

Analyzing the impact of social media influencers on the online shopping using Machine Learning methods

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Abstract

Actually, despite that social media has reshaped consumer communication and company commerce, few number of research has been done on social media influencers and how much their opinions impact consumers' purchasing decisions and, in turn, influence the development of digital marketing strategies. This qualitative study set out to investigate how social media influencers affect online purchases using Deep Learning algorithms. The goal was to assist social media marketers in developing and putting into practice social media marketing strategies that optimize audience, product image, and sentiment evaluations. To find out if online shoppers' decisions were influenced by social media influencers, a Deep Neural Network DNN with multiple hidden layers will be used. Accordingly, two models of eight-layer MLP have been used in this study. Softmax is used in the first model as an activation function, whereas, sigmoid is used in the second model. The results showed that the first model was more accurate and reliable than the second model. The outcome will help social media marketers create and put into practice strategies to predict the behavior of people influenced by social media influencers and convince them to shop online.

Keywords: Social media influencers, Deep Learning, Multilayer Perceptron Network.

