The effect of social media networks content on dealing between companies (business to business)

An applied study on the industrial equipment in Amman

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ABSTRACT

This study aims to identify the effect of social media networks content on dealing between companies (business to business) for the industrial equipment in Amman. To achieve the objectives of the study, the res archer designed a questionnaire, have been confirmed validity and its reliability. The study population consists of all employees whom occupy the managerial jobs and careers in business companies (B2B) for Industrial equipment in Amman, the number of (300) Director, engineer and technician and employee. The researcher selected a proportional stratified random sample by (40%) from the population size. Therefore, the sample that was chosen amounted to (120) managers, engineers, technicians and employees in the companies covered in the study. After that, (120) questionnaires were distributed on the study sample represented by (managers, engineers, technicians and employees), (101) questionnaires were retrieved, with (84.2%). After checking the retrieved questionnaires, (18) questionnaires were excluded because they were not valid because of the lack of information contained therein and the answer on some of its paragraphs were contradiction. Therefore, the number recovered and valid

for the statistical analysis was (83) questionnaire. After that, the researcher analyzed the collected data by using the (Statistical Package for Social Sciences -SPSS). The study reached to some results, the most notably that there exists a statistically significant effect at the significance level ($\alpha = 0.05$), for three dimensions of the social media networks content represented by (brand awareness, electronic word of mouth, and customer service) on dealing between companies (business to business) for the industrial equipment in Amman. **and** the results of the stepwise multiple linear regression showed that the most influential variable is (customer service) dimension on dealing between companies (business to business) for the industrial equipment in Amman, with an interpretation rate of (46.8%).

The study recommended that the companies should organize the training courses and presenting the most important modern concepts related to dimensions of (social media networks content) and the variable (dealing between business companies (B2B) for the industrial equipment), in order to enrich the knowledge and skills aspects of employees in the companies covered by the study.

Keywords: Social media networks content, Dealing between business companies (B2B), Electronic word of mouth, Industrial equipment in Amman.