

Abstract

Marketing activities of social media and their impact on consumer attitude and purchase intention

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With the prevalence of the Internet, social media has become an essential means of online marketing. Companies create pages for their marketing content on social media platforms to communicate with consumers. While many past studies have investigated social media, few have mentioned the effects of social media marketing activities, where this study aimed to study the dimensions of social media marketing activities such as entertainment, interaction, E-WOM, and customization and its impact on the intention to buy through consumer attitudes as an intermediate variable. This study targeted users of websites and mobile applications in Jordan from women and 18-50. The study sample was selected in the appropriate way convenience sample from the study community where the questionnaire was distributed to a sample of the study community. An electronic questionnaire was distributed to the study sample members and was obtained (295) questionnaire.

The study reached some significant results and recommendations. The most important of these results is the lack of a statistically significant effect of entertainment and interaction on consumer attitudes where entertainment and interaction did not have a significant

impact on consumer attitudes in addition to having an impact of the two dimensions of the electronic word of mouth and customization on the attitudes of the consumer. The study results also showed a statistically significant effect of consumer attitudes on purchasing intention. This result is logical and predictable as the consumer's positive attitude will make him inevitably buy this product and recommend it and vice versa.

In light of the study results, the study recommended several recommendations, the most important of which is the need for companies to adopt social media activities and enhance their technical and technical capabilities by employing specialists in the field of marketing. It also recommended improving the content of these companies' websites with evidence and real experiences for customers and clients to improve the buyer's electronic word of mouth.

Keywords: Marketing activities of social media, consumer attitude, purchase intention