3.5.1.1 Shop owner data and information

First Survey development: The study was developed on the basis of the literature review (chapter two); in particular, the effect of social media on consumer purchase decisions. It includes demographic issues and questions about the effect of social media on customer purchase decision phases. A five-point Likert scale was used to assess the function of social media effect with classifications of (always, often, sometimes, scarcely, never) client buy decisions.

The study began with a cover page, followed by closed-ended questions separated into two parts:

- **Section A:** Demographics
- **Section B:** Social media impact on consumer purchase decision

Section A contains the owner's shop age, gender, work experience, educational level, and section B addressed the impact of social media on consumer purchase decision stages (need awareness, information search, alternative assessment, purchase decision, purchase decision).

3.5.1.1.1 Validity

In order to improve the level of the questionnaire and to ensure that it achieves the objectives for which it was established, it has been reviewed and was arbitrated by a number of academics and specialists in the field of education, and specialists were consulted in the field of statistics for the process of data entry and analysis In the light of

the arbitrators' observations, some of the terms of the resolution have been modified to become clearer in terms of wording and belonging to the domain under which they fall.

Analysis of the factor was used to determine the validity of the scale structure. The following table(3.3) (Reliability Statistics), provides us with the data that the Cronbach α coefficient value for the study scale is 0.991 = 99.1%. This percentage is higher than the 99 percent, which is an excellent value for the internal consistency of the exploratory scale notional structure (Anastasiadou, 2010 ; Dafermos, 2009 ; Dimitriadis, 2003 ; Nouris, 2006).

Table (3.3): Reliability Statistics:

Cronbach's Alpha	N of Items
.991	36

In its last column, Table (3.4) presents the Cronbach α coefficient of all remaining variables and participates in the analysis of reliability when this / every specific item is missing from the scale.

Table (3.4): Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
The use of social media increases consumers' awareness of their needs	117.44	2517.678	.900	.991
The use of social media in advertising aims to acquire the consumer satisfaction	117.49	2521.482	.858	.991
The use of social media in advertising is designed to convince the consumer to seek the acquisition of products	117.37	2512.035	.865	.991
The use of social media changes consumers' attitudes and wants	117.70	2530.326	.796	.991
Social networks help me identify the needs or wants of consumers through the comments and posts	117.48	2513.767	.868	.991
The design of advertised content on social media networks stimulates and develops curiosity and product acquisition	117.23	2512.634	.889	.991
I use specialized advertising companies to support advertising in social media networks by identifying and understanding consumers' needs	117.79	2537.826	.756	.991

Easy access to advertising through social media networks plays an important role in influencing customer purchasing behavior	117.46	2521.109	.864	.991
The e-advertising is characterized by continuous renewability and diversity and therefore its influence on the purchasing decision	117.38	2519.410	.871	.991
When designing an advertisement, I am keen to provide the consumer with all the information related to the product	117.10	2505.490	.880	.991
When marketing a new product, I am keen to be through social media networks	117.32	2511.451	.886	.991
I believe that the information on my account about the products is more credible than that competitors provide on their accounts	117.23	2516.034	.833	.991
The content of the advertisement makes me feel satisfied	117.38	2517.725	.844	.991
I publish information and data about the offered products to help the consumers discover their characteristics when and wherever they are present in market	117.37	2515.521	.867	.991
The presence of queries and comments on social media networks help me identifying consumers' needs and wants	117.51	2515.968	.861	.991
The presence of advertisement content through social media networks helps the consumer to better evaluate the products	117.49	2519.111	.828	.991
Comments and online chat about shop products help me make a better assessment of alternatives	117.51	2514.739	.887	.991
Social media networks provide more effective platforms for new products than those provided by media channels	117.23	2510.691	.901	.991
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Published comments, either positive or negative, affect the consumer's assessment of products' alternatives	117.51	2514.396	.904	.991
The number of ratings (likes) helps me evaluate the clothing products	117.51	2519.711	.871	.991
The information that I publish on social media networks help the consumer to identify the best alternative to buy	117.59	2519.702	.916	.991
I make sure that the price of alternative products advertised on social media networks is consistent with the consumer's purchasing power	117.37	2518.064	.865	.991
Repetition of advertising on social media networks helps in making the purchase decision	117.73	2527.256	.838	.991
You make sure that the shop webpage contains all the information that helps the consumer in making the purchase decision	117.15	2506.047	.923	.991

The content of the shop webpage on social media networks contributes to increase the consumer conviction in making the purchase decision	117.28	2508.891	.902	.991
The videos you publish on the shop webpage influence the consumers' purchasing decision	117.48	2518.396	.872	.991
Determining prices clearly through social media networks affects the consumer's purchasing decision	117.42	2520.305	.830	.991
Feedbacks and opinions of consumers influence the purchasing decision	117.76	2530.270	.876	.991
Performing competitions and offering incentives influence the purchasing decision	117.28	2517.862	.847	.991
Your clear advertising through social media networks helps in making the purchase decision	117.46	2512.281	.905	.991
Comments left by customers after the purchase process significantly affect the sale of products	117.46	2518.481	.866	.991
The use of social media networks increases demand for products	117.23	2509.891	.921	.991
Customer feedback on social media leads to change the price policy of products	118.00	2540.400	.817	.991
I see that the consumer positively comments on the compatibility between the quality and the advertising content of the same product	117.66	2525.598	.874	.991
You ensure that the properties of the advertised products match their actual reality after being tested by the consumer	117.28	2517.834	.875	.991
Consumers' opinions and feedback about prices of advertised products through social media networks are taken into consideration	117.45	2519.537	.849	.991

It is apparent from the last column that if any item is removed from the reliability scale, the Cronbach α coefficient will have the same value as 0.991, which means that there is no rise in Cronbach α . Therefore, since there is no significant advantage in the event that the particular item is deleted, it is better to keep all products on the scale.

3.5.1.1.2 Reliability:

The correlation coefficient of Pearson is a statistical measure of the intensity of a combined information linear connection. It is marked in a sample by r and is restricted by design as follows:

$$-1 \leq r \leq 1$$

Furthermore:

- Positive values denote positive linear correlation;
- Negative values denote negative linear correlation;

- A value of 0 denotes no linear correlation;
- The closer the value is to 1 or –1, the stronger the linear correlation.

However, to conduct the test of significance like Independent Sample T-Test, Analysis of Variance (ANOVA) and the regression analysis we check the relationship between the (1) Awareness of Need (2) Information Search Phase (3) Alternatives Evaluation Phase (4) Purchasing Decision Phase (5) Post Purchasing Decision domains and related questions as show in table (3.5, 3.6, 3.7, 3.8, 3.9).

In table (3.5) the data revealed that there a strong and positive relationship between the first domain (Awareness of Need) and the shop owners answers related to the use of social media increases consumers' awareness of their needs, the use of social media in advertising aims to acquire the consumer satisfaction, the use of social media in advertising is designed to convince the consumer to seek the acquisition of products, the use of social media changes consumers' attitudes and wants, social networks help me identify the needs or wants of consumers through the comments and posts, the design of advertised content on social media networks stimulates and develops curiosity and product acquisition and the shop owner use specialized advertising companies to support advertising in social media networks by identifying and understanding consumers' needs.

Table (3.5): Pearson Correlation for the Awareness of Need and its questions:

Awareness of Need	Pearson Correlation	.913**	.892**	.900**	.834**	.885**	.910**	.805**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	
	N	71	71	71	71	71	71	71	71
**. Correlation is significant at the 0.01 level (2-tailed).									

In table (3.6) the data revealed that there a strong and positive relationship between the second domain (Information Search Phase) and the shop owners answers related to easy access to advertising through social media networks plays an important role in influencing

customer purchasing behavior, the e-advertising is characterized by continuous renewability and diversity and therefore its influence on the purchasing decision, when designing an advertisement, the shop owner keen to provide the consumer with all the information related to the product, when marketing a new product, the shop owner keen to be through social media networks, the shop owner believe that the information on its account about the products is more credible than that competitors provide on their accounts, the content of the advertisement makes the shop owners feel satisfied, the shop owners publish information and data about the offered products to help the consumers discover their characteristics when and wherever they are present in market and the presence of queries and comments on social media networks help shop owners to identifying consumers' needs and wants.

Table (3.6): Pearson Correlation for the Information Search Phase and its questions:

Information Search Phase	Pearson Correlation	.883**	.878**	.918**	.905**	.887**	.881**	.898**	.868**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	
	N	71	71	71	71	71	71	71	71	71
**. Correlation is significant at the 0.01 level (2-tailed).										

In table (3.7) the data revealed that there a very strong and positive relationship between the third domain (Alternatives Evaluation Phase) and the shop owners answers related to the presence of advertisement content through social media networks helps the consumer to better evaluate the products, comments and online chat about shop products help shop owners to make better assessment of alternatives, social media networks provide more effective platforms for new products than those provided by media channels, published comments, either positive or negative, affect the consumer's assessment of products' alternatives, the number of ratings (likes) helps shop owners to evaluate the clothing products, the information that shop owners publish on social media networks help the

consumer to identify the best alternative to buy and the shop owners make sure that the price of alternative products advertised on social media networks is consistent with the consumer's purchasing power.

Table (3.7): Pearson Correlation for the Alternatives Evaluation Phase and its questions:

Alternatives Evaluation Phase	Pearson Correlation	.876*	.916**	.906**	.921**	.909**	.919**	.893**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	
	N	71	71	71	71	71	71	71	71
**. Correlation is significant at the 0.01 level (2-tailed).									

In table (3.8) the data revealed that there a strong and positive relationship between the fourth domain (Purchasing Decision Phase) and the shop owners answers related to repetition of advertising on social media networks helps in making the purchase decision, shop owners make sure that the shop webpage contains all the information that helps the consumer in making the purchase decision, the content of the shop webpage on social media networks contributes to increase the consumer conviction in making the purchase decision, the videos that the shop owners published on the shop webpage influence the consumers' purchasing decision, the shop owners can determining prices clearly through social media networks affects the consumer's purchasing decision, shop owners can determining feedbacks and opinions of consumers influence the purchasing decision, shop owners can performing competitions and offering incentives influence the purchasing decision and shop owners can clear advertising through social media networks helps in making the purchase decision.

Table (3.8): Pearson Correlation for the Purchasing Decision Phase and its questions:

Purchasing Decision Phase	Pearson Correlation	.870**	.919**	.920**	.914**	.885**	.894**	.877**	.916**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	
	N	71	71	71	71	71	71	71	71	71
**. Correlation is significant at the 0.01 level (2-tailed).										

In table (3.9) the data revealed that there a strong and positive relationship between the fifth domain (Post Purchasing Decision) and the shop owners answers related to comments left by customers after the purchase process significantly affect the sale of products, the use of social media networks increases demand for products, customer feedback on social media leads to change the price policy of products, the shop owners see that the consumer positively comments on the compatibility between the quality and the advertising content of the same product, the shop owners can ensure that the properties of the advertised products match their actual reality after being tested by the consumer and consumers' opinions and feedback about prices of advertised products through social media networks are taken into shop owners consideration.

Table (3.9): Pearson Correlation for Post Purchasing Decision and its questions:

Post Purchasing Decision	Pearson Correlation	.903**	.924**	.840**	.911**	.912**	.880**	1
	Sig. (2- tailed)	.000	.000	.000	.000	.000	.000	
	N	71	71	71	71	71	71	71
**. Correlation is significant at the 0.01 level (2-tailed).								

3.5.1.2 Consumer data and information

Second survey development: The design of the study was based on a review of the literature (chapter two); in particular, the effect of social media on consumer purchasing decision. It includes demographic issues and questions about the effect of social social media on customer purchase decision phases. A five-point Likert scale was used to assess the role of social media effect with categories of customer buy decisions (always, often, sometimes, scarcely, never).

The survey commenced with a cover page and was followed by closed ended questions which were divided into two sections:

- **Section A:** Demographics.

- **Section B:** Social media impact on consumer purchase decision.

Section A contains the owner shop age, gender, Practical experience, Section B addressed social media impact on consumer purchase decision stages (awareness of the need, search of information, evaluate alternative, purchase decision, post purchase decision).

- **Second survey administration:** The data collected from this survey is a primary data, for in -person interviews was adopted for collecting the data of the consumer survey according to the second study sample, this approach is highly recommended for following reason: questions which were strongly focused on social media impact on consumer purchase decision, and the questions were short and clear (Saunders, Lewis,& Thornhill, 2012).

3.5.1.2.1 Validity

In order to improve the level of the questionnaire and to ensure that it achieves the objectives for which it was established, it has been reviewed and was arbitrated by a number of academics and specialists in the field of education, and specialists were consulted in the field of statistics for the process of data entry and analysis In the light of the arbitrators' observations, some of the terms of the resolution have been modified to become clearer in terms of wording and belonging to the domain under which they fall.

Analysis of the factor was used to determine the validity of the scale structure. The following table Reliability Statistics (Table 3.10) tells us that the value of the Cronbach α coefficient for the study scale is 0.988 = 98.8%. This percentage is higher than the 99 percent, which is an exceptionally excellent value for the internal consistency of the exploratory scale notional framework (Anastasiadou, 2010 ; Dafermos, 2009 ; Dimitriadis, 2003; Nouris, 2006).

Table (3.10): Reliability Statistics:

Cronbach's Alpha	N of Items
.988	29

The Table (3.11) at its last column presents the coefficient Cronbach α of all the rest variables that remain and take part in the reliability analysis when this/ each specific item is missing from the scale.

Table (3.11): Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
I feel that I need to buy some products advertised through the social media network	84.41	1188.104	.854	.988
Products that are advertised through social media networks meet my needs	84.49	1188.783	.885	.988
The products that are advertised through social media networks are consistent with the continuous change in my want	84.25	1184.413	.873	.988
New products that are advertised through social media networks raise new needs for me	84.25	1183.126	.868	.988
I feel that seeing the products which are advertised through social media networks interest me	84.23	1180.611	.910	.988
The social media network provides all information and data related to the products I am looking for	84.24	1183.287	.873	.988
When the clothing stores offer new products, I know about them through their pages on social media networks	84.13	1180.395	.882	.988
Social media networks provide data on previous consumer attitudes and opinions regarding advertised products	84.38	1184.224	.856	.988
Social media networks provide me with information and data regarding real prices of products	84.46	1185.621	.849	.988
Social media networks provide me real and not misleading information for the consumer	84.53	1188.559	.857	.988
The presence of queries and comments on the clothing stores' websites help me identifying their product	84.40	1185.164	.861	.988

The social media networks provide me with sufficient information to identify the most prominent available alternatives to the products	84.47	1184.964	.862	.988
The number of ratings (likes) helps me evaluate the clothing products	84.60	1190.814	.818	.988
The information available on the social media networks help the consumer to identify the best alternative to buy	84.58	1189.770	.872	.988
I feel that the price of alternative products advertised through the social media networks matches my purchasing power	84.53	1191.677	.835	.988
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Comments and electronic chats published about clothing products help me make a better assessment of alternatives	84.42	1186.833	.843	.988
I think that buying products advertised through social media networks satisfies my needs	84.31	1186.284	.885	.988
I prefer using social media networks in purchasing my products	84.63	1193.551	.854	.988
The brand plays a prominent role for the consumer when purchasing products advertised through social media networks	84.33	1183.916	.839	.988
I pay the cash value without hesitation	84.40	1185.863	.844	.988
The purchase of products advertised through social media networks is simple and easy	84.28	1184.342	.875	.988
The shops are committed to the announced prices for their advertised products through social media networks without additions not known previously to the consumer	84.40	1188.718	.859	.988
The properties of the advertised products match their actual reality after testing	84.36	1186.246	.890	.988
Social media networks allow me to express my feedback about the products after using them	84.44	1188.654	.880	.988
I think that companies that advertise their products through social media networks take consumer opinions and comments about products into consideration	84.48	1189.007	.833	.988

I express my satisfaction about the product through the social media networks	84.22	1183.559	.843	.988
I show my admiration for different products using social media networks	84.38	1186.014	.840	.988
I think that the products advertised through social media networks are of high quality	84.54	1194.390	.830	.988
I think that the price I pay for the products advertised through social media networks meets my needs and wants	84.52	1192.028	.854	.988

It is apparent from the last column that if any item is removed from the reliability scale, the Cronbach α coefficient will be given the same value as 0.998, which means that if item is deleted, there will be no rise in Cronbach α . Therefore, in case the particular item is deleted, as there is no significant advantage, it is preferable to keep all products at the scale.

3.5.1.2.2 Reliability

Pearson's correlation coefficient is a statistical measure of the strength of a linear relationship between paired data. In a sample it is denoted by r and is by design constrained as follows:

$$-1 \leq r \leq 1$$

Furthermore:

- Positive values denote positive linear correlation;
- Negative values denote negative linear correlation;
- A value of 0 denotes no linear correlation;
- The closer the value is to 1 or -1 , the stronger the linear correlation.

However, to conduct the test of significance like Independent Sample T-Test, Analysis of Variance (ANOVA) and the regression analysis we check the relationship between the (1) Awareness of Need (2) Information Search Phase (3) Alternatives Evaluation Phase (4)

Purchasing Decision Phase (5) Post Purchasing Decision domains and related questions as show in table (3.12, 3.13, 3.14, 3.15, 3.16).

In table (3.12) the data revealed that there a very strong and positive relationship between the first domain (Awareness of Need) and the consumer feel that he need to buy some products advertised through the social media network, Products advertised via social media networks fulfill his needs, the products advertised via social media networks are compatible with the constant change in his need, new products that are advertised through social media networks raise new needs for their and the consumer feel that seeing the products which are advertised through social media networks interest there.

Table (3.12): Pearson Correlation for the Awareness of Need

Awareness of Need	Pearson Correlation	.901**	.936**	.935**	.931**	.940**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	144	144	144	144	144	144
**. Correlation is significant at the 0.01 level (2-tailed).							

In table (3.13) the data revealed that there a very strong and positive relationship between the second domain (Information Search Phase) and the social media network provides all information and data related to the products that consumer looking for, when the clothing stores offer new products the consumers know about them through their pages on social media networks, social media networks provide data on previous consumer attitudes and opinions regarding advertised products, social media networks provide the consumers with information and data regarding real prices of products, social media networks provide real and not misleading information for the consumer and the presence of queries and comments on the clothing stores' websites help consumers to identifying their product.

Table (3.13): Pearson Correlation for the Information Search Phase

Information Search Phase	Pearson Correlation	.900**	.907**	.907**	.906**	.908**	.905**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	144	144	144	144	144	144	144
**. Correlation is significant at the 0.01 level (2-tailed).								

In table (3.14) the data revealed that there a very strong and positive relationship between the third domain (Alternatives Evaluation Phase) and the social media networks provide consumers with sufficient information to identify the most prominent available alternatives to the products, the number of ratings (likes) helps consumers to evaluate the clothing products, the information available on the social media networks help the consumer to identify the best alternative to buy, the consumer feel that the price of alternative products advertised through the social media networks matches his purchasing power and comments and electronic chats published about clothing products help the consumer make a better assessment of alternatives.

Table (3.14): Pearson Correlation for the Alternatives Evaluation Phase

Alternatives Evaluation Phase	Pearson Correlation	.903**	.895**	.910**	.878**	.888**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	144	144	144	144	144	144
**. Correlation is significant at the 0.01 level (2-tailed).							

In table (3.15) the data revealed that there a very strong and positive relationship between the fourth domain (Purchasing Decision Phase) and the consumers think that buying products advertised through social media networks satisfies their needs, the consumers prefer using social media networks in purchasing their products, the brand plays a prominent role for the consumer when purchasing products advertised through social media networks, the consumers pay the cash value without hesitation, the purchase of products advertised through social media networks is simple and easy and the shops are

committed to the announced prices for their advertised products through social media networks without additions not known previously to the consumer.

Table (3.15): Pearson Correlation for the Purchasing Decision Phase

Purchasing Decision Phase	Pearson Correlation	.909**	.893**	.880**	.891**	.920**	.890**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	144	144	144	144	144	144	144
**. Correlation is significant at the 0.01 level (2-tailed).								

In table (3.16) the data revealed that there a very strong and positive relationship between the fifth domain (Post Purchasing Decision) and the properties of the advertised products match their actual reality after testing, social media networks allow the consumers to express their feedback about the products after using them, the consumers think that companies that advertise their products through social media networks take consumer opinions and comments about products into consideration, the consumers express their satisfaction about the product through the social media networks, the consumers show their admiration for different products using social media networks, the consumers think that the products advertised through social media networks are of high quality and the consumers think that the price their pay for the products advertised through social media networks meets their needs and wants.

Table (3.16): Pearson Correlation for Post Purchasing Decision and its questions:

Post Purchasing Decision	Pearson Correlation	.902*	.922*	.890*		.901*	.901*	.890*	.898*	1
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000	
	N	144	144	144		144	144	144	144	144
**. Correlation is significant at the 0.01 level (2-tailed).										

3.6 Variable measurements:

- **Awareness of Need:** The purchase process starts from the consumer's need to buy a product and the effect of advertising through social media on his/her decision.
- **Information Search:** Search for the information about the products that the consumer needs through the social media networks
- **Alternatives Evaluation:** Evaluating the product alternatives that the consumer needs through social media networks
- **Purchase Decision Making:** The final purchase decision of products advertised through social media networks
- **Post Purchase Decision Evaluation** Evaluation of the purchased product advertised through social media networks.

3.7 Statistical treatments

The researcher collected the data from initial resources, the study sample. Data were processed statistically by the a computer using the Statistical Package for Social Sciences program SPSS / program and Amos for the purpose of statistical analysis and description required by the research. Therefore, the following statistical techniques and methods will be used:

Statistical methods used in the analysis of the research are:

- **Frequencies and Percentages** to describe personal and demographic variables.
- **Means (averages), Standard Deviations and Coefficients of Variation** to measure respondents' perceptions toward the Questionnaires' Items.
- **The Analysis of Variance (ANOVA)** to test inner differences between statements of Factors the Questionnaire Dimensions.
- **Pearson's correlation coefficient** to measure the strength of a linear relationship between paired data.

- **Tukey's Test, Independent Sample T-Test and Independent-Samples Mann-Whitney U Test and Independent-Samples Kruskal-Wallis Test** to examine the hypotheses of the study.
- **Alpha (Cronbach) scales for Reliability:** A formula to determine the reliability coefficient of the questionnaire.

Chapter Four

Statistical analysis

4.1 Introduction

After collecting the study data, it was given to certain numbers to convert the verbal answers to digital ones. The answer was always given at 5 degrees, often 4 degrees, sometimes 3 degrees, rarely two degrees, and never one on the five-point Likert scale. The higher the degree of respondents' responses to promotion through the use of social media networks and its impact on the behavior of the purchasing consumer and vice versa.

The data were processed by extracting numbers, percentages, mean, and standard deviation, Pearson's correlation coefficient to measure the strength of a linear relationship between paired data, Cronbach α to determine the structure validity, Tukey's Test, Independent Sample T-Test and Independent-Samples Mann-Whitney U Test and Independent-Samples Kruskal-Wallis Test to examine the hypotheses of the study.

4.1.1 Shop owner data analysis

4.1.1.1 The Tukey's Test for Nonadditivity evaluates

The Tukey's Nonadditivity Test evaluates the H_0 zero hypothesis, which is the additivity of the scale. The following table (4.1) for nonadditivity (ANOVA with Tukey's Nonadditivity Test) shows a comparatively observational level of statistical significance and therefore the H_0 is described as acceptable, meaning that the model has additivity.

Table (4.1): ANOVA with Tukey's Test for Nonadditivity

		Sum of Squares	df	Mean Square	F	Sig	
Between People		5179.146	70	73.988			
Within People	Between Items	91.363	35	2.610	3.994	.000	
	Residual	Nonadditivity	11.336 ^a	1	11.336	17.461	.000
		Balance	1589.885	2449	.649		
		Total	1601.221	2450	.654		
Total		6871.729	2555	2.690			
Grand Mean = 3.36							
a. Tukey's estimate of power to which observations must be raised to achieve additivity = .170.							

- **Independent Sample T-Test**

Table (4.2) shows the descriptive statistics related to all shop owners promotion domains the average mean for the awareness of need = 3.85 which is mean that the shop owners often agree with the sentences in Likert scale, the average mean for the information search phase = 4.03 which is mean that the shop owners often agree with the sentences in Likert scale, the average mean for the alternatives evaluation phase = 3.90 which is mean that the shop owners often agree with the sentences in Likert scale, the average mean for the purchasing decision phase = 3.91 which is mean that the shop owners often agree with the sentences in Likert scale and the average mean for the post purchasing decision = 3.83 which is mean that the shop owners often agree with the sentences in Likert scale.

Table (4.2): Independent Sample T-Test Group Statistics

	Do you use social media networks to promote your products?	N	Mean	Std. Deviation	Std. Error Mean
Need	Yes	61	3.8454	.55836	.07149
	No	10	.0000	.00000	.00000
Information	Yes	61	4.0266	.53284	.06822
	No	10	.0000	.00000	.00000
Evaluation	Yes	61	3.8946	.61218	.07838
	No	10	.0000	.00000	.00000
Decision	Yes	61	3.9057	.57765	.07396
	No	10	.0000	.00000	.00000
Post_Purchase	Yes	61	3.8279	.53400	.06837
	No	10	.0000	.00000	.00000

According to Table(4.3), it was found that shop owners attitudes towards awareness of need, information search phase, alternatives evaluation phase, purchasing decision phase and post purchasing decision have a significant difference with using social media networks in promoting the shops products as: (1) The mean difference in the awareness of need was 3.85 and the value of t which is 21.648 was statically significant ($p=0.05$); (2) The mean difference in the information search phase was 4.03 and the value of t which is

23.75 was statically significant ($p=0.05$); (3) The mean difference in the alternatives evaluation phase was 3.89 and the value of t which is 19.99 was statically significant ($p=0.05$); (4) The mean difference in the purchasing decision phase was 3.91 and the value of t which is 21.25 was statically significant ($p=0.05$) and (5) The mean difference in the post purchasing decision was 3.83 and the value of t which is 22.53 was statically significant ($p=0.05$).

Table (4.3): Independent Sample T-Test

Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	T	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Need	Equal variances assumed	14.945	.000	21.648	69	.000	3.84543	.17764	3.49106	4.19981
	Equal variances not assumed			53.789	60.000	.000	3.84543	.07149	3.70243	3.98844
Information	Equal variances assumed	17.914	.000	23.754	69	.000	4.02664	.16952	3.68847	4.36481
	Equal variances not assumed			59.022	60.000	.000	4.02664	.06822	3.89017	4.16310
Evaluation	Equal variances assumed	17.683	.000	19.997	69	.000	3.89461	.19476	3.50608	4.28314
	Equal variances not assumed			49.688	60.000	.000	3.89461	.07838	3.73783	4.05140
Decision	Equal variances assumed	12.941	.001	21.253	69	.000	3.90574	.18377	3.53912	4.27235
	Equal variances not assumed			52.809	60.000	.000	3.90574	.07396	3.75780	4.05368
Post_Purchase	Equal variances assumed	19.410	.000	22.532	69	.000	3.82787	.16989	3.48896	4.16678
	Equal variances not assumed			55.986	60.000	.000	3.82787	.06837	3.69111	3.96463

4.1.1.2 Hypothesis testing:

4.1.1.2.1 The main hypothesis: There is no statistically significant effect of using social media networks on consumer purchase decision.

Simple regression analysis will be used to evaluate hypotheses of the research. The research concentrated on using networks of social media to promote products. Whereas the variable tested for this research is to validate the impact of using social media networks at each point of product promotion. From table (4.4), the findings indicate that all hypotheses of the research have been rejected and it is seen that the use of social media as an independent variable has a major effect on all phases of the promotional choice. Results also showed that this impact was more on the stage of (information search, followed by post-purchase decision, awareness of need, purchase decision, and finally alternatives evaluation Phase).

Table (4.4): Impact of using social media on consumers purchase decision

Dependent Variable	Adjusted R Square	F	B	T	Sig.	Order
Awareness of Need	0.870	468.63	3.85	21.65	0.000	3
Information Search Phase	0.889	564.25	4.03	23.75	0.000	1
Alternatives Evaluation Phase	0.851	399.89	3.90	19.99	0.000	5
Purchasing Decision Phase	0.866	451.70	3.91	21.25	0.000	4
Post Purchasing Decision	0.879	507.70	3.83	22.53	0.000	2
Independent variable: using social media on consumers purchase decision						

4.1.1.2.2 Second hypothesis: No statistically significant differences are noticed in the impact of using social media network on consumer's behavior regarding the variables: gender, age, education, experience level.

4.1.1.2.2.1. First sub-hypothesis: No statistically significant differences are noticed in the impact of using social media network on consumer’s behavior due to gender.

By using independent non parametric tests whether use the Mann-Whitney U test or Kruskal-Wallis Test to understand whether attitudes towards using social media network effect awareness of need, information search phase, alternatives evaluation phase, purchasing decision phase and post purchasing decision based on gender, level of education, age, work experience.

Table (4.5) Mann-Whitney U test shows that the differences between the means are statistically significant in the distribution of alternatives evaluation phase is the same across categories of gender also the mean rank of male=36.37 is greater than the female mean rank = 34.35.

Table (4.5): Mann-Whitney U Test Summary based on gender

	Null Hypothesis	Test	Sig.	Decision
1	The distribution of Need is the same across categories of Gender.	Independent-Samples Mann-Whitney U Test	.994	Retain the null hypothesis.
2	The distribution of Information is the same across categories of Gender.	Independent-Samples Mann-Whitney U Test	.748	Retain the null hypothesis.
3	The distribution of Evaluation is the same across categories of Gender.	Independent-Samples Mann-Whitney U Test	.012	Reject the null hypothesis.
4	The distribution of Decision is the same across categories of Gender.	Independent-Samples Mann-Whitney U Test	.561	Retain the null hypothesis.
5	The distribution of Post_Purchase is the same across categories of Gender.	Independent-Samples Mann-Whitney U Test	.313	Retain the null hypothesis.
Asymptotic significances are displayed. The significance level is .05.				

4.1.1.2.2.2 Second sub-hypothesis: There are no statistically significant differences in the impact of using social media network on consumer behavior due to level of education.

Table (4.6) Independent-Samples Kruskal-Wallis Test shows that the differences between the mean ranks are statistically significant in the distribution of awareness of need and alternatives evaluation phase is the same across categories of education level also the mean rank of bachelor degree has the higher significant level of shop owner’s awareness of

need and alternatives evaluation phase. Also the table show that the differences between the mean ranks are not statistically significant in the distribution of information search phase, purchasing decision phase and post purchasing decision across consumer’s level of education.

Table (4.6): Independent-Samples Kruskal-Wallis Test based on level of education

	Null Hypothesis	Test	Sig.	Decision
1	The distribution of Need is the same across categories of Level of Education.	Independent-Samples Kruskal-Wallis Test	.041	Reject the null hypothesis.
2	The distribution of Information is the same across categories of Level of Education.	Independent-Samples Kruskal-Wallis Test	.160	Retain the null hypothesis.
3	The distribution of Evaluation is the same across categories of Level of Education.	Independent-Samples Kruskal-Wallis Test	.031	Reject the null hypothesis.
4	The distribution of Decision is the same across categories of Level of Education.	Independent-Samples Kruskal-Wallis Test	.167	Retain the null hypothesis.
5	The distribution of Post_Purchase is the same across categories of Level of Education.	Independent-Samples Kruskal-Wallis Test	.222	Retain the null hypothesis.
Asymptotic significances are displayed. The significance level is .05.				

4.1.1.2.2.3 Third sub-hypothesis: There are no statistically significant differences in the impact of using Social network on consumer behavior due to age.

Table (4.7) Independent-Samples Kruskal-Wallis Test shows that the differences between the mean ranks are statistically significant in promoting awareness of need, alternatives evaluation phase and post purchasing decision with the age of the shop owners also the awareness of need has a higher significant within the age 22 years and less, the alternatives evaluation phase has a higher significant within the age range from 23 – 30 years and post purchasing decision has a higher significant within the age 22 years and less.

Table (4.7): Independent-Samples Kruskal-Wallis Test based on level of age

	Null Hypothesis	Test	Sig.	Decision
1	The distribution of Need is the same across categories of Age.	Independent-Samples Kruskal-Wallis Test	.003	Reject the null hypothesis.
2	The distribution of Information is the same across categories of Age.	Independent-Samples Kruskal-Wallis Test	.053	Retain the null hypothesis.
3	The distribution of Evaluation is the same across categories of Age.	Independent-Samples Kruskal-Wallis Test	.038	Reject the null hypothesis.
4	The distribution of Decision is the same across categories of Age.	Independent-Samples Kruskal-Wallis Test	.061	Retain the null hypothesis.
5	The distribution of Post_Purchase is the same across categories of Age.	Independent-Samples Kruskal-Wallis Test	.029	Reject the null hypothesis.
Asymptotic significances are displayed. The significance level is .05.				

4.1.1.2.2.4 Fourth sub-hypothesis: There are no statistically significant differences in the impact of using Social network on consumer behavior due to experience level.

Table (4.8) Independent-Samples Kruskal-Wallis Test shows that the differences between the mean ranks are statistically significant within the awareness of need, purchasing decision phase and post purchasing decision based on shop owner experience. Also the higher mean rank with awareness of need is related to the category of 6 -10 years of experience, the higher mean rank with purchasing decision phase is related to the category 5 years of experience or less and the higher mean rank with post purchasing decision is related to the category of 6 -10 years of experience.

Table (4.8): Independent-Samples Kruskal-Wallis Test based on experience level

	Null Hypothesis	Test	Sig.	Decision
1	The distribution of awareness of need is the same across categories of Work Experience.	Independent-Samples Kruskal-Wallis Test	.013	Reject the null hypothesis.
2	The distribution of information search phase is the same across categories of Work Experience.	Independent-Samples Kruskal-Wallis Test	.382	Retain the null hypothesis.
3	The distribution of alternatives evaluation phase is the same across categories of Work Experience.	Independent-Samples Kruskal-Wallis Test	.067	Retain the null hypothesis.
4	The distribution of purchasing decision phase is the same across categories of Work Experience.	Independent-Samples Kruskal-Wallis Test	.006	Reject the null hypothesis.
5	The distribution of post purchasing decision is the same across categories of Work Experience.	Independent-Samples Kruskal-Wallis Test	.014	Reject the null hypothesis.
Asymptotic significances are displayed. The significance level is .05.				

4.1.2 Consumer data analysis

4.1.2.1 Tukey's Test for Nonadditivity

Reliability analysis refers to the fact that a scale should consistently reflect the construct it is measuring. There are certain times and situations where it can be useful. In order to overcome this problem, Cronbach (1951) introduced a measure that is common in reliability analysis. This measure is loosely equivalent to the splitting of the data in two halves in every possible manner and further computing the correlation coefficient for each split. The average of these values is similar to the value of Cronbach's alpha.

While conducting reliability analysis in SPSS, the researcher click on "Tukey's test of additivity" as additivity is assumed. Independence within the observations is assumed. However, it should be noted by that thus retest type of reliability analysis involves the correlated data between the observations which do not pose a statistical problem in assessing the reliability.

By using the Tukey's Test for Nonadditivity evaluates the zero hypothesis H_0 which is that the scale presents additivity. The table (4.9) below for nonadditivity reliability analysis

(ANOVA with Tukey's Test for Nonadditivity) indicates a relatively observatory level of statistical significance between all the rest variables tested, therefore the Ho is characterized as acceptable, which means that the model has additivity. In order to test reliability, Tukey's Test for Nonadditivity algorithm was used. As per Tukey's Test for Nonadditivity (ANOVA test) is 0.126 and P value is 0.00, ($P < 0.05$). this reveals that the data is reliable.

Table (4.9): ANOVA with Tukey's Test for Nonadditivity

		Sum of Squares	df	Mean Square	F	Sig	
Between People		6275.345	143	43.884			
Within People	Between Items	65.318	28	2.333	4.591	.000	
	Residual	Nonadditivity	8.246 ^a	1	8.246	16.291	.000
		Balance	2026.228	4003	.506		
		Total	2034.475	4004	.508		
Total		2099.793	4032	.521			
Total		8375.138	4175	2.006			
Grand Mean = 3.01							
a. Tukey's estimate of power to which observations must be raised to achieve additivity = .126.							

Independent Sample T-Test

Table (4.10) shows the descriptive statistics related for both internal and external motivation domains the average mean for the awareness of need = 3.53 which is mean that the consumers often agree with the sentences in Likert scale, the average mean for the information search phase = 3.49 which is mean that the consumers sometimes agree with the sentences in Likert scale, the average mean for the alternatives evaluation phase = .331 which is mean that the consumers sometimes agree with the sentences in Likert scale, the average mean for the purchasing decision phase = .346 which is mean that the consumers sometimes agree with the sentences in Likert scale and the average mean for the post purchasing decision = 3.42 which is mean that the consumers sometimes agree with the sentences in Likert scale.

Table (4.10): Independent Sample T-Test Group Statistics

	Do you use social media networks in purchasing your products	N	Mean	Std. Deviation	Std. Error Mean
Awareness of Need	Yes	126	3.5317	.63758	.05680
	No	18	.0000	.00000	.00000
Information Search Phase	Yes	126	3.4987	.64996	.05790
	No	18	.0000	.00000	.00000
Alternatives Evaluation Phase	Yes	126	3.3079	.65172	.05806
	No	18	.0000	.00000	.00000
Purchasing Decision Phase	Yes	126	3.4590	.56987	.05077
	No	18	.0000	.00000	.00000
Post Purchasing Decision	Yes	126	3.4229	.57779	.05147
	No	18	.0000	.00000	.00000

According to Table(4.11), it was found that participant attitudes towards awareness of need, information search phase, alternatives evaluation phase, purchasing decision phase and post purchasing decision have a significant difference with consumers use social media networks in purchasing products as: (1) The mean difference in the awareness of need was 3.53 and the value of t which is 23.43 was statically significant ($p=0.05$); (2) The mean difference in the information search phase was 3.49 and the value of t which is 22.77 was statically significant ($p=0.05$); (3) The mean difference in the alternatives evaluation phase was 3.31 and the value of t which is 21.47 was statically significant ($p=0.05$); (4) The mean difference in the purchasing decision phase was 3.46 and the value of t which is 25.68 was statically significant ($p=0.05$) and (5) The mean difference in the post purchasing decision was 3.42 and the value of t which is 25.06 was statically significant ($p=0.05$).

Table (4.11): Independent Sample T-Test

		T	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
							Lower	Upper
Awareness of Need	Equal variances assumed	23.431	142	.000	3.53175	.15073	3.23378	3.82971
	Equal variances not assumed	62.179	125.000	.000	3.53175	.05680	3.41933	3.64416
Information Search Phase	Equal variances assumed	22.769	142	.000	3.49868	.15366	3.19492	3.80243
	Equal variances not assumed	60.423	125.000	.000	3.49868	.05790	3.38408	3.61327
Alternatives Evaluation Phase	Equal variances assumed	21.470	142	.000	3.30794	.15407	3.00336	3.61251
	Equal variances not assumed	56.975	125.000	.000	3.30794	.05806	3.19303	3.42284
Purchasing Decision Phase	Equal variances assumed	25.675	142	.000	3.45899	.13472	3.19267	3.72532
	Equal variances not assumed	68.134	125.000	.000	3.45899	.05077	3.35852	3.55947
Post Purchasing Decision	Equal variances assumed	25.058	142	.000	3.42290	.13660	3.15287	3.69293
	Equal variances not assumed	66.498	125.000	.000	3.42290	.05147	3.32103	3.52478

4.1.2.2 Hypotheses Testing:

4.1.2.2.1 The main hypothesis: There is no statistically significant effect of using social media networks on consumer purchase decision

In order to test study hypotheses, simple regression analysis will be used. The investigation focused on using social media networks in purchasing products. Whereas the variable tested for this study is to validate the influence of using social media networks on each stage of purchase decision. From table (4.12), the results mean that all study hypotheses were rejected, and it is seen that using social media as an independent variable has a significant impact on all purchase decision stages. Results showed also that this impact was more on the stage of (awareness of need, followed by information search, alternatives evaluation, purchasing decision and finally on post purchasing decision.

Table (4.12): Impact of using social media on consumers purchase decision

Dependent Variable	Adjusted R Square	F	B	T	Sig.	Order
Awareness of Need	.0793	549.01	3.532	.23431	0.000	3
Information Search Phase	.0783	518.44	.3499	.22769	0.000	4
Alternatives Evaluation Phase	0.763	460.95	3.308	21.470	0.000	5
Purchasing Decision Phase	0.822	659.19	3.459	25.675	0.000	1
Post Purchasing Decision	0.814	627.918	3.423	25.058	0.000	2
Independent variable: using social media on consumers purchase decision						

4.1.2.2.2 Second hypothesis: There are no statistically significant differences in the impact of using Social network on consumer behavior due to variables: gender, age, education, gender, place of residence, marital status. Work status, income category.

By using independent non parametric tests whether use the Mann-Whitney U test or Kruskal-Wallis Test to understand whether attitudes towards using social media network effect awareness of need, information search phase, alternatives evaluation phase, purchasing decision phase and post purchasing decision based on gender, level of education, age, place of residence, marital status, work status and income category.

4.1.2.2.2.1 First sub-hypothesis: There are no statistically significant differences in the impact of using Social network on consumer behavior due to gender.

Table (4.13) Mann-Whitney U test shows that the differences between the mean ranks are not statistically significant in the distribution of awareness of need, information search phase, alternatives evaluation phase, purchasing decision phase and post purchasing decision is the same either the consumer is male or femal.

Table (4.13): Mann-Whitney U Test Summary based on gender

	Null Hypothesis	Test	Sig.	Decision
1	The distribution of Awareness of Need is the same across categories of Gender.	Independent-Samples Mann-Whitney U Test	.224	Retain the null hypothesis.
2	The distribution of Information Search Phase is the same across categories of Gender.	Independent-Samples Mann-Whitney U Test	.280	Retain the null hypothesis.
3	The distribution of Alternatives Evaluation Phase is the same across categories of Gender.	Independent-Samples Mann-Whitney U Test	.707	Retain the null hypothesis.
4	The distribution of Purchasing Decision Phase is the same across categories of Gender.	Independent-Samples Mann-Whitney U Test	.748	Retain the null hypothesis.
5	The distribution of Post Purchasing Decision is the same across categories of Gender.	Independent-Samples Mann-Whitney U Test	.474	Retain the null hypothesis.
Asymptotic significances are displayed. The significance level is .05.				

4.1.1.2.2.2. Second sub-hypothesis: There are no statistically significant differences in the impact of using Social network on consumer behavior due to education.

Table (4.14) Independent-Samples Kruskal-Wallis Test shows that the differences between the mean ranks are statistically significant in the distribution of awareness of need, information search phase, alternatives evaluation phase, purchasing decision phase and post purchasing decision is the same across categories of level of education also the mean rank of master of level of education=4 is greater than the mean rank of bachelor level of education=3, greater than the mean rank of high school or professional diploma level of education=2 and greater than the mean rank of less than high school level of education=1.

Table (4.14): Independent-Samples Kruskal-Wallis Test based on level of education

	Null Hypothesis	Test	Sig.	Decision
1	The distribution of Awareness of Need is the same across categories of Level of Education.	Independent-Samples Kruskal-Wallis Test	.016	Reject the null hypothesis.
2	The distribution of Information Search Phase is the same across categories of Level of Education.	Independent-Samples Kruskal-Wallis Test	.029	Reject the null hypothesis.
3	The distribution of Alternatives Evaluation Phase is the same across categories of Level of Education.	Independent-Samples Kruskal-Wallis Test	.037	Reject the null hypothesis.
4	The distribution of Purchasing Decision Phase is the same across categories of Level of Education.	Independent-Samples Kruskal-Wallis Test	.000	Reject the null hypothesis.
5	The distribution of Post Purchasing Decision is the same across categories of Level of Education.	Independent-Samples Kruskal-Wallis Test	.010	Reject the null hypothesis.
Asymptotic significances are displayed. The significance level is .05.				

4.1.2.2.2.3. Third sub-hypothesis: There are no statistically significant differences in the impact of using Social network on consumer behavior due to level of age.

Table (4.15) Independent-Samples Kruskal-Wallis Test shows that the differences between the mean ranks are not statistically significant in the distribution of awareness of need, information search phase, alternatives evaluation phase, purchasing decision phase and post purchasing decision is the same across consumer categories of age.

Table (4.15): Independent-Samples Kruskal-Wallis Test based on level of age

	Null Hypothesis	Test	Sig.	Decision
1	The distribution of Awareness of Need is the same across categories of Age.	Independent-Samples Kruskal-Wallis Test	.565	Retain the null hypothesis.
2	The distribution of Information Search Phase is the same across categories of Age.	Independent-Samples Kruskal-Wallis Test	.268	Retain the null hypothesis.
3	The distribution of Alternatives Evaluation Phase is the same across categories of Age.	Independent-Samples Kruskal-Wallis Test	.690	Retain the null hypothesis.
4	The distribution of Purchasing Decision Phase is the same across categories of Age.	Independent-Samples Kruskal-Wallis Test	.143	Retain the null hypothesis.
5	The distribution of Post Purchasing Decision is the same across categories of Age.	Independent-Samples Kruskal-Wallis Test	.099	Retain the null hypothesis.
Asymptotic significances are displayed. The significance level is .05.				

4.1.2.2.2.4. Fourth sub-hypothesis: There are no statistically significant differences in the impact of using Social network on consumer behavior due to place of residence.

Table (4.16) Independent-Samples Kruskal-Wallis Test shows that the differences between the mean ranks are not statistically significant in the distribution of awareness of need, information search phase, alternatives evaluation phase, purchasing decision phase and post purchasing decision is the same across consumer place of residence.

Table (4.16): Independent-Samples Kruskal-Wallis Test based on place of residence

Hypothesis Test Summary				
	Null Hypothesis	Test	Sig.	Decision
1	The distribution of Awareness of Need is the same across categories of Place of residence.	Independent-Samples Kruskal-Wallis Test	.850	Retain the null hypothesis.
2	The distribution of Information Search Phase is the same across categories of Place of residence.	Independent-Samples Kruskal-Wallis Test	.977	Retain the null hypothesis.
3	The distribution of Alternatives Evaluation Phase is the same across categories of Place of residence.	Independent-Samples Kruskal-Wallis Test	.380	Retain the null hypothesis.
4	The distribution of Purchasing Decision Phase is the same across categories of Place of residence.	Independent-Samples Kruskal-Wallis Test	.938	Retain the null hypothesis.
5	The distribution of Post Purchasing Decision is the same across categories of Place of residence.	Independent-Samples Kruskal-Wallis Test	.684	Retain the null hypothesis.
Asymptotic significances are displayed. The significance level is .05.				

4.1.2.2.2.5.Fifth sub-hypothesis: There are no statistically significant differences in the impact of using Social network on consumer behavior due to marital status.

Table (4.17) Independent-Samples Kruskal-Wallis Test shows that the differences between the mean ranks are statistically significant in the post purchasing decision across marital status. Also, the mean ranks of the undefined marital status has greater mean ranks than the married and single status. Also the table shows that the differences between the mean ranks are not statistically significant in the distribution of awareness of need, information search phase, alternatives evaluation phase and post purchasing decision is the same across consumer across marital status

Table (4.17): Independent-Samples Kruskal-Wallis Test based on marital status

	Null Hypothesis	Test	Sig.	Decision
1	The distribution of Awareness of Need is the same across categories of Marital status.	Independent-Samples Kruskal-Wallis Test	.510	Retain the null hypothesis.
2	The distribution of Information Search Phase is the same across categories of Marital status.	Independent-Samples Kruskal-Wallis Test	.056	Retain the null hypothesis.
3	The distribution of Alternatives Evaluation Phase is the same across categories of Marital status.	Independent-Samples Kruskal-Wallis Test	.197	Retain the null hypothesis.
4	The distribution of Purchasing Decision Phase is the same across categories of Marital status.	Independent-Samples Kruskal-Wallis Test	.014	Reject the null hypothesis.
5	The distribution of Post Purchasing Decision is the same across categories of Marital status.	Independent-Samples Kruskal-Wallis Test	.030	Reject the null hypothesis.
Asymptotic significances are displayed. The significance level is .05.				

4.1.2.2.2.6. Sixth sub-hypothesis: There are no statistically significant differences in the impact of using Social network on consumer behavior due to work status.

Table (4.18) Mann-Whitney U test shows that the differences between the mean ranks are not statistically significant in the distribution of awareness of need, information search phase, alternatives evaluation phase, purchasing decision phase and post purchasing decision across work status.

Table (4.18): Independent-Samples Mann-Whitney U Test based on work status

	Null Hypothesis	Test	Sig.	Decision
1	The distribution of Awareness of Need is the same across categories of Do you work.	Independent-Samples Mann-Whitney U Test	.722	Retain the null hypothesis.
2	The distribution of Information Search Phase is the same across categories of Do you work.	Independent-Samples Mann-Whitney U Test	.749	Retain the null hypothesis.
3	The distribution of Alternatives Evaluation Phase is the same across categories of Do you work.	Independent-Samples Mann-Whitney U Test	.906	Retain the null hypothesis.
4	The distribution of Purchasing Decision Phase is the same across categories of Do you work.	Independent-Samples Mann-Whitney U Test	.621	Retain the null hypothesis.
5	The distribution of Post Purchasing Decision is the same across categories of Do you work.	Independent-Samples Mann-Whitney U Test	.146	Retain the null hypothesis.
Asymptotic significances are displayed. The significance level is .05.				

4.1.2.2.7. Seventh sub-hypothesis: There are no statistically significant differences in the impact of using Social network on consumer behavior due to income category.

Table (4.19) Independent-Samples Kruskal-Wallis Test shows that the differences between the mean ranks are not statistically significant in the distribution of awareness of need, information search phase, alternatives evaluation phase, purchasing decision phase and post purchasing decision across income category.

Table (4.19): Independent-Samples Kruskal-Wallis Test based on income category

	Null Hypothesis	Test	Sig.	Decision
1	The distribution of Awareness of Need is the same across categories of If yes, please choose your income category.	Independent-Samples Kruskal-Wallis Test	.675	Retain the null hypothesis.
2	The distribution of Information Search Phase is the same across categories of If yes, please choose your income category.	Independent-Samples Kruskal-Wallis Test	.882	Retain the null hypothesis.
3	The distribution of Alternatives Evaluation Phase is the same across categories of If yes, please choose your income category.	Independent-Samples Kruskal-Wallis Test	.387	Retain the null hypothesis.
4	The distribution of Purchasing Decision Phase is the same across categories of If yes, please choose your income category.	Independent-Samples Kruskal-Wallis Test	.834	Retain the null hypothesis.
5	The distribution of Post Purchasing Decision is the same across categories of If yes, please choose your income category.	Independent-Samples Kruskal-Wallis Test	.384	Retain the null hypothesis.
Asymptotic significances are displayed. The significance level is .05.				

Chapter Five

Result and summary

5.1. introduction

This chapter present the results of the study and its conclusions, in addition to analyzing the results of the study and comparing it with previous studies and some recommendations based on the results of the study.

5.2 Summary & discussion of shop owner results

5.2.1 The main hypothesis:

There is no statistically significant effect of using social media networks on consumer purchase decision (awareness of the need, search of information, evaluate alternative, purchase decision, post purchase decision).

It is noted from Table (5.1) that the value of a statistically significant is less than 0.05 Thus, the previous null hypothesis is rejected, and it is assumed that there is a statistically significant effect of using social networks on the consumer purchasing decision in clothing sector in Hebron.

Table (5.1): Impact of using social media on consumers purchase decision from point view of shop owner

Dependent Variable	Adjusted R Square	F	B	T	Sig.	Order
Awareness of Need	0.870	468.63	3.85	21.65	0.000	3
Information Search Phase	0.889	564.25	4.03	23.75	0.000	1
Alternatives Evaluation Phase	0.851	399.89	3.90	19.99	0.000	5
Purchasing Decision Phase	0.866	451.70	3.91	21.25	0.000	4
Post Purchasing Decision	0.879	507.70	3.83	22.53	0.000	2
Independent variable: using social media on consumers purchase decision						

5.2.1.1 There is no statistically significant effect on consumer awareness of the needs of the products advertised on social media network.

It is noted from Table (5.1) that the value of a statistically significant is less than 0.05 Thus, the previous null hypothesis is rejected, it is concluded that there is a statistically significant effect of using social media networks on the consumer purchase decision regarding to awareness of the need. The results of this hypothesis are consistent with the results of (aladailah, 2015), (khatib, 2017), (Pietro & Pantano, 2012) Which indicated that awareness of the functions of social networking tools very important , and learn how to apply these tools efficiently to improve the interactive website and influence the Purchase decision. This shall be determined by any of the these social networking tools are linked and appropriate for the site, they must focus on which aspects increase consumer awareness.

5.2.1.2 There is no statistically significant on consumer search of information about the products advertised on this the network.

It is noted from Table (5.1) that the value of a statistically significant is less than 0.05 Thus, the previous null hypothesis is rejected, it is concluded that there is a statistically significant effect of using social media networks on the consumer purchase decision regarding to information search.

The five-stage decision making model has provided a systematic approach in outlining the general stages that consumers engage in all purchase stages. Results showed that social media had direct influences on every stage of the consumer decision-making process including information search, post purchase decision, awareness of need, purchase decision, evaluate alternatives, as well as influencing general opinions and attitude formation. The results of this hypothesis are consistent with the results of the (Zubair and Siddiqui, 2017), (khatib, 2017) and (Jashari & Rrustemi,2017) that showed the social

media network provides all information and data related to the products that consumer looking for, and the data that is shared with friends affects the purchasing decision (Alsubagh,2015). And this differs from what has been shown by (Ertemel & Ammoura, 2016); whose results did not reveal any relationship between social media ads and the search for information.

This is due to the large amount of information provided by social networks in various forms (images, Video, live streaming), as well as easy access to information, increasing knowledge about products different companies, and it saves time when searching for Information is a great advantage for the consumer, and this increases the distinction between advertising for this shop than other shops.

5.2.1.3 There is no statistically significant on consumer assessment of product alternatives announced on these networks.

It is noted from Table (5.1) that the value of a statistically significant is less than 0.05 Thus, the previous null hypothesis is rejected, it is concluded that there is a statistically significant effect of using social media networks on the consumer purchase decision regarding to evaluate alternatives.

The results of this hypothesis are consistent with the results of the (Yaylı, Bayram,2012) study, (Ertemel &Ammoura,2016), (Julia Wolny, Claudia Mueller,2013), (Jashari & Rrustemi,2017) that showed the evaluating alternatives significantly affects purchasing decision.

In order for a marketing organization to increase the likelihood that their brand is part of the evoked set for many consumers, they need to understand what benefits consumers are seeking and specifically, which attributes will be most influential to their decision-making process. It is important to note that consumers evaluate alternatives in terms of the

functional and psychological benefits that they offer. The company also needs to check other brands of the customer's consideration set to prepare the right plan for its own brand.

5.2.1.4 There is no statistically significant effect on consumer decision-making of the products advertised on the social network

It is noted from Table (5.1) that the value of a statistically significant is less than 0.05. Thus, the previous null hypothesis is rejected, it is concluded that there is a statistically significant effect of using social media networks on the **consumer purchase decision** regarding to purchase decision.

The process of assessing alternatives creates a set of details for procurement, but there are factors intervenes before making the purchase decision, such as the opinions of family members, friends, and other factors that may be corrupted the intention to buy and lead to the failure to take the decision, so the ads in social media should be a catalyst for the purchase decision by reducing the fear that may be exposed to the consumer before making a purchase decision.

5.2.1.5 There is no statistically significant effect on consumer assessment of the purchasing decision of the products advertised on this network Post-purchase.

It is noted from Table (5.1) that the value of a statistically significant is less than 0.05. Thus, the previous null hypothesis is rejected, it is concluded that there is a statistically significant effect of using social media networks on the **post purchase decision** regarding to purchase decision.

After the consumer makes the purchase, the result may be positive or negative, that depending on the degree of satisfaction with the use of the product, if the consumer reaches a state of satisfaction, this leads the consumer to repeat the purchase from this shop, and then loyalty, in addition to promoting the product. If consumer feels dissatisfied, he tries to enhance the validity of his purchasing decision by collecting additional data that

strengthens his purchasing decision, or to avoid the information that confirms that he made a mistake in his choice. Here comes the role of a successful marketer in maintaining the consumer to ensure the repetition of the process of buying in the next times through the promotional ads.

5.2.2. There are no statistically significant differences in the impact of using Social network on consumer behavior due to variables: gender, age, qualification, experience level.

5.2.2.1 There are no statistically significant differences in the impact of using Social network on consumer behavior due to gender.

It was found There are no statistically significant differences in the impact of using Social network on consumer behavior due to gender in all stages of the purchase decision ,so the sub-hypothesis was accepted in all stage of consumer purchase decision, this is because Marketing through social media is directed to all users modern technology and thus takes into account the psychological characteristics, physical condition and age range And many other variables for both males and females equally, it is effective marketing and works Directly to influence the purchasing decision of all consumers regardless of gender.

5.2.2.2 There are no statistically significant differences in the impact of using social network on consumer behavior due to education.

It was found that there are statistically significant differences in the impact of using social media network on consumer purchase decision due to education in (awareness of need, alternative evaluate) , the sub hypothesis was accepted in(information search, purchase decision, post purchase decision), and reject in awareness of need and evaluate alternative. The results of this hypothesis are consistent with the results of (Alqahtani,2015) that explains that shop owner who have bachelor's degree holders have

an awareness and experience in the field more than the lower educational levels, with the knowledge that there is master's degree but their number one, so it has no effect.

5.2.2.3 There are no statistically significant differences in the impact of using social network on consumer behavior due to age.

It was found there are statistically significant differences in the impact of using Social network on consumer purchase decision due to education in all stages of the purchase decision, thus the second sub-hypothesis was accepted in all stage of consumer purchase decision.

From the point view of shop owner the sub hypothesis was accepted in information search and purchase decision , and rejected in awareness of need , evaluate alternative, and post purchase decision, the result explain that shop owner has a higher significant within the age 22 years and less in awareness of need has, the alternatives evaluation phase has a higher significant within the age range from 23 – 30 years and post purchasing decision has a higher significant within the age 22 years and less, because the age group of shop owners (22 years and less) have high percentage of respondent, and they use social media significantly, and have more experience with consumers because their age is close to consumers who are affected by ads on social media.

5.2.2.4 There are no statistically significant differences in the impact of using Social network on consumer behavior due to experience level.

It was found there are no statistically significant differences in the impact of using Social media network on consumer purchase decision due to experience level in information search and evaluate alternative from the point view of shop owner, and there are statistically significant differences in the attitudes of the respondents towards the impact of using social media networks on consumer purchase decision due to experience level in awareness of need ,purchase decision, and post purchase decision, thus the sub-

hypothesis was accepted in information research and alternatives evaluation, and rejected in awareness of need, purchasing decision, post purchase decision , the result explain that shop owner who have an experience category 6-10 years said that social media effect on awareness of need and post purchasing decision , and who has 5 years' experience said that social media effect in purchase decision . Because their experience, it enables them to know the impact of social media in the stage of awareness of need and how to create new needs for consumer social media networks through the comments and posts. In post purchase decision the use of social media networks increases demand for products, and they believe that consumers' opinions and feedback about prices of advertised products through social media networks are taken into consideration.

5.3 Summary & discussion of consumer results

5.3.1 The main hypothesis:

There is no statistically significant effect of using social media networks on consumer purchase decision (awareness of the need, search of information, evaluate alternative, purchase decision, post purchase decision).

It is noted from Table (5.2) that the value of a statistically significant is less than 0.05 Thus, the previous null hypothesis is rejected, and it is assumed that there is a statistically significant effect of using social networks on the consumer purchasing decision in clothing sector in Hebron.

Table (5.2): Impact of using social media on consumers purchase decision

Dependent Variable	Adjusted R Square	F	B	T	Sig.	Order
Awareness of Need	.0793	549.01	3.532	.23431	0.000	3
Information Search Phase	.0783	518.44	.3499	.22769	0.000	4
Alternatives Evaluation Phase	0.763	460.95	3.308	21.470	0.000	5
Purchasing Decision Phase	0.822	659.19	3.459	25.675	0.000	1
Post Purchasing Decision	0.814	627.918	3.423	25.058	0.000	2
Independent variable: using social media on consumers purchase decision						

5.3.1.1 There is no statistically significant effect on consumer awareness of the needs of the products advertised on social media network.

It is noted from Table (12) that the value of a statistically significant is less than 0.05. Thus, the previous null hypothesis is rejected, it is concluded that there is a statistically significant effect of using social media networks on the consumer purchase decision regarding to awareness of the need. The results of this hypothesis are consistent with the results of the (yang,2015), (Long and Wongsurawat,2015) and (Kim, Ko, 2011) which showed that the New products that are advertised through social media networks raise new needs for customer ((khatib, 2017), (Pietro & Pantano, 2012). It turned out that the consumer is looking for his needs and looking for goods that meet these needs. And because the cloth is very important for the consumer, ccompanies play by offering these products and promoting them through social media networks, and the emotional needs of them who are considered to be shopping and especially form clothing shop, and may create needs and relationships for new products they have not used before. Because The new products that are advertised through social media networks are consistent with the continuous change in consumer wants.

5.3.1.2 There is no statistically significant on consumer search of information about the products advertised on this the network.

It is noted from Table (5.2) that the value of a statistically significant is less than 0.05. Thus, the previous null hypothesis is rejected, it is concluded that there is a statistically significant effect of using social media networks on the **consumer purchase decision** regarding to information search.

Social media networks provide consumer with information and data about the price of the product and wherever it can be found (-Long and Wongsurawat,2015) & (Jashari & Rrustemi,2017), and the more reliable the information in the ads is, the more it motivates the consumer to get the product (Brahim,2016). This is due to the information that

contained in the electronic advertisement which helps consumer to define the shop product , whether in terms of their characteristics or places of distribution, and the prices of their sale, thus contributing to the definition of consumers of the groups of goods and services available, and the characteristics of each commodity and its advantages, which makes it easier for them to get the goods they need Roads and cheaper prices.

5.3.1.3 There is no statistically significant on consumer assessment of product alternatives announced on these networks.

It is noted from Table (5.2) that the value of a statistically significant is less than 0.05 Thus, the previous null hypothesis is rejected, it is concluded that there is a statistically significant effect of using social media networks on the **consumer purchase decision** regarding to evaluate alternatives (Jashari & Rrustemi, 2017).

The consumer evaluates all information that available after searching for information and creating a comprehensive picture of available alternatives. In order for the consumer to make a purchasing decision, he evaluates the alternatives based on several criteria, including brand reputation, price of the item, quality of the product, impact of friends and family, the alternative is chosen according to the level of satisfaction that the consumer expects to achieve. If consumer senses that he will achieve the required level of satisfaction, he makes his purchasing decision.

5.3.1.4 There is no statistically significant effect on consumer decision-making of the products advertised on the social network

It is noted from Table (5.2) that the value of a statistically significant is less than 0.05 Thus, the previous null hypothesis is rejected, it is concluded that there is a statistically significant effect of using social media networks on the **consumer purchase decision** regarding to purchase decision.

The purchase decision is influenced by risk, and this risk varies depending on the size of the amount required to pay, and the availability of personal confidence of the consumer, so the information that contained in social media ads, and positive comments on the shop ads for the products reduce the sense of risk by the product proved to be effective among consumers who have Purchase.

5.3.1.5 There is no statistically significant effect on consumer assessment of the purchasing decision of the products advertised on this network Post-purchase.

It is noted from Table (5.2) that the value of a statistically significant is less than 0.05 Thus, the previous null hypothesis is rejected, it is concluded that there is a statistically significant effect of using social media networks on the **post purchase decision** regarding to purchase decision.

After the consumer makes the purchase, the result may be positive or negative, that depending on the degree of satisfaction with the use of the product, if the consumer reaches a state of satisfaction, this leads the consumer to repeat the purchase from this shop, and then loyalty, in addition to promoting the product. If consumer feels dissatisfied, he tries to enhance the validity of his purchasing decision by collecting additional data that strengthens his purchasing decision, or to avoid the information that confirms that he made a mistake in his choice. Here comes the role of a successful marketer in maintaining the consumer to ensure the repetition of the process of buying in the next times through the promotional ads.

5.3.2 Second hypothesis:

There are no statistically significant differences in the impact of using Social network on consumer behavior due to variables: gender, age, education, place of residence, marital status, Work status, income category

5.3.2.1. first sub- hypothesis There are no statistically significant differences in the impact of using Social network on consumer behavior due to gender.

It was found There are no statistically significant differences in the impact of using Social network on consumer behavior due to gender in all stages of the purchase decision from the point of view of the consumer, so the sub-hypothesis was accepted in all stage of consumer purchase decision (Jashari & Rrustemi,2017).

This is because Marketing through social media is directed to all users modern technology and thus takes into account the psychological characteristics, physical condition and age range And many other variables for both males and females equally, it is effective marketing and works directly to influence the purchasing decision of all consumers regardless of gender.

5.3.2.2 Second sub-hypothesis: There are no statistically significant differences in the impact of using Social network on consumer behavior due to education.

It was found There are statistically significant differences in the impact of using Social network on consumer behavior due to education in all stages of the purchase decision from the point of view of the consumer, thus the second sub-hypothesis was reject in all stage of consumer purchase decision, and difference in favor and the ranking from the highest to lower (master , bachelor , diploma , high school), the result explain that consumer behavior is influenced by many internal factors, including education. Through education, the consumer has many information about the product, and the MA

and above is more aware of the services that can be obtained through social networks than other less educated groups.

5.3.2.3 Third sub-hypothesis: There are no statistically significant differences in the impact of using Social network on consumer purchase decision due to age.

It was found there are no statistically significant differences in the impact of using Social network on consumer behavior due to education in all stages of the purchase decision, thus the second sub-hypothesis was accepted in all stage of consumer purchase decision (Ertemel,, Ammoura,2016).

5.3.2.4 Fourth sub- hypothesis: There are no statistically significant differences in the impact of using Social network on consumer behavior due to place of residence.

It was found there are no statistically significant differences in the impact of using Social media network on consumer purchase decision due to place of residence in all stages of the purchase decision from the point of view of the consumer, so the hypotheses accepted in all stage of consumer purchase decision, because clothing is important and not complementary to the consumer, This is due to the impact of informal reference groups, family and friends because of their effects on the purchasing decisions and the transfer of positive or negative experience about the products, especially in the Palestinian society who characterized by the cohesive social fabric and great communication relations between the population.

5.3.2.5 Fifth sub-hypothesis: There are no statistically significant differences in the impact of using Social network on consumer behavior due to marital status.

It was found there are no statistically significant differences in the impact of using Social media network on consumer purchase decision due to marital status in awareness of need, information research, evaluate alternatives , purchase decision, and there are statistically significant differences in the impact of using social media network on

consumer purchase decision due to marital status in post purchase decision, so the sub hypothesis accepted in awareness of need, information research, evaluate alternatives , purchase decision, and rejected in post purchase decision, the result explains that consumer who have undefined marital status said that there is no effect in social media network in post purchase decision,

5.3.2.6 Sixth sub-hypothesis: There are no statistically significant differences in the impact of using Social network on consumer behavior due to work status.

It was found there are no statistically significant differences in the impact of using social media network on consumer purchase decision due to work status in all stages of the purchase decision from the consumer's point of view, so the hypothesis is accepted in all stages of consumer purchase decision.

5.3.2.7 Seventh sub-hypothesis: There are no statistically significant differences in the impact of using Social network on consumer behavior due to income category.

It was found there are no statistically significant differences in the impact of using social media network on consumer purchase decision due to income category in all stages of the purchase decision from the consumer's point of view, so the hypothesis is accepted in all stages of consumer purchase decision. This shows the fact that the purchase decision is not related to the financial ability of consumer. So, it seems that when the consumer is interested in a certain advertised product, the purchase decision is directly made regardless of its price. Therefore, this might add to the success of advertising on social media (Alqhtani,2015).

5.4 Recommendations

With regards to the study results, clothing shops in Hebron should improve the social media usage and understand that the consumers are no longer influenced by traditional marketing tools. On the other hand, they are now spending a good part of their time using social media, through which they are being exposed to its content. Even if indirectly, the consumers are influenced by that content, and they continuously talk about their experiences, so clothing shops should take this advantage to create a good impression about their shops.

- Due to its low cost, the social media provide large spaces even for small and novice clothing shops, a category that represents the majority of the shops in Hebron, and if clothing shops want to be active in social media, they should classify their consumers into segments based on the type of social media they use.
- The clothing shops should use social media for more frequent exposure, in order to attract their consumers' attention and increase the brand awareness, and clothing shops interested in advertising their products on social media networks must supply their online advertisements with words and phrases which attract the consumers and reflect the real contents.
- It is important, for the businesses which are specialized in clothing sector and are present on the social media network to pay more attention to the advertised content on their websites which should be consistent with the actual provided services, because this has a positive impact on the consumers' confidence. Otherwise, the consumers will search for other alternatives, they must also ensure a balance between quality and price while providing different products for different segments of consumers. And they should continuously publish ads on their pages.

- The clothing shops should activate the process of feedback exchange among their followers on their website pages, in addition to continuously reviewing them in order to solve any problems on their pages, and encourage clothing shops to be more interactive, to generate new ideas from their consumers and to stimulate them to positively talk about their products, and they should also provide sufficient space on their pages for consumers to express their opinions and suggestions regarding the products either before or after the purchase process.
- The clothing shops should place a great emphasis on the follow-up of consumers after the purchase process through the social media network in order to ensure the satisfaction of their consumers. So this will be reflected positively on the purchase behavior.
- They should also provide their consumers with enough information about the advertised products on social media network, and this information must be credible and attractive, because this significantly affects the purchase decision, as shown by this study.
- The clothing shops must enhance the role of electronic marketing and adopt it more widely in their promotion strategies because many studies have proven its success and its spread if compared with other promotional means.
- They should not neglect the role of electronic marketing means, especially Facebook and Instagram, as successful and effective ways for advertisements because they are used by many people, particularly the young, and encourage them to make the purchase decision. Therefore, the clothing shops should add the internet to the marketing mix in order to take advantage of this feature.

5.5 Reference

- Abedniya, A., Mahmoudi, S., (2010). The Impact of Social Networking Websites to Facilitate the Effectiveness of Viral Marketing. **International Journal of Advanced Computer Science and Applications**, Vol. 1, No.6,
- Alfa, S., & Mona V. (2008): **Traditional Marketing vs. Internet Marketing: A Comparison**; Malardalen University, Sweden.
- Alnsour, M., Ghannam, M., Al-natour, R., & Alzeidat, z. (2013). Social media effect on purchase intention: Jordanian airline Industry. **Journal of Internet Banking and Commerce**, June 2018, vol. 23, no. 2
- Alsubagh, H. (2015) The Impact of Social Networks on Consumers' Behaviors. **International Journal of Business and Social Science**. Vol. 6, No. 1.
- Arab social media influencers summit, (2015) **social Media Report in the Arab World**. Dubai.
- Ashmawy, M., & El Sahn, F. (2014). Measuring the University Students' Attitude toward Facebook Advertising. **A multidisciplinary journal of global macro trends**.
- Basri W (2016) Social Media Impact on Small and Medium Enterprise: Case Review of Businesses in the Arab World. **Arts Social Sci J** 7: 236.
- Bellis, Mary. (2019, June 19). **Biography of Mark Zuckerberg, Creator of Facebook**. Retrieved from <https://www.thoughtco.com/mark-zuckerberg-biography-1991135>
- Boon-Long, S., & Wongsurawat, W. (2015). Social media marketing evaluation using social network comments as an indicator for identifying consumer purchasing decision effectiveness. **Journal of Direct, Data and Digital Marketing Practice**. Volume 17, Issue 2.

- Brahim, S. (2016). The Impact of Online Advertising on Tunisian Consumers' Purchase Intention. **Journal of Marketing Research & Case Studies**. Vol. 2016 Article ID 357783
- Brown, D. and Hayes, N. (2008). **Influencer marketing: who really influences your customers?** Oxford: Butterworth-Heinemann.
- Buinac, E., Lundberg, J. (2016). **Instagram as a Marketing Tool a Case Study about how Companies Communicate their Brands on Social Media**. Luleå University of Technology.
- Carlsson, J. (2010). **An Assessment of Social Media Business Models and Strategic Implications for Future Implementation**. University of Oxford Business School
- Cha, J. (2009). Shopping on social networking Web sites: Attitudes toward real versus virtual items. **Journal of Interactive Advertising**, 10 (1): 77–93.
- Chaffey, D., Mayer, R., Johnston, K., & Ellis-Chadwick, F. (2006). **Internet Marketing: Strategy, Implementation and Practice (third edition)**, Prentice Hall - Financial Times, Harlow, ISBN 0-273-69405-7.**Internet Marketing**.
- Combe, C.(2006). **Introduction to e-Business Managemen**. Ledbetter, J. (1999). Driving Miss Boo. *The Industry Standard*, 4 November, pp. 24–5. IDG Publications: San Francisco, CA.
- Concept company report (2018) **Social and digital media report in Palestine**. Ramallah, Palestine.
- .Cooper, D. R., & S.Schindler, P. (2008). **Business Research Methods (10th ed.)**. Boston: Mcgraw.Hill.
- Dominici, G. (2009) From Marketing Mix to E-Marketing Mix: A Literature Overview and Classification. **International Journal of Business and Management**, Vol.4, No.9

- Eid, R., & El-Gohary, H. (2013). The impact of E-marketing use on small business enterprises' marketing success, **The Service Industries Journal**, 33:1, 31-50.
- Essani, A., Shahbuddin, A., Zubair, M., Qamar, A., & Siddiqui, R., (2017). Impact of Social Media on Women Buying Behavior Towards Textile Sector. **Journal of Social Sciences and Business Management**. Vol 5 No 1.
- Elena V., Irina V., Anna N. (2016). **Marketing Mix for E-commerce**. International journal of environmental & science education, Vol. 11, No. 14.
- Emmanuel, A & Andy W.(2013) **Internal Marketing Strategy and Employee Performance**, European Journal of Business and Management Vol.5, No.31.
- Flagler, R. (2011). **Are you social? Marketing your business with Facebook and Twitter**. New York Amsterdam News;7/7/2011, Vol. 102 Issue 27.
- Frederick E., & Webster Jr., (2008) Marketing IS management: The wisdom of Peter Drucker J. **Journal of the Academy of Marketing Science** 37(1):20-27.
- Frolova, S. (2014). **The Role of Advertising in Promoting a Product**. Centria University of Applied Sciences. Centria university of applied sciences, Degree Programmed in Industrial Management.
- Gretzel U, Dinhopl A, (2013): **Planning a vacation using social media: Influences of demographic, psychographic, and trip- related characteristics**. University of Wollongong, Australia
- Gundlach, G., & Wilkie, W. (2009). The American Marketing Association's New Definition of Marketing: Perspective and Commentary on the 2007 Revision. **Journal of Public Policy & Marketing**.
- Gundlach, T. and Wilkie,W (2009). **The American Marketing Association's New Definition of Marketing: Perspective and Commentary on the 2007 Revision**. Vol. 28.2009, 2, p. 259-264

- Haider, T. & Shakib, S. (2017). The Influences of Advertisement on Consumer Buying Behavior. **Business Studies Journal**. Vol: 9 Issue: 1.
- Hajli, M.(2014). Impact of social media on consumers. **International journal of marketing research**. vol.5 issue 3.
- Hayta, A. (2013): **effects of social media on young consumers' buying behaviors**. **International Association of Social Science Research – IASSR**
- Harsha .B(2016) International Journal of Marketing & Financial Management, Volume 4, Issue 8, Nov-2016.
- Hebron Chamber of Commerce and Industry. (2018). **Name of clothing shops in Hebron**. Department of Scientific Researc. Hebron.
- Husnain, M., & Toor, A. (2017). **The Impact of Social Network Marketing on Consumer Purchase Intention in Pakistan: Consumer Engagement as a Mediator**. *AJBA*, 10(1), 167-199. Retrieved from <https://ajba.um.edu.my/article/view/3478>.
- Hutter K, Hautz J, Dennhardt S, Füller J. (2013): The impact of user interactions in social media on brand awareness and purchase intention: the case of MINI on Facebook. **Journal of Product & Brand Management** 22: 342-351.
- Leila H., Afshin A., Esmail G., Abbas K., Mohammad H. (2013) Review consumer behavior and factors affecting on purchasing decisions. **Singaporean journal of business economics and management studies**, Vol.1, no.10, 2013
- Iulia, E. (2014): **The Impact of the Internet on the Business Environment**. *Procedia Economics and Finance* 15 (2014) 951 – 958
- Jashari, F., & Rrustemi, V. ,(2017). The impact of social media on consumer behavior – Case study Kosovo. **Journal of Knowledge Management, Economics and Information Technology**, 1 Vol. VII, Issue 1 February 2017.

- Khang,H. Eyun-Jung Ki, Lan ,Ye. (2012): **Social Media Research in Advertising, Communication, Marketing, and Public Relations.** University of Alabama, Tuscaloosa, AL, USA, Vol 89.
- Khatib, F. (2016). The Impact of Social Media Characteristics on Purchase Decision Empirical Study of Saudi Customers in Aseer Region. **International Journal of Business and Social Science**, Vol. 7, No. 4.
- Khatib, F.(2016). The Impact of Social Media Characteristics on Purchase Decision Empirical- Study of Saudi Customers in Aseer Region. **Journal of Business and Social Science.** Vol. 7, No. 4.
- Kim, A., & Ko, E. (2011). Do social media marketing activities enhance customer equity? An empirical study of luxury fashion brand. **Journal of Business Research.** Vol 65, Issue 10.
- Kothari, C.R., (2008). Research Methodology: methods and techniques. **Open Journal of Clinical Diagnostics**, Vol.4 No.3
- Kotler, P and Armstrong, G. (2008), **Principles of Marketing.** (12thed.) Prentice Hall College Division.
- Kotler, P., & Keller, K. L. (2003). **Marketing management.** Upper Saddle River, N.J: Pearson Prentice Hall.
- Kotler, P., Armstrong, G. (2008). **Principles of Marketing**, 12th ed., Upper Saddle River: Pearson Education.
- Kumar,S., & Sankar, G. (2016). Traditional marketing VS digital marketing. **International Journal of Commerce and Management Research.** Vol 2, No. 05-11

- Kehinde J., Adegbuyi O., Akinbode M. (2016). **Marketing Concept and The Satisfaction of consumer needs: The Nigerian consumers' experience.** Research journal's Journal of Marketing Vol. 4 | No. 1.
- Lee, E. (2013). **Impacts of Social Media on Consumer Behavior – Decision Making Process.** Turku University of Applied Sciences.
- Lewis, J. (2003). **Design issues. In Qualitative research practice – a guide for social science students and researchers.** Sage Publications, London.
- Margarita Išoraitė.(2016). **MARKETING MIX THEORETICAL ASPECTS.** International Journal of Research – Granthaalayah, Vol. 4, No. 6 (2016).
- McCarthy, Jerome E. (1964). **Basic Marketing. A Managerial Approach.** Homewood, Illinois: Irwin. p. 769. *ISBN 0256025339.*
- McPheat, S. (2011): E- Mail Marketing. **The Internet Marketing Academy. Ventus.**
<https://library.ku.ac.ke/wp-content/downloads/2011/08/Bookboon/Marketing/internet-marketing.pdf>
- Murugesan,S., (2007). Understanding Web 2.0. IEEE Computer Society. **Journal IT professional.** Vol 9, Issue 4.
- Paltrade. (2015). **priority-economic-sectors.** Ramallah, Palestine
- Pickard, A. (2013). **Research Methods in Information (2nd ed.).** Chicago, IL: Neal-Schuman
- Pietro, L., & Pantano, E. (2012). An empirical investigation of social network influence on consumer purchasing decision: The case of Facebook. **Journal of Direct, Data and Digital Marketing Practice.** Volume 14, Issue 1
- Pipalia,H. (2016). CONSUMER BEHAVIOUR. **International Journal of Marketing & Financial Management,** Volume 4, Issue 8.

- Piwek, L., & Joinson, A. (2016). "What do they snapchat about?" Patterns of use in timelimited instant messaging service. *Computers in Human Behavior*, 54, 358-367.
- R. panneerselvan. (2004). **Research Methodology**. PHI learning
- Raval, Z., Tanna, D; Raval, D. (2014). **Internet Marketing Over Traditional Marketing Author**. International of Software 7 Hardware Research in Engineering, Vol 2, No 8.
- Richins, M., (2009). Negative Word –of- Mouth by Dissatisfied Consumers. American marketing association. **The Journal of Marketing**, Vol. 47, No. 1
- Ruth A., Wienclaw,R. (2008). **The Use of Web 2.0 in Business**. University of Memphis. <https://www.ebscohost.com/uploads/imported/thisTopic-dbTopic-1075.pdf>
- Safko, L. (2012) **Social media bible: tactics, tools and strategies for buisness success**, 3rd Edition, New Jersey: John Wiley & Sons.
- Saravanakumar, M. & SuganthaLakshmi, T. (2012), "Social media marketing," **Life Science Journal**, Vol. 9, No. 4, pp. 4444-4451.
- Sarwar A., Haque A., & Yasminx F. (2013). The Usage of Social Network as a Marketing Tool: Malaysian Muslim Consumers' Perspective. **International Journal of Academic Research in Economics and Management Sciences January**. Vol. 2, No. 1.
- Saunders,M., Lewis, P., & Thornhill, A. (2012). **Research Methods for Business Students**. 6th ed.
- Silverman, B. G., Bachann, M., Akharas, K. A (2001).: Implications of Buyer Decision Theory for Design of Ecommerce Websites. **International Journal of Human-Computer Studies**, 55.

- Soboleva,A, Burton,S., and Khan,A., (2015). **Marketing with Twitter: Challenges and Opportunities.** University of Western Sydney, Australia, IGI Global
- Solis, B. (2007): **The Social Media Manifesto.** <http://www.briansolis.com/2007/06/future-ofcommunications-manifesto-for/> [Retrieved 16.3.2013]).
- Stankevich, A. (2017). Explaining the Consumer Decision-Making Process: Critical Literature Review. **Journal of International Business Research and Marketing**, Vol. 2, Issue 6.
- Swaim, R. (2013). **Peter Drucker on Sales and Marketing.**
<https://www.processexcellencenetwork.com>.
- Taherdoost, H., (2016). Sampling Methods in Research Methodology; How to Choose a Sampling Technique for Research. **International Journal of Academic Research in Management (IJARM)**. Vol. 5, No. UK. (November 2018). **Importance of Electronic Marketing in Business Today.** Retrieved from <https://www.ukessays.com/essaAys/marketing/importance-of-electronic-marketing-in-business-today-marketing-essay.php?vref=1>
- Venkatesh S. & Edward C.(2009) **A Peek Into the Future of Interactive Marketing.** Journal of Interactive Marketing 23 (2009) 1–3
- Vinerean, S., Cetina, I., Dumitrescu, L. and Tichindelean, M. (2013). The Effects of Social Media Marketing on Online Consumer Behavior. **International Journal of Business and Management**; Vol. 8, No. 14.
- Vinerean, S., Cetina, L., Dumitrescu, L. , & Tichindelean, T., (2013). The Effects of Social Media Marketing on Online Consumer Behavior. **International Journal of Business and Management**. Vol. 8, No. 14
- Vukasovič, T. (2010), "Buying decision-making process for poultry meat", **British Food Journal**, Vol. 112 No. 2, pp. 125-139

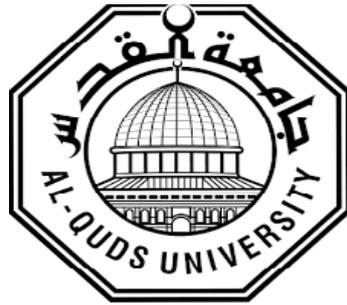
- Weinberg,d., Ruyter k., & Dellarocas, c., Buck,m., & Keeling,d.(2013). Destination Social Business: Exploring an Organization's Journey with Social Media, Collaborative Community and Expressive Individuality Bruce. **Journal of Interactive Marketing** 27 (2013) 299–310
- Wolny J., & Mueller C. (2013). Analysis of fashion consumers' motives to engage in electronic word-of-mouth communication through social media platforms. **Journal of Marketing Management** .Vol 29,issue 5-6.
- Xiang, Z., & Gretzel, U. (2015). Role of Social Media in Online Travel Information Search. Tourism Management. **Advances in Applied Sociology**, Vol.5 No.8.
- Xu B, Chen J (2017). **Consumer Purchase Decision-Making Process Based on the Traditional Clothing Shopping Form**. J Fashion Technol Textile Eng 5:3. .
- Yang, T. (2015). "Decision-making Behavior for Facebook Users. **Journal of Computer Information Systems** . Volume 52, Issue 3
- Yaylı A., & Bayram, M. (2012). E-WOM: the effects of online consumer reviews on purchasing decisions. **International Journal of Internet Marketing and Advertising**. Volume 7, Issue 1.
- بيان هشام ياسين (2019). الترويج باستخدام الشبكات الاجتماعية وأثره على سلوك المستهلك الشرائي في محافظة الخليل - دراسة قطاع مستحضرات التجميل "الكوزمكتس"- جامعة القدس.
- عبد ربه، رائد (2013). التسويق الإلكتروني. الجنادرية للنشر والتوزيع، عمان.
- العضايلة، محمد. (2015). دور شبكات التواصل الاجتماعي في التأثير على القرار الشرائي للمستهلك عبر الإنترنت، دراسة تحليلية في جامعة القسيم - المملكة العربية السعودية. **المجلة الأردنية في إدارة الأعمال**. المجلد 11، العدد 1.
- القحطاني، صالح (1039): دوافع الشراء عبر الانستغرام: دراسة عبي قطاع الاكسسوارات النسائية. **المملكة العربية السعودية**. **المجلة العربية للإدارة - المنظمة العربية للتنمية الإدارية**. العدد 3، المجلد 19. مصر.

5.6 Appendix

Appendix (1): The names of the members of the arbitration committee study tool

NO.	Name	University
1.	Dr.Mohammad Okeh	Palestine Ahliya University
2.	Dr. Yaser Shahen	Palestine Ahliya University
3.	Dr. Mahmoud Hamad	Palestine Ahliya University
4.	Dr. Naser Jaradat	Palestine Ahliya University
5.	Dr. Kefah Manasreh	AL Istiqlal University
6.	Dr. Rania Albaser	Al Quds open University
7.	Dr. Omar Jaber	Al Quds open University
8.	Mr.Ahmad Qewe	Al Quds open University

Appendix (2): consumer questionnaire



Al- Quds University

Deanship of Graduate Studies

Institute of Development studies / Faculty of Business and Economics

Institution-building and human resources development

Study Title

"The impact of social media on the purchasing decision from the consumer's point of view"

The study aims at identifying the effect of social media on the purchasing decision from the customer's point of view. In order to achieve the main objective of the study, the researcher built the study instrument (questionnaire), which consists of two parts. The first part includes preliminary data, and the second includes the instrument's axes and paragraphs. Please place a "✓" mark in the box of your answer for the following response alternatives (Always, Often, Sometimes, Rarely, Never). The data you provide will be confidential and will only be used for scientific research purposes.

Thank you so much for your cooperation

Researcher:

Isra Maher Fataftah

Part I: General Information

Please place a "✓" mark in front of one of the following response alternatives which applies to you:

- **Gender**

Male Female

- **Level of Education**

Less than high school
 High school or professional diploma
 Bachelor degree
 Master degree or higher

- **Age**

22 years or less
 23 – 30 years
 31 – 40 years
 41 – 50 years
 51 years or more

- **Place of residence**

City
 Village
 Camp

- **Marital status**

Single
 Married
 Other than that

- If married please indicate the number of your family members

- **Do you work?**

Yes
 No

- **If yes, please choose your income category:**

- 2500 NIS or less
- 2501 – 3500 NIS
- 3501 – 4500 NIS
- 4501 – 5500 NIS
- 5501 NIS or more

• **Do you use social media networks in purchasing your products?**

- Yes
- No

- **If your response was No, please stop filling the questionnaire and thank you for your cooperation.**

- **If your response was Yes, what is/are the social media tool/s that you use? (You can choose more than one).**

- Facebook
- Instagram
- Snapchat
- Twitter
- Other, specify

Part II: Study Paragraphs

Please place a "✓" mark in the box under one of the following response alternatives that you see appropriate.

First Axis: Awareness of Need: The purchase process starts from the consumer's need to buy a product and the effect of advertising through social media on his/her decision.						
NO.	Paragraph	Always	Often	Sometimes	Rarely	Never
1	I feel that I need to buy some products advertised through the social media network					
2	Products that are advertised through social media networks meet my needs					
3	The products that are advertised through social media networks are consistent with the continuous change in my want					
4	New products that are advertised through social media networks raise new needs for me					
5	I feel that seeing the products which are advertised through social media networks interest me					

Second Axis: Information Search Phase: Search for the information about the products that the consumer needs through the social media networks.						
NO.	Paragraph	Always	Often	Sometimes	Rarely	Never
1	The social media network provides all information and data related to the products I am looking for					
2	When the clothing stores offer new products, I know about them through their pages on social media networks					
3	Social media networks provide data on previous consumer attitudes and opinions regarding advertised products					
4	Social media networks provide me with information and data regarding real prices of products					

5	Social media networks provide me real and not misleading information for the consumer					
6	The presence of queries and comments on the clothing stores' websites help me identifying their product					

Third Axis: Alternatives Evaluation Phase: Evaluating the product alternatives that the consumer needs through social media networks

NO.	Paragraph	Always	Often	Sometimes	Rarely	Never
1	The social media networks provide me with sufficient information to identify the most prominent available alternatives to the products					
2	The number of ratings (likes) helps me evaluate the clothing products					
3	The information available on the social media networks help the consumer to identify the best alternative to buy					
4	I feel that the price of alternative products advertised through the social media networks matches my purchasing power					
5	Comments and electronic chats published about clothing products help me make a better assessment of alternatives					

Fourth Axis: Purchasing Decision Phase: The final purchase decision of products advertised through social media networks

NO.	Paragraph	Always	Often	Sometimes	Rarely	Never
1	I think that buying products advertised through social media networks satisfies my needs					
2	I prefer using social media networks in purchasing my products					
3	The brand plays a prominent role for the consumer when purchasing products advertised through social media networks					
4	I pay the cash value without hesitation					

5	The purchase of products advertised through social media networks is simple and easy					
6	The shops are committed to the announced prices for their advertised products through social media networks without additions not known previously to the consumer					

Fifth Axis post purchasing decision: Evaluation of the purchased product advertised through social media networks						
NO.	Paragraph	Always	Often	Sometimes	Rarely	Never
1	The properties of the advertised products match their actual reality after testing					
2	Social media networks allow me to express my feedback about the products after using them					
3	I think that companies that advertise their products through social media networks take consumer opinions and comments about products into consideration					
4	I express my satisfaction about the product through the social media networks					
5	I show my admiration for different products using social media networks					
6	I think that the products advertised through social media networks are of high quality					
7	I think that the price I pay for the products advertised through social media networks meets my needs and wants					

- **Put the following options in ascending order in terms of their importance and role in affecting the purchasing decision of the consumer:**

- Facebook
- Instagram
- Snapchat
- Twitter

Researcher:

Isra Maher Fataftah

Appendix (3): Shop owners questionnaire



Al- Quds University

Deanship of Graduate Studies

Institute of Development studies / Faculty of Business and Economics

Institution-building and human resources development

Study Title

"The impact of social media on the purchasing decision from the shop owner point of view"

The study aims at identifying the effect of social media on the purchasing decision from the shop owner point of view. In order to achieve the main objective of the study, the researcher built the study instrument (questionnaire), which consists of two parts. The first part includes preliminary data, and the second includes the instrument's axes and paragraphs. Please place a "✓" mark in the box of your answer for the following response alternatives (Always, Often, Sometimes, Rarely, Never). The data you provide will be confidential and will only be used for scientific research purposes.

Thank you so much for your cooperation

Researcher:

Isra Maher Fataftah

Part I: General Information

Please place a "✓" mark in front of one of the following response alternatives which applies to you:

- **Gender**

Male Female

- **Level of Education**

Less than high school
 High school or professional diploma
 Bachelor degree
 Master degree or higher

- **Age**

22 years or less
 23 – 30 years
 31 – 40 years
 41 – 50 years
 51 years or more

- **Work Experience:**

5 years or less
 Between 6 – 10 years
 Between 11 – 15 years
 Between 16 – 20 years
 21 years or more

- **Do you use social media networks to promote your products?**

Yes
 No

- **If your response was No, please stop filling the questionnaire and thank you for your cooperation.**

- **If your response was Yes, what is/are the social media network/s that you use? (You can choose more than one).**

Facebook
 Instagram

- Snapchat
- Twitter
- Other, specify

Part II: Study Paragraphs

Please place a "✓" mark in the box under one of the following response alternatives that you see appropriate.

First Axis: Awareness of Need: The purchase process starts from the consumer's need to buy a product and the effect of advertising through social media on his/her decision.						
NO.	Paragraph	Always	Often	Sometimes	Rarely	Never
1	The use of social media increases consumers' awareness of their needs					
2	The use of social media in advertising aims to acquire the consumer satisfaction					
3	The use of social media in advertising is designed to convince the consumer to seek the acquisition of products					
4	The use of social media changes consumers' attitudes and wants					
5	Social networks help me identify the needs or wants of consumers through the comments and posts					
6	The design of advertised content on social media networks stimulates and develops curiosity and product acquisition					
7	I use specialized advertising companies to support advertising in social media networks by identifying and understanding consumers' needs					

Second Axis: Information Search Phase: Search for the information about the products that the consumer needs through the social media networks.						
NO.	Paragraph	Always	Often	Sometimes	Rarely	Never
1	Easy access to advertising through social media networks plays an important role in influencing customer purchasing behavior					
2	The e-advertising is characterized by continuous renewability and diversity and therefore its influence on the purchasing decision					
3	When designing an advertisement, I am keen to provide the consumer with all the information related to the product					
4	When marketing a new product, I am keen to be through social media networks					
5	I believe that the information on my account about the products is more credible than that competitors provide on their accounts					
6	The content of the advertisement makes me feel satisfied					
7	I publish information and data about the offered products to help the consumers discover their characteristics when and wherever they are present in market					
8	The presence of queries and comments on social media networks help me identifying consumers' needs and wants					

Third Axis: Alternatives Evaluation Phase: Evaluating the product alternatives that the consumer needs through social media networks						
NO.	Paragraph	Always	Often	Sometimes	Rarely	Never
1	The presence of advertisement content through social media networks helps the consumer to better evaluate the products					
2	Comments and online chat about shop products help me make a better assessment of alternatives					
3	Social media networks provide more effective platforms for new products than those provided by media channels					
4	Published comments, either positive or negative, affect the consumer's assessment of products' alternatives					
5	The number of ratings (likes) helps me evaluate the clothing products					
6	The information that I publish on social media networks help the consumer to identify the best alternative to buy					
7	I make sure that the price of alternative products advertised on social media networks is consistent with the consumer's purchasing power					

Fourth Axis: Purchasing Decision Phase: The final purchase decision of products advertised through social media networks						
NO.	Paragraph	Always	Often	Sometimes	Rarely	Never
1	Repetition of advertising on social media networks helps in making the purchase decision					
2	You make sure that the shop webpage contains all the information that helps the consumer in making the purchase decision					
3	The content of the shop webpage on social media networks contributes to increase the consumer conviction in making the purchase decision					
4	The videos you publish on the shop webpage influence the consumers' purchasing decision					
5	Determining prices clearly through social media networks affects the consumer's purchasing decision					
6	Feedbacks and opinions of consumers influence the purchasing decision					
7	Performing competitions and offering incentives influence the purchasing decision					
8	Your clear advertising through social media networks helps in making the purchase decision					

Fifth Axis: post Purchasing decision Phase: Evaluation of the purchased product advertised through social media networks						
NO.	Paragraph	Always	Often	Sometimes	Rarely	Never
1	Comments left by customers after the purchase process significantly affect the sale of products					
2	The use of social media networks increases demand for products					
3	Customer feedback on social media leads to change the price policy of products					
4	I see that the consumer positively comments on the compatibility between the quality and the advertising content of the same product					
5	You ensure that the properties of the advertised products match their actual reality after being tested by the consumer					
6	Consumers' opinions and feedback about prices of advertised products through social media networks are taken into consideration					

- **Put the following options in ascending order in terms of their importance and role in affecting the purchasing decision of the consumer:**

- Facebook
- Instagram
- Snapchat
- Twitter

Researcher:

Isra Maher Fataftah

Appendix (4): Clothing shops list

الرقم	اسم المؤسسة	اسم المدير	النشاط الاقتصادي
1	مؤسسة شاديكو للأحذية والألبسة	شادي سمير خليل حوشيه	البيع بالتجزئة للأحذية , البيع بالتجزئة للملابس الجاهزة
2	سنتر غلمه	يعقوب محمد ايوب يعقوب غلمه	البيع بالتجزئة للملابس الجاهزة
3	معرض فاميلي سنتر	يسري نظمي عبد الجواد صلاح	البيع بالتجزئة للأواني والأدوات المنزلية , البيع بالتجزئة للملابس الجاهزة
4	محلات محمد العويوي Gaza Marka	محمد غازي عمران عويوي	البيع بالتجزئة للملابس الجاهزة
5	نوفوتيه ليالينا	جمال محمد حلمي عبد السميع بكري	البيع بالتجزئة للملابس الجاهزة
6	Jadore Moda	عمر عصام يحيى برقان	البيع بالتجزئة للملابس الجاهزة
7	Lajolie Boutique	امجد محمد نظمي موسى نتشه	البيع بالتجزئة للملابس الجاهزة
8	أزياء الدويك	طارق نبيل عبد دويك	البيع بالتجزئة للملابس الجاهزة
9	أزياء القواسمي	وانل فوزي عبد السميع قواسمة	البيع بالتجزئة للملابس الجاهزة
10	أزياء بيت الأناقة	علي عبد الرزاق محمد عدرة	البيع بالتجزئة للملابس الجاهزة
11	أزياء مريش	امجد ماجد عبد اللطيف مريش	البيع بالتجزئة للملابس الجاهزة
12	إيليت فاشن	معاذ صلاح عاهد الجعبري	البيع بالتجزئة للملابس الجاهزة
13	ازياء الحروب	ايمن حسين عبد الرحمن حروب	البيع بالتجزئة للملابس الجاهزة
14	ازياء العراب	عبد القادر ابراهيم عبد القادر اسعيد	البيع بالتجزئة للملابس الجاهزة
15	الأوائل للتصفية الأوروبية	حسن عبد الحفيظ محمد قطراوي	البيع بالتجزئة للملابس الجاهزة
16	القيصري سنتر	سامي عبد الرحيم توفيق قيصري	البيع بالتجزئة للملابس الجاهزة
17	الهشلمون للازياء	مروان محمد فتحي عبد العزيز هشلمون	البيع بالتجزئة للملابس الجاهزة
18	برجيس فاشن	غدير يعقوب محمود جنبيدي	البيع بالتجزئة للملابس الجاهزة
19	بوتيك بيت الزين	حمزه اسماعيل حافظ حسونة	البيع بالتجزئة للملابس الجاهزة
20	بوتيك سامر	ماهر عبد الفتاح عبد اللطيف شرباتي	البيع بالتجزئة للملابس الجاهزة
21	بوتيك عبود	يزن حازم ماجد بكري	البيع بالتجزئة للملابس الجاهزة
22	بوتيك نورسين ستايل للألبسة الجاهزة	عدنان محمد يونس جرادات	البيع بالتجزئة للملابس الجاهزة
23	حموري سنتر	يسري محمد ربيع مرتضى حموري	البيع بالتجزئة للملابس الجاهزة
24	دولابي	افنان تحسين عبد الكريم قدومي	البيع بالتجزئة للملابس الجاهزة
25	ديموزيل لانجري Dimozel Lingerie	رفيده محمد عيسى ادهم جعبري	البيع بالتجزئة للملابس الجاهزة
26	سمابل ستايل	مازن بسام صلاح عمرو	البيع بالتجزئة للملابس الجاهزة
27	شراكة عاصم العويوي وإخوانه للألبسة	عاصم مصطفى حامد عويوي	البيع بالتجزئة للملابس الجاهزة
28	شركة أرام للاستثمار	ايهاب محمد ابراهيم كاظم حسونة	البيع بالتجزئة للملابس الجاهزة
29	شركة القدس للألبسة	عمر جميل عبد المحسن ابو عيشه	البيع بالتجزئة للملابس الجاهزة
30	شركة تاج الوفاق للزى الشرعي	محمد شريف محمد خليل عيسى فراج	البيع بالتجزئة للملابس الجاهزة
31	صالون و بوتيك الزهرة البيضاء	رمزي محمد صبحي حسين ارشيد	البيع بالتجزئة للملابس الجاهزة
32	غلمة سنتر	علاء محمد ايوب يعقوب غلمه	البيع بالتجزئة للملابس الجاهزة
33	فيتو ستايل	عمران احمد مصباح عشا	البيع بالتجزئة للملابس الجاهزة
34	لؤلؤة الشرق للزى الشرعي	روحي حسين قاسم مناصرة	البيع بالتجزئة للملابس الجاهزة
35	لبنى للألبسة الداخلية	رامي داود رشيد جعبة	البيع بالتجزئة للملابس الجاهزة
36	مؤسسة التوكل على الله	عبد المعز زكريا عيسى مرقه	البيع بالتجزئة للملابس الجاهزة
37	مؤسسة الحي الشعبي	جهاد طالب ابراهيم عبد ربه	البيع بالتجزئة للملابس الجاهزة
38	مجموعة أم للتجارة والاستثمار	عمر سليم محمود قواسمة	البيع بالتجزئة للملابس الجاهزة
39	محل ابراهيم الحموري للملابس الأطفال	ابراهيم عدنان هاشم حموري	البيع بالتجزئة للملابس الجاهزة
40	محل ام لالبسة الاطفال	بسام احمد عبد اللطيف ابو سنيينة	البيع بالتجزئة للملابس الجاهزة
41	محل الامانة للملابس	حافظ هاشم شاهين جرادات	البيع بالتجزئة للملابس الجاهزة
42	محل الحموري لتجارة الملابس	هاشم عدنان هاشم حموري	البيع بالتجزئة للملابس الجاهزة
43	محل خالد الطرايره للألبسة	خالد يوسف عبد القادر طرايرة	البيع بالتجزئة للملابس الجاهزة
44	محل طبياخي	بلال عبد المجيد عبد العزيز طبياخي	البيع بالتجزئة للملابس الجاهزة
45	محل عبد الجواد ابو عيشة للملابس	عبد الجواد محمد يوسف عبد الجواد ابو عيشة	البيع بالتجزئة للملابس الجاهزة

46	محل عويوي إخوان	نادر رشاد علي عويوي	البيع بالتجزئة للملابس الجاهزة
47	محل قطنيات للملابس - Cottona -	أمير حسني عارف زاهدة	البيع بالتجزئة للملابس الجاهزة
48	محل لي جاردن	محمد نبيل رشاد عثمان نتشة	البيع بالتجزئة للملابس الجاهزة
49	محلات ابو عادل مرقة للابسة الجاهزة	احمد عادل احمد مرقة	البيع بالتجزئة للملابس الجاهزة
50	محلات احمد الحروب للابسة الجاهزة	احمد خضر عبد الوهاب حروب	البيع بالتجزئة للملابس الجاهزة
51	محلات الامراء للابسة والنثريات	نضال باسم علي زيدات	البيع بالتجزئة للملابس الجاهزة
52	محلات البرنسيصة للملابس	محمود يوسف محمد قاعود تميمي	البيع بالتجزئة للملابس الجاهزة
53	محلات الرضى	فادي طراد مسلم مناصره	البيع بالتجزئة للملابس الجاهزة
54	محلات السرور للابسة	محمد محمود عبد المهدي الزيدات	البيع بالتجزئة للملابس الجاهزة
55	محلات العروسة فاشن	صهيب عبد المعز محمد عويوي	البيع بالتجزئة للملابس الجاهزة
56	محلات العطية للملابس الجاهزة	محمود عطيه سلمان زيدات	البيع بالتجزئة للملابس الجاهزة
57	محلات اليمامة للملابس والنثريات	أحمد خليل محمد زيدات	البيع بالتجزئة للملابس الجاهزة
58	محلات امجد شاهين للنثريات	امجد مصباح عبد الحافظ شاهين	البيع بالتجزئة للملابس الجاهزة
59	محلات انسام للملابس والنثريات	نضال يوسف موسى مرعي زيدات	البيع بالتجزئة للملابس الجاهزة
60	محلات بهاء الجعبيه للنثريات و الابسة	بهاء زيدان احمد جعبة	البيع بالتجزئة للملابس الجاهزة
61	محلات تامر الشرباتي لتجارة الملابس	تامر ضياء رشدي شرباتي	البيع بالتجزئة للملابس الجاهزة
62	محلات تركي ستايل	كمال كاظم حسني زاهدة	البيع بالتجزئة للملابس الجاهزة
63	محلات جواد مان للابسة	مجدي عبد الحفيظ ابراهيم ابو سنينة	البيع بالتجزئة للملابس الجاهزة
64	محلات ساري للملابس	ساري ياسين محمد ثلجي	البيع بالتجزئة للملابس الجاهزة
65	محلات سامر ابو عيشه لاستيراد و تجارة الابسة الجاهزه	سامر عبد الجواد محمد يوسف ابو عيشة	البيع بالتجزئة للملابس الجاهزة
66	محلات طل القفر للملابس	صدام ياسر محمد ابو حسن	البيع بالتجزئة للملابس الجاهزة
67	محلات عبد الله محارمه للملابس	عبد الله محمود مصطفى محارمة	البيع بالتجزئة للملابس الجاهزة
68	محلات عمر النتشه لتجارة الملابس	سليمان محمد يوسف نتشة	البيع بالتجزئة للملابس الجاهزة
69	محلات عمر شاهين	عمر محمد هشام عمر شاهين	البيع بالتجزئة للملابس الجاهزة
70	محلات عوض البطران للملابس	عوض محمود رباح بطران	البيع بالتجزئة للملابس الجاهزة
71	محلات فؤاد الجعبيه للابسة - الصالون الاخضر	فؤاد فوزي محمد جعبة	البيع بالتجزئة للملابس الجاهزة
72	محلات فري ستايل للابسة	ابراهيم جميل محمد حروب	البيع بالتجزئة للملابس الجاهزة
73	محلات ماجستي فاشن	محمد جهاد محمد علي المدبوح	البيع بالتجزئة للملابس الجاهزة
74	محلات محمد حموري للشروات	محمد احمد محمد ربيع حموري	البيع بالتجزئة للملابس الجاهزة
75	محلات مسودة للشروات	موفق فخري زين الدين مسودة	البيع بالتجزئة للملابس الجاهزة
76	مركز الماركات	لانا وائل عبد العزيز قواسمة	البيع بالتجزئة للملابس الجاهزة
77	مشغل البهاء	بهاء عبد الرحمن صادق النتشه	البيع بالتجزئة للملابس الجاهزة
78	معرض سامر المحتسب للملابس	سامر جودت حسني محتسب	البيع بالتجزئة للملابس الجاهزة
79	معرض ازياء بيبي سنتر	نبيل عوني عبد الجواد كرامة	البيع بالتجزئة للملابس الجاهزة
80	معرض ازياء الاميرات	ابراهيم نايف ربيع حموري	البيع بالتجزئة للملابس الجاهزة
81	معرض ازياء الحوريات	وائل محمد اسحق صادق نتشة	البيع بالتجزئة للملابس الجاهزة
82	معرض ازياء الفتون	نظمي عبد الرحيم خليل ابو عيشة	البيع بالتجزئة للملابس الجاهزة
83	معرض ازياء القدسي	وليد عبد الجبار محمد قدسي	البيع بالتجزئة للملابس الجاهزة
84	معرض الأمير للابسة	امير محمد بدوي سويطي	البيع بالتجزئة للملابس الجاهزة
85	معرض الاشهب للازياء	ضرار زهير عزات اشهب	البيع بالتجزئة للملابس الجاهزة
86	معرض الامل للابسة	عارف طلب عبد الفتاح ابو شرح	البيع بالتجزئة للملابس الجاهزة
87	معرض الاناقة	باسم عبد الجواد عبد العزيز سياج	البيع بالتجزئة للملابس الجاهزة
88	معرض البرنسيصة لانجري	نورا نافذ عبد الجليل القاعود التميمي	البيع بالتجزئة للملابس الجاهزة
89	معرض الرشيد للابسة الرجالية	ابراهيم رشيد ابراهيم جويحان	البيع بالتجزئة للملابس الجاهزة
90	معرض السعادة للابسة الجاهزة	محمد عبد الخالق حسن قواسمة	البيع بالتجزئة للملابس الجاهزة
91	معرض القبطان للازياء	علاء ابراهيم حمدي قفيشة	البيع بالتجزئة للملابس الجاهزة
92	معرض القدسي سنتر	يوسف عوني محمد قدسي	البيع بالتجزئة للملابس الجاهزة
93	معرض القيسي للابسة الشعبية	رياض حسين صلاح حروب	البيع بالتجزئة للملابس الجاهزة
94	معرض المحتسب للابسة	حامد حاتم فياض محتسب	البيع بالتجزئة للملابس الجاهزة
95	معرض امارو للابسة الرجالية	ايداد عيد عارف احمر و	البيع بالتجزئة للملابس الجاهزة
96	معرض بوليمبير	عمار عبد الرحمن علي قاضي	البيع بالتجزئة للملابس الجاهزة
97	معرض تركش موضه للملابس والاحذية التركية	بهاء محمد حسين عبد العزيز سياج	البيع بالتجزئة للملابس الجاهزة

98	معرض جست فور شباب	بدر نور الدين رباح شرباتي	البيع بالتجزئة للملابس الجاهزة
99	معرض رزان للالبسة	مأمون محمد جمعه خليل دوفش	البيع بالتجزئة للملابس الجاهزة
100	معرض ريماس كوزمانكس	راجح عبد الرحيم سلمان سلهب	البيع بالتجزئة للملابس الجاهزة
101	معرض زيدان أبو أسنينة	عزام زيدان محمود طه	البيع بالتجزئة للملابس الجاهزة
102	معرض سيور سنتر	ملكه فايز عبد الرحمن أبو شمسيه	البيع بالتجزئة للملابس الجاهزة
103	معرض شيفون للالبسة	لؤي محمد وحيد ايوب قيسي	البيع بالتجزئة للملابس الجاهزة
104	معرض عبيدو سنتر	عدي محمد يونس محمد سالم اعبيدو	البيع بالتجزئة للملابس الجاهزة
105	معرض عمر الجعبري للالبسة	عمر احمد حامد جعبري	البيع بالتجزئة للملابس الجاهزة
106	معرض فراج للالبسة	وائل عبد الرؤوف عبد الوهاب فراج	البيع بالتجزئة للملابس الجاهزة
107	معرض كارمن للملابس	حسن سليمان حسين جرادات	البيع بالتجزئة للملابس الجاهزة
108	معرض كاريرا للازياء	ايناس ابراهيم جميل صرصور	البيع بالتجزئة للملابس الجاهزة
109	معرض كارينا	هادي عمر محمد عطا الله نتشه	البيع بالتجزئة للملابس الجاهزة
110	معرض ماجد للملابس	ماجد أمين محمد فروخ	البيع بالتجزئة للملابس الجاهزة
111	معرض ماكس مان - سياح اخوان	محمد عيد محمد حسين سياح	البيع بالتجزئة للملابس الجاهزة
112	معرض مفروشات السعادة	رشاد امين عاشور سلهب	البيع بالتجزئة للملابس الجاهزة
113	معرض ملايس الزرو	فخري عبد السلام رجب زرو	البيع بالتجزئة للملابس الجاهزة
114	معرض ميراج للالبسة الداخلية	مجدي جودي عبد المعطي اسعيد	البيع بالتجزئة للملابس الجاهزة
115	معرض نوفوتيه الحساسنة	عادل مصطفى عبد الحميد حساسنة	البيع بالتجزئة للملابس الجاهزة
116	معرض نيروخ للالبسة الرجالية	فراس نادر محمد نيروخ	البيع بالتجزئة للملابس الجاهزة
117	معرض هارون النتشه للالبسة	هارون عبد الرحمن علي النتشه	البيع بالتجزئة للملابس الجاهزة
118	معرض هنيبي للالبسة	حمدي عبد الحميد حسين هنيبي	البيع بالتجزئة للملابس الجاهزة
119	معرض يوتو للالبسة	صالح محمد بركات داود عويوي	البيع بالتجزئة للملابس الجاهزة
120	ناصر الحموري جروب	ناصر محمد ربيع مرتضى حموري	البيع بالتجزئة للملابس الجاهزة
121	نوفوتيه البراق	روبين عجاج روبين احمر	البيع بالتجزئة للملابس الجاهزة
122	نوفوتيه العمور	نبيل سالم موسى عمور	البيع بالتجزئة للملابس الجاهزة
123	نوفوتيه ابانثي	اباد هشام شحده قبيشة	البيع بالتجزئة للملابس الجاهزة
124	نوفوتيه اسماعيل الرزم	اسماعيل محمد مصطفى رزم	البيع بالتجزئة للملابس الجاهزة
125	نوفوتيه الحموري	ابراهيم نايف ربيع حموري	البيع بالتجزئة للملابس الجاهزة
126	نوفوتيه الصغير	خالد جمال احمد زغير	البيع بالتجزئة للملابس الجاهزة
127	نوفوتيه المحتسب	فايز محمد خليل عبد القادر محتسب	البيع بالتجزئة للملابس الجاهزة
128	نوفوتيه جرادات	سليمان محمد نعيم جرادات	البيع بالتجزئة للملابس الجاهزة
129	نوفوتيه حاتم شاوور ج.م	عبد الحميد اسعد محمد شاوور	البيع بالتجزئة للملابس الجاهزة
130	نوفوتيه خالد ابو شرح	خالد محمد علي ابو شرح	البيع بالتجزئة للملابس الجاهزة
131	نوفوتيه راشد الشرباتي	منذر راشد عبد الفتاح شرباتي	البيع بالتجزئة للملابس الجاهزة
132	نوفوتيه رمضان شاهين	رمضان فضل شاهين شاهين	البيع بالتجزئة للملابس الجاهزة
133	نوفوتيه سلين	صبحي باجس سليمان جرادات	البيع بالتجزئة للملابس الجاهزة
134	نوفوتيه شاهين	بسام عمر شاكر شاهين	البيع بالتجزئة للملابس الجاهزة
135	نوفوتيه شريف شاكر الشرباتي	شريف محمد شاكر عبد الشكور شرباتي	البيع بالتجزئة للملابس الجاهزة
136	نوفوتيه عبد المنعم الدويك	ناصر عبد المنعم نعمان دويك	البيع بالتجزئة للملابس الجاهزة
137	نوفوتيه كسندرا	نضال محمد نعمان محمد ربيع حموري	البيع بالتجزئة للملابس الجاهزة
138	نوفوتيه محمد زيتون	محمد وليد عبد القادر اسماعيل زيتون	البيع بالتجزئة للملابس الجاهزة
139	نوفوتيه مرام	طارق محمد زياد يوسف فلاح	البيع بالتجزئة للملابس الجاهزة
140	نوفوتيه مصطفى سكافي	رافت مصطفى يوسف سكافي	البيع بالتجزئة للملابس الجاهزة
141	نوفوتيه مكة المكرمه	خضر جعفر بشاره دويك	البيع بالتجزئة للملابس الجاهزة
142	نوفوتيه ناجي عبد الباسط	ناجي سالم عبد الباسط	البيع بالتجزئة للملابس الجاهزة
143	نوفوتيه يوسف ابو الحلاوه	يوسف موسى يوسف ابو الحلاوه	البيع بالتجزئة للملابس الجاهزة
144	القدسي ستايل	محمد عبد الجبار محمد قدسي	البيع بالتجزئة للملابس الجاهزة