THE EFFECT OF SOCIAL MEDIA MARKETING ON THE BUYING BEHAVIOR OF LIBYAN CONSUMERS

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THESIS APPROVAL PAGE

I certify that in my opinion the thesis submitted by Tawfig Abdulrahman ALFAGEEH titled "THE EFFECT OF SOCIAL MEDIA MARKETING ON THE BUYING BEHAVIOR OF LIBYAN CONSUMERS" is fully adequate in scope and in quality as a thesis for the degree of Master of Business administration.

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DECLARATION

I hereby declare that this thesis is the result of my own work and all information included has been obtained and expounded in accordance with the academic rules and ethical policy specified by the institute. Besides, I declare that all the statements, results, materials, not original to this thesis have been cited and referenced literally.

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FOREWORD

I would like to express my gratitude to my supervisor Assists. Prof. Dr, HASAN TERZİ, who guided me throughout this project. I would also like to thank my friends and family who supported me and offered deep insight into the study. I hope that my thesis will be useful to the scientific community and marketers in companies   This is the noble goal that every researcher aspires to.

ABSTRACT

In recent years, social media has become more widespread and influential in societies and individuals, which is a matter of great importance for companies that seek to develop their marketing plans to achieve distinct and commercial positions in the middle of markets that are crowded with competitors and have had an effective role in wooing and urging consumers to buy, and because The consumer is the main focus of each marketing activity. This study aimed to measure the impact of marketing through social media on consumer behavior, in which the researcher measured the correlation and influence between marketing through social media, consumer behavior variables, pre-purchase behavior and post-purchase behavior on a sample of Libyan consumers. 380 respondents. The data obtained as a result of the applied questionnaire was used to analyze data and questionnaire forms, IBM SPSS 25.0 program. The results of the study concluded that there is a positive, medium and significant correlation between consumer buying behavior, pre-purchase behavior and post-purchase behavior. Moreover, the result of the regression analysis revealed that social media marketing significantly influences consumer purchasing behavior. The study found that social media has a significant impact on pre-purchase and post-purchase behavior to a lesser extent among Libyan consumers.

Key Words: Social Media Marketing, Consumer Buying Behavior, Pre-Purchase Behavior, Post-Purchase Behavior

ÖZ

Sosyal medyanın son yıllarda toplumlarda ve bireylerde daha yaygın ve etkili hale gelmesi, rakip ve rakiplerle dolu pazarların ortasında farklı ve ticari konumlar elde etmek için pazarlama planlarını geliştirmek isteyen şirketler için büyük önem arz Eden bir konu. Tüketicileri satın almaya teşvik etmede ve teşvik etmede etkili bir rol oynamıştır ve çünkü Tüketici, her pazarlama faaliyetinin ana odak noktasıdır. Bu çalışma, araştırmacının sosyal medya aracılığıyla pazarlama, tüketici davranışı değişkenleri, satın alma öncesi davranış ve satın alma sonrası davranış arasındaki korelasyonu ve etkiyi ölçtüğü sosyal medya aracılığıyla pazarlamanın tüketici davranışı üzerindeki etkisini ölçmeyi amaçlamıştır. . Toplam 380 katılımcı. Uygulanan anket sonucunda elde edilen veriler, verilerin ve anket formlarının analizinde IBM SPSS 25.0 programı kullanılmıştır. Çalışmanın sonuçları, tüketici satın alma davranışı, satın alma öncesi davranış ve satın alma sonrası davranış arasında pozitif, orta ve anlamlı bir ilişki olduğu sonucuna varmıştır. Ayrıca, regresyon analizinin sonucu, sosyal medya pazarlamasının tüketici satın alma davranışını önemli ölçüde etkilediğini ortaya koymuştur. Çalışma, sosyal medyanın Libyalı tüketiciler arasında satın alma öncesi ve satın alma sonrası davranışlar üzerinde daha az ölçüde önemli bir etkiye sahip olduğunu buldu.

Anahtar kelimeler: Sosyal Medya Pazarlamacılığı, Tüketici Satın Alma Davranışı, Satın Alma Öncesi Davranış, Satın Alma Sonrası Davranış

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SUBJECT OF THE RESEARCH

With the technological development that the world is witnessing and the spread of social media networks that have linked various countries and societies, after it, the world has become a small village and its members can communicate quickly and easily. These reasons have made organizations with various activities seek to be present through these networks to attract their users and to use these networks as a channel to communicate with them and to display their activities, programs and products. The growing popularity of social media has prompted organizations to consider this media alongside traditional methods of marketing. Social media mainly relies on the Internet or cell phone-based applications and tools to share information between people Today, social media users outnumber the population of some countries. The impact of social media on marketing can be judged by comparing marketing before the emergence of social media, marketing after the emergence of social media, and the use of technologies used in social media in marketing products (Kaushik, 2012)

Social media marketing refers to the process of gaining traffic or interest through social media sites. With the advent of the Internet, social media marketing has become the fastest growing trend in various fields of the world today. Using social media platforms like Facebook, twitter, etc., and websites to promote products or services effectively (Paquette, H. (2013). Some of social media channels such as Twitter, Facebook, YouTube, Whatsapp and other tools with fast access to consumers over the Internet. A relatively low-cost marketing style allows the organization to engage the direct end consumers through their own accounts (Heinlein and Kaplan, 2010). In a survey conducted by McKinsey and Company in 2009, it was found that many organizations have benefited from using social media to exchange ideas, improve communication and the workplace, improve the work environment and create new methods of development. The value that social media adds to organizations is important as an increasing number of organizations are already endorsing and exploiting the diversity of social media technological innovation opportunities. This is to enable them to find support for their various organizational and business activities (Lee, 2013). In recent years, social media platforms have become the most important and effective source of attracting more potential customers and retaining existing

customers who were attracted by the traditional methods of marketing before the era of social media, according to the results of the CNNIC Online Shopping Report (2014), many factors of social media marketing Social media has a strong influence on motivating consumers to buy and the evolution of social media buying into the new online consumption pattern. The social purchase process consists of two main steps:

1) Research and get information about the product through social media platforms

2) Create a motivation that motivates consumers and support their buying intention (Dotsey, 2019)

Like other countries, Libya, which is the country of this study, has been affected by the wide spread of social networks. Based on the monthly report from www.gs.statcounter.com the largest numbers of Libyan active social media users are found on Facebook, YouTube and Twitter respectively. In April 2021, 47% of Libyan Social Media users used Facebook. Meanwhile, YouTube ranked second with 26% followed by Twitter at 24 of the total Libyan internet users. Because the consumer is the basis of marketing activity, by looking at all kinds of organizations that seek to gain his satisfaction and loyalty, so his behavior must be studied and the extent to which it is affected by modern marketing methods through social media.

Consumer behavior is a psychological aspect of people that makes a difference in purchasing any goods or services and anything else. The behavior of any consumer depends on many factors that are very important to any marketing management team in any company or any organization that markets its services with consumers. The study of consumer behavior includes research, evaluation of the situation, the decision to buy or not, and the behavior of consumers after purchase, taking into account the environment and personal variables. (Barmola, 2010).

DEFINITION OF TERMS

The following will be the key concepts and terms used in the search:

Marketing**:** "Marketing is a social and managerial process through which products and services are exchanged between organizations and consumers who have needs and want to satisfy them."(Philip Kotler's Definition of Marketing)

Social media: • Social media is an interactive online activity through which individuals express their opinions and views on a particular issue. Through these platforms, information, experiences, and opinions are shared using chat media, comments, etc. Conversational media are web-based applications that allow content creation and sharing. Easily communicate with others in the form of comments, photos, videos, and audios. (Safko & Brick 2009, p. 6)

Consumer: • The person who has a need for a product and performs all the stages that lead to the purchase of that product that satisfies his needs, and carries out the process of consuming the product and getting rid of the leftovers of the product. Family use. (Bamossy, G.J, & Solomon, M.R (2016).

Consumer buying behavior: • The processes and change in behavior accompanying all the stages that the consumer goes through before and after the purchase process (Maria et al (2008)

PURPOSE AND IMPORTANCE OF THE RESEARCH

This research derives its importance as it studies the relationship between two of the most important variables for any organization at the present time. The independent variable in this research, which is "Social Media", has met with a huge spread among the world's population, as the Global Digital Report for 2020, which was produced in partnership between "Hootsuite" and "We are Social", revealed that more than 4 billion people around the world are now using social media. Social media every month and nearly 2 million new users join them every day. People spend more time on social media, with the average user now spending nearly 15 percent of their waking life using social platforms. The report says that there are 4.66 billion Internet users in the world, including 4.14 billion social media users.

All the above-mentioned information shows the importance of social media in our lives, so it is necessary to study its impact on the other variable in this research, which is the dependent variable (buying behavior of consumer), which in turn is an important variable for marketing experts in organizations. Kotler and Keller (2011) states that the study of consumer buying behavior is A study of ways to buy and dispose of goods, services, ideas, or experiences by individuals and groups in order to satisfy their needs and desires. Consumer buying behavior focuses on how individuals make decisions to spend their available resources (time, money, and effort) on items related to consumption, which include what they buy, so marketing experts in organizations strive to understand consumer motivations and trends in buying, using, or benefiting from a good or service. In order to assess the needs of its customers well, know the characteristics of consumers, work to satisfy and preserve them, set strategic goals for the continuous development of products and services, and understand the factors affecting consumer behavior and the surrounding structure of his purchasing decisions and the motives that help him to purchase the product.

METHOD OF THE RESEARCH

Figure 1: As shown, the conceptual framework for the impact of social media marketing on consumer buying behavior. It is assumed that there is a relationship between social media marketing, which is the independent variable in this research, and consumer buying behavior, pre-purchase behavior and post-purchase decision behavior, which are the dependent variables in this model. (Figure 1: Research model)
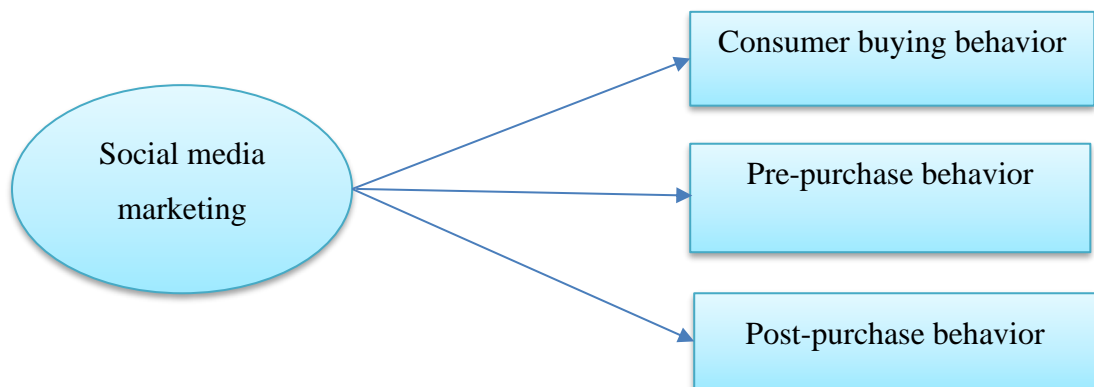
HYPOTHESIS OF THE RESEARCH

H1: There a significant positive correlation between Social Media Marketing and consumer buying behavior.

H2: There is a significant positive correlation between Social Media Marketing and Pre-purchase behavior.

H3: There a significant positive correlation between Social Media Marketing and post-purchase behavior.

H4: There is a significant impact of Social Media Marketing on consumer buying behavior.

H5: There is a significant impact of Social Media Marketing on Pre-purchase behavior.

H6: There is a significant impact of Social Media Marketing on Post-purchase behavior.

RESEARCH QUESTIONS

Based on the objectives that the researcher seeks to achieve, he formulated the research questions:

Q1: IS There a significant positive correlation between Social Media Marketing and consumer buying behavior?

Q2: IS There a significant positive correlation between Social Media Marketing and pre-purchase behavior?

Q3: IS There a significant positive correlation between Social Media Marketing and post-purchase behavior?

Q4: IS There is a significant impact of Social Media Marketing on consumer buying behavior?

Q5: IS There is a significant impact of Social Media Marketing on pre-purchase behavior?

Q6: IS There is a significant impact of Social Media Marketing on Post-purchase behavior?

RESEARCH PROBLEM

The emergence of online communication technology, especially with the emergence of social media sites has led to the removal of the monopoly of traditional methods of marketing products and services. Where the consumer was greatly affected by the comments, tips and purchasing or consumer experiences of participants in social media, so marketers adopted social media as one of the modern means of advertising to promote their products. Social media users constantly visit social media groups to exchange opinions and gain necessary information about a particular product.

In addition, brand owners have created their own pages through social media to promote their products, facilitate communication with consumers, and receive feedback about their products. Social media has become an important anchor point for companies to spread their ads, including well-known brands. This process works in two directions, as the presentation of advertising messages will ultimately influence the views of individual consumers and direct their purchasing behavior towards the advertised products, while user reviews and ratings also allow the producing companies to determine their views regarding their products and their potential to develop them in a way that meets consumer satisfaction.

From the above and based on previous studies on this topic, the researcher aims through this research to study the problem of the impact of social media on consumer buying behavior, trying through his study to answer the following question: Is there an impact of social media on consumer buying behavior?

POPULATION AND SAMPLE

Research population includes all of social media users in the Libyan community over 18 years. Research sample was chosen by the simple random method, and the research sample was determined as number 380 person Based on the recommendations of (Uma sekaran and Roger bougie) book's in determining the size of the research sample, the researcher distributed a questionnaire consisting of 24 questions that included the aspects of the study.

SCOPE AND LIMITATION

The scope of this search is limited to Libyan consumers who use social media sites and their age is over 18.

1. Time limits: This research was prepared at year 2021
2. Spatial limits: Limited geographically, is the country of Libya, which is located in the continent of Africa, and its capital is Tripoli. It is the fourth largest African country with an area of 1.7 million km², according to (Worldometer, 2021). The population of Libya is 6,871,292 humans.
3. Scientific limits: This study focused on determining the effect of social media marketing On the pre- and post-purchase behavior of Libyan consumers

1. CHAPTER ONE: Theoretical Background

1.1. CONSUMER BUYING BEHAVIOR

In the fifties of the twentieth century, after the end of the Second World War, and with the scientific renaissance witnessed by the world of business and economics, many competitive organizations appeared in most commercial fields. Thus, the concept of marketing products changed from just a sales force whose aims to pressure consumers to direct them to buy the organization's products to an effort aimed Meeting the consumers.' need with the quality and advantages that other organizations do not provide it to consumer. The organizations realized that it is good for them to divide the market into sectors based on the needs and desires of consumers. And that this need of the consumer is the focus of the foundation upon which the organization's marketing plans and strategies are based. This division resulted in the emergence of many modern marketing concepts at the time, like consumer loyalty, how to retain the customer, gain his satisfaction, follow up his post-purchase behavior and evaluate the product. Several studies on consumer behavior have shown that the consumer is a complex individual whose behavior is affected by many internal and external factors. To gain his loyalty, attention must be paid to studying all these factors, starting from product design to distribution and promotion.

Consumer markets differ, as we find some of them homogeneous and others heterogeneous. What determines this homogeneity is consumer behavior based mainly on the goods and services the consumer needs that meet his needs and fulfill his desires.

Sometimes we may find consumers' tastes and desires consistent in products such as plant foods or fish, for example, but they differ in other products such as cars or mobile phones, and hence the idea of dividing the market into sectors according to consumer behavior

1.2. THE CONCEPT OF CONSUMER BUYING BEHAVIOR

Consumer behavior is that behavior showed by the consumer when he searches for products and services in order to purchase use and evaluate them after benefiting from them. Consumers differ in their choices and needs, and thus consumer behavior drives

to make the decision to buy the product that meets his needs (Solomon, 2012).

Definition of Consumer Behavior According to American Marketing Association, consumer behavior can be defined as "the dynamic interaction of affect and cognition, behavior, and environmental events by which human beings conduct the exchange aspects of their lives consumer behavior is all the processes related with reason and emotion when he searches for products and services that fulfill his desires (Grant, Clarke & Kyriazis, 2007).

Consumer behavior is the actions that an individual or group takes before purchasing and while making a decision to purchase a commodity or benefit from a service and its effect extends beyond the stage of purchase or benefit from the product and how to dispose of it. By examining the study of consumer behavior for different market sectors, marketing companies can understand the factors that influence the customer to purchase goods or services, which facilitates the task of creating effective and effective marketing campaigns. (Hoyer & MacInnis, 2001).

In the past, marketers could understand consumers well by dealing with them directly during the sales process, but with the expansion and growth of markets in different sectors, marketers can no longer communicate with this huge number of consumers, so marketers focused their attention on what is known as market research , which aims to study consumer behavior, how satisfied he is with the product, what difficulties he encountered during the purchase process, and what is his general evaluation of the purchase experience.

The main question for the marketer is: How do consumers respond to buying the product?

Or the incentive the company might use? A company that understands how to motivate and influence consumer behavior is the company that outperforms its competitors and enjoys consumer confidence (Kotler, Armstrong, Harris, & Piercy, 2013).

The fulcrum of any organization's marketing plans starts from the stimulus-response model of buyer behavior shown in Figure 2. This figure shows that marketing and other stimuli are inputs that enter the "black box" of the consumer and result in outputs that affect the purchase decision of the buyer. That is why the successful marketer

must know what is inside the black box of the buyer and study it carefully. Marketing motivators consist of the four elements: product, price, place and promotion. Other catalysts include the forces and interactions that occur between the buyer and the economic, technological, political and cultural environments. All these inputs enter into the buyer's black box, where they are converted into outputs in the form of observable buyer reactions: product selection, brand selection, agent selection, timing of purchase, post-purchase behavior whether satisfaction or grumbling behavior, marketer's goal is understanding how to change stimuli into responses within a consumer's black box.
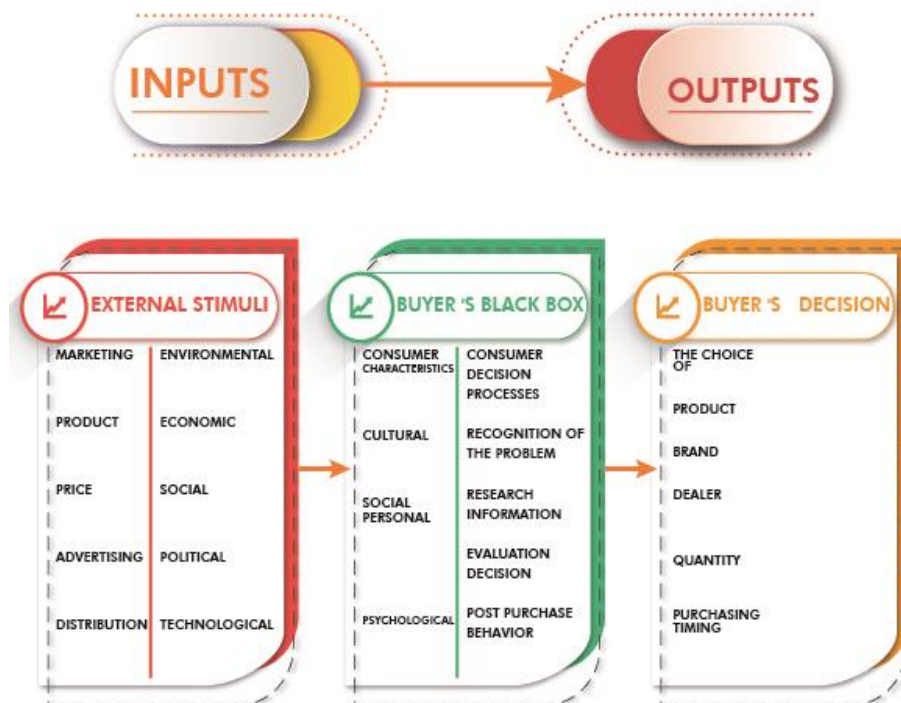
Figure 2: Model of buying behavior (Source: Kotler et al., 2005)

The characteristics of the buyer affect how well he perceives and reacts to stimuli. Second, buyer   characteristics influence the buyer's decision-making process. Consumer purchases are strongly influenced by cultural, social, personal and psychological characteristics, as shown in the figure. For the most part, marketers cannot control such factors, but they must take them into account.

1.3. CONSUMER BUYING BEHAVIOR CHARACTERISTICS

Marketing of products and services is not just an economic activity, there are many factors that affect the purchasing behavior of individuals., consumer behavior covers a wide area. Consumer behavior can be defined as the field of study that examines the processes related to the selection, purchase, use or disposal of products, services, thoughts or experiences to satisfy the wishes and needs of individuals or groups As can be understood from the definition of consumer behavior, it deals with not only the purchasing phase, but also the before, after, experiences about this phase and various factors. In assuming consumer behavior, some assumptions and characteristics of the field should be examined. It is possible to summarize the characteristics of consumer behavior in seven main topics (Dijksterhuis et al., 2005):

1) **Consumer buying behavior is motivated behavior**: Consumer motivation is an internal behavior that arises from the need for a particular thing and urges people to make a decision to purchase products or services that meet their needs and desires, so that the fulfillment of these needs motivates them to repeat purchase or perhaps search. For many goods and services to better meet those needs. Companies use various research methods aimed at understanding consumer motivations in general and their products and services in particular. This may help them orient their markets according to different consumer motives. These methods include in-person interviews, online surveys, correspondence, and other tools to understand the buying and post-purchasing behavior of consumers. Consumer motivation is the basic degree of psychological motivation behind a particular purchase. If the consumer's motivation is high, it means that the level of need, or the consumer's perception of that need, is rather strong. Given a high degree of motivation, the individual will actively seek to satisfy this need by making this purchase. Consumer motivation is related to the "hierarchy of needs" suggested by psychologist Abraham Maslow. This theory states that a person seeks to satisfy Physiological needs first, followed by needs for safety, social status, and Esteem needs and finally Self-actualization needs, in that order. Companies that understand the nature of these needs and strive to meet consumer demands will motivate consumers to buy their products (Wilson, 2019).

Figure 3: Maslow's hierarchy of needs

2) **Consumer buying behavior is symmetric process**: Consumer behavior is a systematic (not random) process that results in customers' purchasing decisions. The purchasing process consists of the following steps (Chen & Wang, 2017):

- Determine the need to purchase the product.
- Find information about the product.
- Evaluate the available alternatives.
- Decision making to purchase the product.
- Evaluate the reaction after purchase and how to ideally eliminate the effect of using the product.

3) **Includes physical and mental activities:** Consumer behavior includes mental activity such as the psychological processes a consumer goes through in determining their need, finding ways to satisfy those needs, and making a purchase decision (for example, whether or not to buy a product? If yes, what is the most appropriate alternative, when and how?), analyzing information and choosing the best alternative, followed by the physical activity of actually making the purchase by going to the market and communicating with the seller in person or even online to complete the purchase, pay the corresponding cost and negotiate with sellers, all

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these physical activities are closely related to mental activity Both are essential in shaping consumer buying behavior (Tyagi & Kumar, 2004).

4) **Dynamic and complex behavior:** Consumer Behavior related to purchase, use, and post-use decisions occurs at a point in time that is subject to a structured dynamic sequence. In other words, the study of consumer behavior aims to understand how individuals or groups make decisions to spend available resources (money, time and efforts) on the items they want to buy to meet their need. Consumer behavior is a complex process because the thoughts and feelings of consumers (individuals and groups) are constantly changing, which sometimes makes their behavior change from period to period, unstable and unpredictable. Consumer behavior includes studying the interactions between people's thinking, feelings and actions and the impact of the environment surrounding them on their behavior. Thus, marketers need to understand the value of products as well as the brands and components of the marketing mix that fit into these interactions, what actually motivates consumers to buy products, and what influences shopping, buying and consuming. In Any profit organization the goal of is achieve profits through customer satisfaction, which in itself is a dynamic process that needs to be understood (Kopetz et al., (2012).

5) **Consumer behavior deals with different roles**: During the stages a consumer goes through in decision-making, he goes through several roles that have an impact on the decision-making process, as the initiator proposes the purchase of a good or service; The influencer has the advantage of influence to start the process; The rapporteur makes the purchasing decision and answers questions such as what/where/when/how to buy? ; The actual purchase by the buyer or consumer who benefits from the good or service that is obtained by a decision of the decision maker. Sometimes the buyer is he the consumer; for example, a person goes to a restaurant and buys a fishmeal to eat it, he here plays the role of the buyer and the consumer at the same time but if he bought it to take it to his friend. He actually acted as the buyer, but someone else acted as the user or consumer. Marketers must carefully study all these roles and define their role in the buying process because they have implications for product design and promotion to it (Hoyer & Stokburger, 2012).

6) Influenced by various environmental factors: The consumer is affected by many factors, including what is external from the environment surrounding the consumer, and what is internal is related to the consumer in itself. Cultural factors, values and social beliefs Personal Factors Age Gender Economic Factors Income rate and economic status, Personal factors such as personal traits and considerations as well as accumulated experiences Psychological factors such as: need, motives, perception, attitudes and learning, where the individual's purchasing choice is affected by many psychological factors. All of these internal and external factors as shown in Figure 4 affect the consumer, form his conscience and direct his behavior in general, and this consumer may be negatively or positively affected in shaping his purchasing behavior in determining the best products and services for them, and we will explain all these factors in detail in the following pages (Hawkins & Mothersbugh, 2018).

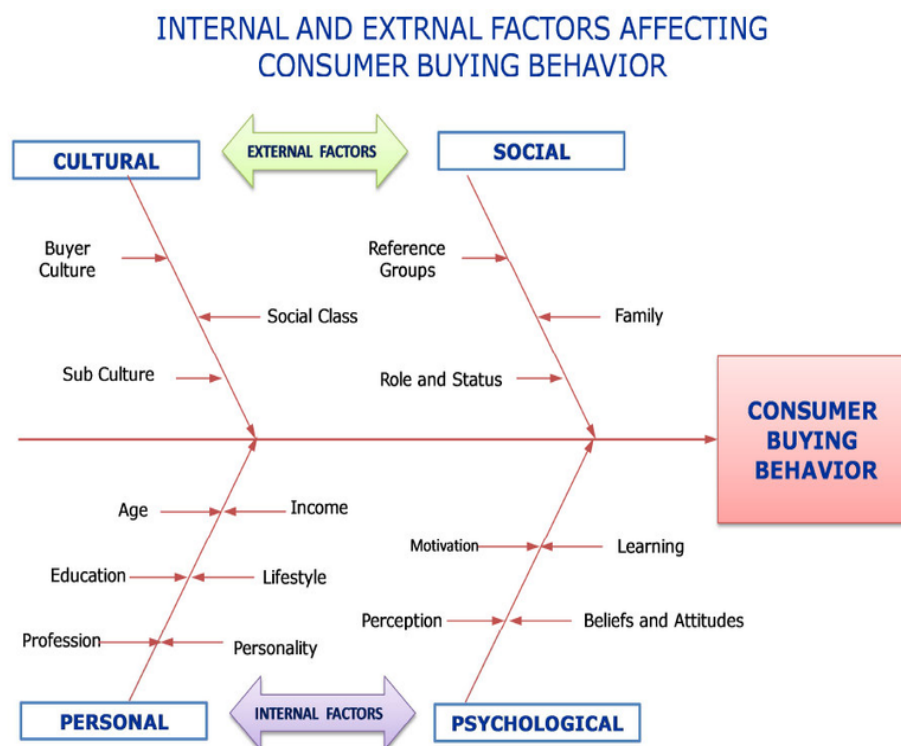Figure 4: Internal and external factors affecting consumer-buying behavior

7) Different for different consumers and products: In the previous paragraph above, we talked about the factors that affect the buying behavior of the consumer, and it is worth noting that these factors differ from one person to another, which makes the difference in the consumer behavior of different people is a natural result

of the differences between them. It is important to understand the reasons for the behavioral differences of individuals. Marketing experts carefully study the differences between people because they have different preferences and different buying behavior. Although this makes it difficult to generalize, it is important to know the responses of consumers to companies and it is also important to satisfy the different consumers.

8) **Reflect consumer's status:** It is logical that consumer behavior affects and reflects the general condition of the consumer as well. The consumer who has a luxury car and a big house makes him feel comfortable and gives him a sense of pride, and therefore his behavior reflects the state of satisfaction he lives.

9) **vital for marketers:**   The relationship between consumer behavior and marketers is an important relationship and is the basis of marketing work because the goal of marketing activity is the consumer and therefore his behavior must be understood. Therefore, marketers need to study the various factors that affect the consumer behavior of their target customers. Knowledge of consumer behavior enables them to make appropriate marketing decisions regarding the following factors: Product design, right price, promotion and other tasks of marketing activity in any organization.

10) **Improves standard of living:** The purchasing behavior of consumers inevitably affects the standard of living of the individual. Naturally, the more consumers buy goods and services, the higher their standard of living. On the contrary if, he spends less money on goods and services, for example, consumer X may decide to buy a car, while consumer Y, who prefers to save the price of the car and ride public transportation, and thus his standard of living, is lower than the consumer as a result of his behavior. Based on the foregoing, the study of the characteristics of consumer behavior is the basis on which modern marketing activities are based, and therefore it is important to study and understand its dimensions, as well. The importance of understanding the characteristics of consumer purchasing behavior can be summarized in the following points**:**

   a. The study of these characteristics is useful in understanding the relationship between psychological, social and environmental factors that affect the life of an individual's behavior, and push him to make a purchase decision, or a

certain behavior towards the goods and services offered by marketers.

b. The study of the characteristics of consumer behavior is useful in the planning process for what should be produced in terms of quantity and type of products and commodities, the desires and needs of consumers, taking into account their tastes, motives and capabilities.

c. It is useful in selecting the appropriate elements of the marketing mix for the consumer, as well as discovering the available marketing opportunities. It is useful in selecting priority, in addition to determining spending priorities and distributing available resources in the correct manner that ensures the organization to growing its profits and achieving its goals.

1.4. TYPES OF CONSUMERS BUYING BEHAVIOR

At the present time, the consumer has become more intelligent and aware and it is not possible to deceive him because he thinks well before making any purchase process in the market. The consumer goes through a complex process to choose the best among the many brands spread in the market. But the buying process varies with the product. It is illogical that the consumer's behavior to buy toothpaste is the same as buying a car, and therefore the perception and information that the consumer collects when buying a car is much more than buying toothpaste surely.

The buying behavior of the consumer also differs in terms of the difficulty of evaluating the alternative, the time required for the evaluation process by the consumer towards the purchase decision, and the risk involved in the purchase process, as expensive goods tend to have high risks, and therefore require higher participation and instead of mental effort and in perhaps greater physical activity than the consumer to make purchasing decisions. Based on the above, four types of consumer buying behavior were categorized based on the degree of buyer participation and the degree of differences between brands.

1.4.1. Complex Purchasing Behavior

Complicated buying behavior occurs when the consumer thinks about buying a valuable product with a high and unfamiliar cost. Thus, the consumer will bear many risks and go through all steps of the decision-making process. For example, when a

consumer thinks of buying a home for the first time, this is an important and pivotal decision in his economic and family life in general because the cost based on the purchase decision is very expensive. He will think a lot and consult those who trust their opinion about the location of the house, the quality of its design, its price and all the subtle details that make the decision to purchase and evaluate the best alternative difficult and complicated. In this case, the real estate marketer must have a deep understanding of that house in its smallest details to make it easier for him to understand the consumer's need behind the decision to buy it .and gain his trust. The marketer must be able to provide the consumer with the benefits that will result from owning this home, so that the purchase decision is made in his interest. In other words, the marketing strategy should aim to help the consumer to evaluate and provide him with high unique information with credibility of positive features regarding the house.

1.4.2. Dissonance of Purchasing Behavior

In this type of behavior, dissonance is limited, and consumer participation is relatively high. Perhaps this is due to the high price and low purchase rate. In addition, the alternatives are limited with less significant differences between brands. Making a purchase decision is less difficult with this type of behavior. Also, what distinguishes this behavior is the lack of available alternatives, and consequently the consumer will find himself forced to make limited purchasing decisions according to the available products, time constraints and purchasing power. For example, a consumer who is looking for floor tiles quickly decides to purchase the product based on the few brands available. The selection criteria here will be the quality and based on the price perception   that the consumer sees. Marketers must manage after-sales services through focused campaigns aimed at supporting consumers and convincing them that they have made a good choice of brand. Marketing campaigns should be accompanied by benefits and offers such as incentives, purchase discounts, etc.

1.4.3. Habitual Buying Behavior

In typical buying behavior, the consumer's participation in the purchasing decision is reduced and the consumer does not care much about the differences between brands. Consumer behavior is usually in the products that are required by daily life and that do not need to bother as much as possible to buy them. The consumer either buys the

brand he knows based on previous experience or those available in the market, or decides based on the lowest price. For example, while the consumer buys a bottle of cooking oil, he tends to buy the brand he has already tried and takes less time and quiet searching. Many products fall under this purchasing behavior such as daily use commodities such as bread, sugar, biscuits, toothpaste and fuel derivatives, all of these commodities fall under this type of consumer purchasing behavior. Note that there is no brand loyalty of this kind. The consumer does not search much for information about these goods and products. Advertising media such as television, internet and radio are best suited for marketers of products to consumers who are subject to the usual buying behavior. Because the consumer's decision in this repetitive type is based on brand knowledge. Marketers must use strategies such as discount offers, permanent sales promotion, and use of video and visuals in their advertisements in order to attract consumers and strengthen the connection between the consumer and the brand.

1.4.4. Variety-Seeking Buying Behavior

what characterizes this type of buying behavior is low consumer engagement, but brand difference is high. Consumers often switch between brands. For example, when buying sweets, the consumer may have a prior belief that makes the purchase decision without much evaluation, and then evaluates that brand during consumption. But the consumer may decide to buy another brand in order to try and discover a different product Not because of dissatisfaction with the product he previously bought. The strategy that the brand marketer must implement to meet the need of the buyer who has this type of behavior lies in controlling the largest possible shelf space, avoiding cases of out of stock, running frequent ads and searching for diversity by offering special prices and offering free samples to encourage the consumer to try the product .Figure 5 shows the types of consumer buying behavior based on the degree of Participation and the extent of differences between brands.
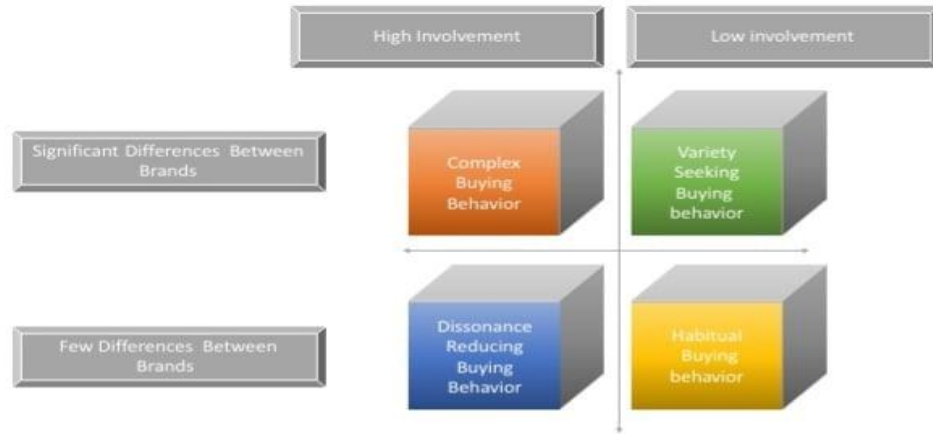
Figure 5: Types of consumer buying behavior.

1.5. FACTORS AFFECTING CONSUMER BEHAVIOR

Despite the many factors that affect the purchasing behavior of the consumer and the difficulty of studying them due to their complex composition and multiple sources, studying them and knowing their details contribute to predicting and understanding that purchasing behavior of the consumer and thus facilitating the task of marketers in terms of convincing him of their products or services that they offer him. Successful marketers build their plans Strategy based on the effect that It is left behind by the environmental factors surrounding the consumer, personal traits and other factors. Based on the above, no organization can neglect the study of the impact of these factors, which we will review in detail in this thesis (Nasser, & Makhous,2009). Figure 6 shows the most important factors affecting the purchasing behavior of the consumer and we will explain them in detail.
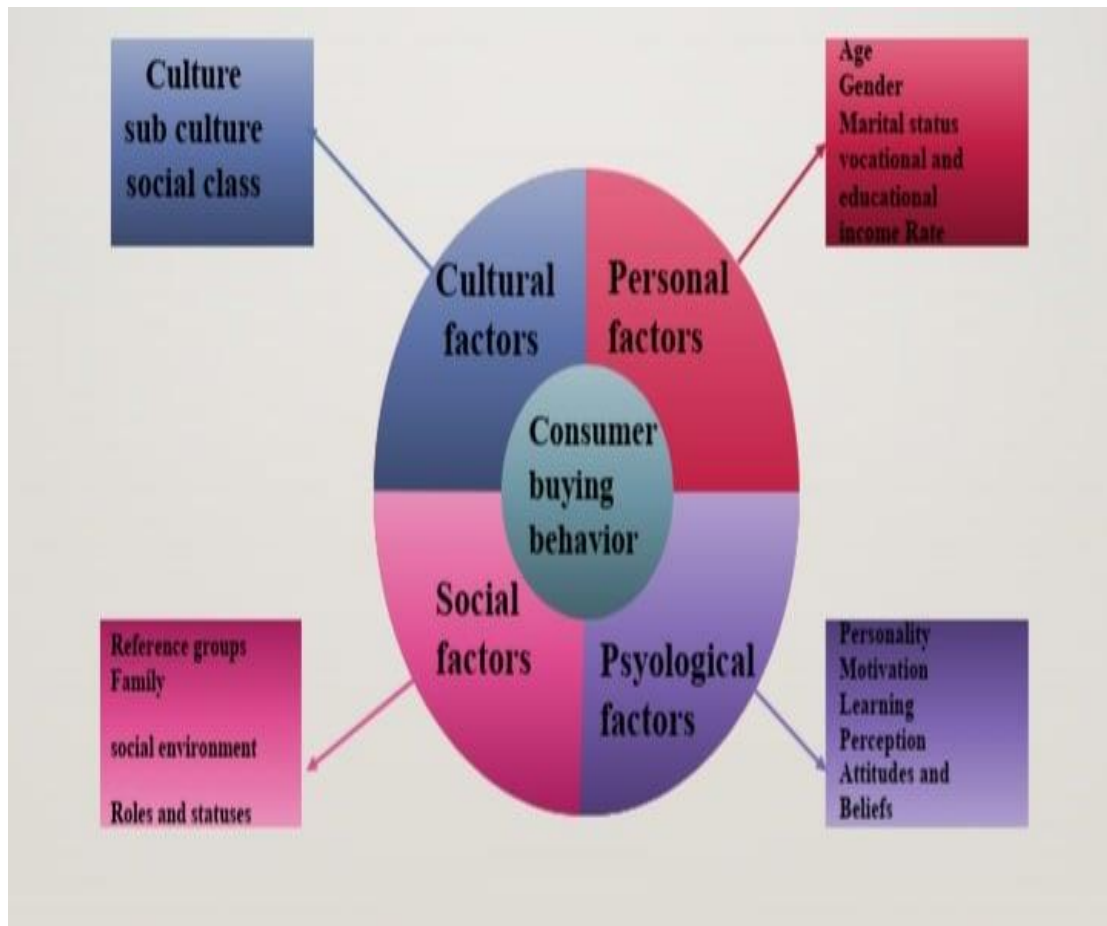
Figure 6: Factors affecting consumer behavior.

1.5.1. Cultural Factors

Culture factors have a significant impact in terms of consumer behavior that differs from its general meaning, which may be mean extensive knowledge, the most important cultural factors that affect consumer buying behavior; include culture, subculture and social class.

1.5.1.1. The Culture

There was a variety of confusion and disagreements among researchers on the definition of the concept of culture Malinowski defined culture as a means of improving the human condition, whereby he can keep pace with changes in his society or environment when his basic needs are met. While Taylor sees culture as an integrated system that includes knowledge, art, law, customs, traditions, morals, and other things acquired by man as a member of society. While (Saper) tried to develop a

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comprehensive concept of culture, so he developed three definitions that complement each other, which are as follows: Any characteristic that characterizes a human being comes from social inheritance. A group of ideas, information and experiences that spread in a society because of social support for it and its basis is heritage. A group of ideas that revolve around life, general trends, and manifestations of civilization that characterize a people, and give them a special place in society.

Culture has a significant impact on consumer buying behavior. It affects the way you live and consume the dimensions of the consumer decision. Culture has many determinants such as religion, state and others factors. For example, what some religions allow to eat may be forbidden by other religions, and what can be worn in a particular country may not be appropriate to wear in another country. Product marketing experts must understand the cultures of different peoples. It is wrong for a marketer to market pork sausages in a Muslim country because it is forbidden by Muslims, while Hindus avoid beef and its products, thus it violates its culture and may expose him to legal accountability sometimes (Ramya & Ali, 2016) Culture may change over a period of time Changes tend to be slow, because culture is deeply ingrained in it behavior of individuals. From a marketing point of view, this change must be kept pace and dealt with in a way that achieves the marketing strategies adopted by the organization.

1.5.1.2. Subculture

All people have grown up in a particular society and get their value judgments, preferences, behaviors and perceptions from the social environment in which they are raised and the cultural model of that environment. Ethnicity, religion, nationality, and the region to which people belong determines the sub-cultural group to which they belong. The sub-cultural group to which an individual belongs plays a crucial role in the ordering. From personal dress style to food and drink preferences, desires and choices. Each culture is made up of smaller subcultures, which provides them with a more specific identification and personal socialization. Subculture refers to a set of beliefs shared by a subset of a major culture, including nationality, religion, ethnicity, and geographic region. Many subcultures constitute important market segments, and marketers must design products and marketing plans according to their needs.

Although this subgroup will share most beliefs as the dominant culture, they share another set of beliefs that may conflict with those of the main group.

Subculture The division of consumer society into groups based on culture criterion eg. nationality, social class, language, etc. The sub-cultural analysis strategy enables marketers to segment the market into diverse layers that are united in their culture, so that it is easy to study the demands of that category that makes up each layer. In doing so, marketers must consider respecting the beliefs, values, and customs of each individual cultural component. Subculture can be defined on the following grounds:

1.5.1.3. Social Class

It is a hierarchical division of society taking into account the degree of education, material status, wealth, values, etc. Consumer behavior and needs change according to the social class to which he belongs. There are three different types of social classes:

1) Upper class
2) Middle class
3) Lower class

Age: It is a major factor in the formation of the consumer sub-culture and determines consumer buying behaviors, lifestyle and consumption pattern. Etc. There are four stages to which the consumer belongs according to his age - children, youth, middle-aged and the elderly. Each age group differs in its requirements, behavior and how to influence it, so marketers must determine the appropriate marketing strategic plans for the consumer. The category of children, for example, is usually attracted by toys and sweets, while we find Young people are fond of following fashion, sports, electronic games and everything that is new. As for the elderly, they usually enjoy psychological stability, which makes them tend to buy books and cultural magazines, for example. Therefore, the marketer must develop marketing plans for his products in a manner that suits each category.

Gender: The subculture based on the difference between the sex of the consumer, male or female, is called the gender subculture. Buying behavior, preferences, and criteria for evaluating alternatives differ between males and females Consumer behavior is closely related to gender, and based on this, the marketer must give this

The variable is a lot of attention and this is by studying the needs and desires of each sex separately, perhaps the need of both sexes is the same for a product, such as the need for a specific perfume, for example, but the perception and details related to the product differ. And attractiveness, while the message of the same brand of perfume and directed to men focuses on strength, solidity and enhancing self-confidence.

Geographical location: The marketing man has to determine the geographical location of the target consumer so that he can Seeing the partial culture of that region, a company cannot market its products of (heavy-weight) leather coats in African countries that have a hot climate all year round. The consumption pattern at lunch also differs from one country to another. There are countries whose citizens like spicy foods while other countries do not prefer never spicy foods. Rather, they may refrain from eating them. For this reason, the geographical location and the country of the consumer are considered among the most important influences in the formation of consumer culture.

Religion: Religion is a basic criterion in dividing the culture of societies into partial cultures. Even if a group of consumer individuals gather in one geographical area and they are of the same age, the same nationality and the same race, their consumption pattern varies according to the religion of each of them. There are products that the Muslim consumer can consume. While the Jew cannot and neither can the Christian, so the marketing man must know the religion of his target audiences in order to produce what is in line with the beliefs and values of the religion to which the target consumer belongs in the marketing activity (Karkhanis, 2019)

Social class is a concept that embodies the similarity of homogeneous social groups in lifestyle, purchasing interests, financial situation and other similar conditions. Also, the social class includes groups of individuals with close financial income who work in a similar social and professional environment, as well as the level of education and culture. So, "Social class is a homogeneous group of individuals who have the same values, interests and behavior, or who show similar aspects in their behavior and opinions. It includes individuals who have a level of education, income or property, and the nature of the profession is similar". One of the tasks of marketing experts is to know and determine the social class to which the target consumers belong, as the

products directed to a particular social class differ from the products directed to the rest of the classes (Yakup, Mucahit & Reyhan, 2011).

For example, in the field of clothing, we find that if organizations target the wealthy group, they direct clothes made of silk or real fur, but if they target the middle class, they use artificial fur, and the marketing man should know the advertising methods that effect on the target social class, usually members of the upper classes tend to buy Scientific books and cultural magazines, while members of the lower classes prefer watching television and listening to the radio. We also distinguish the differences in language between social classes, and for this, marketing men must use the languages of the target social class, and in general, the organization must use appropriate channels or communication patterns for the targeted social class with their activity (Durmaz, Çelik & Oruç, 2011)

Based on the foregoing, social class is not determined by one factor only, such as income or profession, for example, but is determined by a combination of factors such as job, income, education level, wealth and other variables that we summarize as follows (Gianie, 2013):

Income: According to this criterion, the social class is determined according to the income obtained by the consumer, and for this, we find in society that consumers with high incomes tend to adopt certain consumer behaviors in purchasing, such as the tendency to buy expensive brands and brands. While the consumer who belongs to a social class Low-income people can't buy these signs.

Job: the individual is buying and consuming behavior is affected by the profession he practices. Therefore, the difference in behavior is clear between individual consumers according to the job they practice. High-end professions represent a high social class, while craftsmen represent a low social class. Behaviors and buying patterns differ between both classes. Where we find that members of the first class (such as doctors and professors, for example) tend to behave in an elegant manner that reflects their social status, such as buying products of international specifications and high quality, while members of the second class (such as farmers) do not care about quality as much as they are concerned with price, and therefore their purchasing behavior tends towards products cheap and that meets their basic needs.

Education level: The level of education is a good criterion for dividing social classes, and it is often related to income as well as to the profession practiced by the consumer. On the analysis and the amount of more information, and this has several origins for a conscious consumption pattern, and for this we find that people with a high level of education buy modern products and tend to experiment with technological products and all products that achieve a high level of satisfaction for them and give quality more importance than price, while those with a low level of education are their behavior Random and usually the shape and color of the product attract them more than the expected benefit from its use.

Geographical affiliation: The geographical affiliation of the consumer greatly affects the determination of social classes. Rural residents usually represent a lower social class, and city residents represent a higher social class. Of course, the purchasing and consumption behavior of both classes is clearly different, as individuals who live in cities usually acquire some Products that are considered unimportant for the rural population and vice versa, for example, a person who lives in a city may buy certain musical instruments such as the piano because this product enables him to develop his talents in the field of music, while a person who lives in the countryside is trivial for him, and he may prefer to buy a plow for the land considering It has more utility than a musical instrument. In general, the variables of social stratification can be identified in three variables:

- **Economic variables**: Occupation, income and wealth are important variables because what a person does for a living determines not only how much the family spends but it is very important to determine the difference given to family members.
- **Interactive variables**: The components of personality and socialization is the essence of social class.
- **Political variables**: Power, class-consciousness, and mobility are important to social classes.

1.5.2. Social Factors

The consumer lives in a social environment in which there is constant interaction with variables. That affect and be affected by it. Consumer purchasing and consumption

decisions are affected by a set of social factors, for example, when a friend hears that there is a good car market, or that one of his colleagues tells him about a new brand of mobile phones, or sees a famous player Advertise about a type of brands of beverage, these effects have a very important role in Consumers make some purchasing decisions Social factors, which are the factors affecting the buying behavior of consumers; Reference groups, family, circle of friends, roles and status.

1.5.2.1. Reference groups

One of the most important and most influential factors on the consumer behavior of individuals is the reference groups, as they affect the trends of individuals and push them to choose certain products over others, and for this the marketer must understand the nature of the interactions that occur between the consumer and his reference groups in order to rely on this influencer in determining the marketing strategy. Appropriate for the Individuals Targeted in marketing the behaviors, attitudes, and standards of other individuals or groups have an impact on how one defines or feels about oneself. A reference group has been defined as any person or group that acts as a point of comparison for the individual in forming either general or specific values or attitudes or acting as a defining guide to behavior. Reference groups, from a marketing perspective, are the group of people who positively or negatively influence an individual in his attitudes, behaviors and evaluative judgment. Or it is the group to which the individual tries to belong in his behavior and actions so that this group becomes a standard for his actions and a reference for him in his behavior. Kotler defines a reference group as the group that exerts influence on an individual's attitudes or behavior's. From these definitions, we find that the consumer reference group is the group of people who have a direct impact on the attitudes and behavior of this consumer, meaning that he relies on it as a basic reference to determine his various behaviors and behaviors. (Pinki, 2014)

1.5.2.2. Family

The family plays an important role in building consumer purchasing decisions, as many of the consumption habits adopted by the family are reflected in the behavior of the individual, as the preferences and opinions of family members have a significant impact on the purchasing decisions of family members. The importance of the family

in the life of the individual (the consumer) stems from being an interactive relationship between family members with each other, this relationship has a great impact in the formation of values and behaviors that are very similar among its members and in agreement with the living pattern of the family as a whole. For marketers, the family is a consumer purchasing organization in society, whose members contribute to most purchasing decisions of the individual, and it is the most important consumer organization in society, which made many researchers and specialists care about the family in an attempt to know the roles that each individual plays in it in making the purchase decision. Distinguish between two types of families in terms of influencing consumer purchasing decisions Where the guiding family includes (parents, brothers and sisters), It is the family in which the consumer grew up and acquired some trends and some consumer patterns, while the second type includes the independent family of the individual husband, wife and children, and this family has a profound influence on the opinions, values and behavior of the consumer. It is important for a marketer to study the roles that each family member plays He also has to know the age of the children in the family and the extent of their involvement in making the purchase decision, as well as knowing the material situation of the woman, is she a homemaker or a working women, and knowing the ages of the spouses and their cultural level in these matters affect the intervention of each individual in making a certain decision, and the type of product has an impact All family members participate in the decision-making to buy a new house, while the wife takes the initiative to make a purchase decision regarding kitchen appliances and decoration, while the husband usually makes decisions if it comes to registering children in swimming clubs, for example, and we also find that the child He makes a buying decisions about sweets and games, while young people often choose their own clothes.

1.5.2.3. Social Environment

A consumer's purchasing behavior, values and opinions about a product are influenced by the environment that surrounds it. Family, reference groups, social class, and culture are all external factors surrounding consumers that influence what they think or feel as well as the purchasing decision they make. Therefore, it is very important for marketing experts to study the social environment in which the consumer lives because it is a means of stimulating and for example: Crowded places can cause

positive feelings, the consumer may be affected by the crowding in front of a restaurant and have a positive impression making him believe that the crowded restaurant meets his need for good food. In another case, for example, if the store that sells computers is very crowded, it will be from it is difficult to get information about the computer he wants to buy and carefully examine its data. (Goh, Heng & Lin, 2013).

1.5.2.4. Roles and statuses

One of the most important factors influencing the purchasing behavior of the consumer is his belonging to the groups in which he lives and interacts with them constantly. The family, work colleagues, clubs and other groups determine the status of the individual and his status within each group. Thus, this position is reflected on his behavior and the products that he purchases. Note that the roles differ for one consumer, for example, the role of a woman as (a mother) differs from her role as a financial manager in her workplace, and therefore her behavior changes according to the role she plays. In addition, company managers tend to own luxury cars and expensive perfumes in line with their job status. Therefore, from the above, marketers must understand these roles carefully and determine the appropriate marketing method for the consumer according to his role and status. (Gajjar, 2013).

1.5.3. Personal Factors

The personal characteristics of consumers affect the purchasing decisions. Personal factors that affect the buying behavior of consumers; gender, age, marital status, income level, and occupational and educational status.

1.5.3.1. Age

A person's life and life affect his behavior as a consumer, such as the goods and services he The person who consumes it changes with its change of age, and marketers develop and produce many products. It suits the different age stages of the consumer. Where the individual buys during his life many goods and services that differ according to the age stage in which he lives and what he deems appropriate for him.

1. **The nature of childhood up to the age of ten:** This stage is characterized by

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rapid changes and growth in body size, which requires the marketer to follow the market and the proximity of sizes, as there may be a difference in size for children at one age. This stage is also characterized by the multiplicity of children's tastes and moods, and their strong attachment to what they love. (Example: You can't satisfy a child's desire to buy a bike by buying a kite)

2. **Adolescence to the age of fifteen:** At this stage, the transition from childhood to adolescence begins and the level of perception changes. Consumer interests in certain categories of needs and clothing, and the marketer must meet their needs and choose the link that motivates them to pay their parents to buy it.

3. **Youth stage up to the age of thirty**: This stage is characterized by young people pursuing what is new and trying to acquire it before others. Young people's behavior is greatly influenced by celebrities and different technologies. Therefore, the marketer must identify the tendencies of this category and satisfy their desires in order to achieve his marketing objectives.

4. **The adult stage until the age of sixty:** It represents a state of psychological stability of the individual and striving to make all his purchasing decisions with a degree of wisdom, where the sense of responsibility increases and the family goal is taken into account instead of the personal goal. As much as possible and almost disappears the emotional side in it.

5. **Aging stage**: It is characterized by specifications completely opposite to what it was in the previous stages, where stability and stability, unwillingness to renew, lack of enthusiasm to try atypical products and only satisfaction with a particular product, and customer behavior. The individual at this stage is characterized by rationality and rationality. When evaluating a product or service, consumers seek out information to judge whether that specific product will meet certain criteria. The main concern of sales providers is how to increase their purchasers' willingness to buy a product. The authors studied the impact of age on the perceived importance and interaction of three factors known to influence people when buying clothes: price, durability and suitability. A sample of 160 French adults aged 18–90 rated their likelihood of buying an item of clothing in 27 scenarios, in which three levels (low, moderate and high) of each of the above three factors were combined in an orthogonal factorial design. For younger participants, a low price was

considered a sufficient reason to buy the item of clothing. For older participants, suitability was a more important factor, while for the eldest people, durability was the most important (Hervé & Mullet, 2009).

1.5.3.2. Gender

The gender and social identity of consumers influences purchasing decision-making, and its influence extends to the strategic plans adopted by marketers to meet the desires of both sexes. For example, women's social roles within society play a role in beauty and health needs. In addition, man's different roles were identified in terms of cultural, economic and social aspects (De Vries, 2008).

The concept of gender is one of the personal factors that influence the purchasing behavior of consumers, and it is one of the important issues that must be studied for all marketers in organizations. It is undeniable that women are an important force in the purchasing decision-making process. On the other hand, in postmodern society, women have reached an important level, especially in the business world. The increase in the number of professional women has led to some results. Because of women's economic freedom, they were classified as consumers independent of their families. On the other hand, with the increase in income, the market demand for female consumers also increases (Bakshi, 2012).

There is no doubt that the difference between men and women in tendencies and desires is a sufficient reason to take into account the needs and behavior of consumption, unlike traditional models of decision-making, as they are not sufficient to understand the purchasing decisions and behaviors of women. Therefore, marketing experts in organizations seek to understand the different characteristics of women as well as the evolution of their roles in society. In response, an increasing number of manufacturers of products that were intended for men and have mostly male users (cars for example) are now directing their products and communications towards women (Tinson, 2008). Based on the foregoing, marketers must pay attention to the impact of the difference between men and women in the marketing strategies of products (method, color, and marketing style) so that it matches the tendencies of each gender. Also paying attention to the societal development taking place in the increasing role of women in society.

1.5.3.3. Marital status

Marital status is one of the important matters and demographic variables that can have an impact on the purchasing behavior of consumers. With the change in the social status of the individual, his priorities and interests change with the appearance of other individuals in the consumer's life, which means that they have become partners in the consumer decision. Each individual after marriage thinks collectively about the future of the family he founded (personal lifestyle, spending on products) and other dimensions that change with the change in the social status of the consumer. Marketers of products or services must determine the category of consumers targeted by marketing activity, when the target groups are examined in terms of social status, the society is divided into young singles or adults, who are at the first step in the curve of family life and are not attached, still under the influence of reference groups such as friends and parents in their buying behaviors. Young people in the stage of celibacy tend to acquire products that express their personalities, and due to their lack of responsibilities, they may spend more money on products like (electronic games and sports equipment, for example). Singles tend to spend more money to get them. On the other hand, after marriage, the expenditures are different. Newlyweds tend mostly to consumer durables and holiday spending. And the purchase of household items, and with the birth of the first child, these priorities change, so that the baby's requirements, infant formula, and cleaning materials are at the forefront of the parents' priorities, and expenses continue to vary according to the periods of the child's growth. For women, the pre-marriage stage and the formation of the family is distinctive, and the girl's behavior tends towards the latest fashions in clothes and shoes, unlike the post-marriage stage, perhaps obtaining kitchen equipment, household furniture and children's school supplies is more important than buying new shoes or her favorite perfume (Gross & Souleles, 2002).

1.5.3.4. Vocational and Educational Status

The lifestyle of consumers today is characterized by responding to the rapid changes that occur in society at the technological, cultural and other levels, which leads to significant changes in the Consumption habits, purchase decision and consumer rights protection. These changes imposed by technological development and the spread of the

electronic market have effects that may be advantages for some and disadvantages for others. In the midst of these circumstances, there is no doubt that education is gaining an important role in consumer protection and its help in evaluating available alternatives and an important factor that helps in making a purchasing or consuming decision. Thus, an educated person is more responsive to changes in society, to achieve and maintain health and protect the environment (Burghelea & Aceleanu, 2014). Consumer can interact electronically with the manufacturer and can be a good mean of marketing, if consumer is satisfied with the product chosen (Negrea and Voinea, 2013)

Consumption is mainly affected by educational level, so it should Focus on investing in education and developing consumer culture at the education level. Also, some researches point out that the environmental problems that plague our modern world are linked to changing consumer behavior and culture before buying and post-purchase behavior and how to get rid of product residues, which necessarily calls for an increase in the role of education in training consumer's behavior (Caeiro, Ramos & Huisingh, 2012).

The rational consumer model assumes that individual utility maximization must be completed by compatibility between the cultural and educational level of the consumer, so today's generation must to leave positive effects on future generations to develop their culture as a whole and the consumer culture in particular (Popescu, Popescu, & Stroe, 2010).

1.5.3.5. Income Rate

The consumer decision to buy depends mainly on the level of income from which he can spend. He works on rationalizing his budget and distributing it in a way that suits his needs and requirements, according to their importance and the priority they represent to him in his life. The decision about the amount of income allocated to savings and spending is an important decision in the life of every family, as most families aspire to achieve a balance and decide between their current and future benefits. Every excess consumption of people at present will affect consumption and income levels in the future. " *The concept of income expresses the purchasing power that an individual or society has gained over a period in exchange for the goods or services they provide*". In its basic definition, It can be defined as the purchasing

power of consumers. People can also earn income by providing their labor or other factors of production. Consumer behavior is affected by the amount of this income. If the consumers get additional income, the consumption expenditure will also change accordingly. After direct taxes are deducted from personal disposable income, the residual income or income is defined as disposable income. There are many aspects of disbursement of this disposable income to mandatory expenses and fixed living obligations. It is not possible to measure the extent of obligatory spending in theory constantly, but after the priorities of spending on food, clothing, house rent, transportation and health expenses, the rest of the income is defined as optional income that is disposed of based on the consumer's desire. That is why your marketing experts are doing their best to follow marketing methods that make their products a priority for the consumer and suit the income of the target group in the marketing activity, so that they can get it without feeling that it will cause a financial crisis in the rate of their expenses. This calls for monitoring the levels of income and spending rate for this target group and changes The two are constantly happening (Rehman & Jamil, 2016).

1.5.4. Psychological Factors

The power that affects people's behaviors originating from within is called psychological factor. Psychological factors; It tries to find answers to the question of what consumers buy goods and services for. In other words, psychological factors reveal which goods or services consumers buy for what purpose. Psychological factors affecting people's purchasing behavior; personality, motivation, learning, perception and attitudes and beliefs.

1.5.4.1. Personality

Personality is all of the psychological and biological features of individuals. According to some studies in this area, there is a close relationship between the goods and services purchased by a consumer and his personality. In other words, various personal characteristics of individuals affect their purchasing behavior (Mowen, 2000). Marketing research has shown that personality has a significant impact on the way consumers behave and purchasing behavior and also affects their reaction to innovative products. Behavioral theories consider that personality arises through the

interaction in the relationship between an individual and his environment. These theories assume that an individual's behavior can be measured objectively and empirically. Alport defined personality as "the dynamic organization within the individual of these psychological systems". And the corporeality that determines its special character in its compatibility with its environment." And Perry defined it as "the internal structure of the individual through which he determines a unique adaptation to the environment surrounding it. one of the most important personality characteristics that an individual is affected by, especially with regard to purchasing behavior, can be summarized in the following features:

1) **Personality differs from one person to another**: The human personality is based on genetic characteristics and life experiences that change from one person to another, so we can say that no one can be like anyone else. However, some traits may be similar between people, especially relatives of the same family. for example; If you look at the friends around you, you will find there are from them shy, introverted or sociable and extroverted. In this case, it will be useful to segment the market according to the characteristics of consumers.

2) **The personality is continuous and characterized by stability**: meaning that the individual does not change his behavior towards the same situations and his reaction is the same in two similar situations, so the successful marketer must develop strategies that adapt to it by identifying the personality trait that is effective in buying the products that he markets.

3) **Personality is variable**: Although the personality is continuous and consistent, it is possible due to certain life circumstances such as the death of relatives, for example, or the birth of children in the family, changes in the personality of the father or mother. Or perhaps, over time, a person becomes more mature in dealing with certain situations, and this is reflected in his dealings and reactions to the situations he faces (Orji, Sabo, Abubakar & Usman, 2017).

1.5.4.2. Motivation

Referring to page 25 of this study, in which Figure 3 shows the hierarchy of needs according to the five classes of important needs, which were explained by the scientist Abraham Maslow Primary needs come at the bottom of the hierarchy and are

physiological needs while at the top of the hierarchy are self-actualization needs. Consumer buying behavior is affected by many other factors in real life, so marketing experts must realize such influences and their importance in influencing the stages that the consumer goes through before and even after making the purchase decision and understanding these influences helps them in determining effective marketing strategies.

Maslow sees that the force of motivation depends to a large extent on the importance of the force of the need pressure on a person, The consumer tries to satisfy the most important need first (physiological needs), when this need is satisfied, the motive stops satisfying it, and then the consumer will try to satisfy the need that follows the satiated need, the importance of security and stability needs, and so on from the bottom to the top.(Darpy, 2003) Motives are classified according to consumer behavior into rational motives and emotional motives. Rational purchase motives are based on previous analyzes of the purchase process in which the product was arranged among the purchasing priorities of the individual and in accordance with his material capabilities and resources, while emotional motives are what push the individual to buy Without prior planning and without taking into account the order of purchasing priorities, such as passing through a perfume shop and he likes a particular perfume and buys it (Heitmann-Ménager & Jallais, 2005).

Through the foregoing, we note that the strong link that exists between needs, motives and behavior, as needs are the source of motives, but not all needs generate a motive, and the matter depends on the strength of the incentive through which the need becomes a motive and then into a behavior through which the individual seeks to reduce The state of tension caused by internal imbalance.

1.5.4.3. Learning

Learning is defined as "all the processes or procedures by which patterns are either modified his behavior or modifying the expectations of a particular individual based on his previous experiences, and the level of education is related to the degree of thinking The person and his interpretation of his past experiences. Kotler (2013) defines learning as "all the modifications that occur in a person's behavior as a result of experiences."

Live it, and most of our behaviors are learned or learned Through the previous definitions, we find that learning is the sum of the changes that occur in the behavior of the individual based on his maturity and his acquisition of greater life experiences through his experiences and the situations he is going through. From a marketing view, the consumer is affected by the level of learning, as individuals with a high level of learning tend to pay attention to quality and price, and he is less interested in other aspects that he considers secondary, such as acquiring the product in order to brag in front of his friends, for example, in addition to the above. He becomes a transmitter of information and his peers rely on him to provide advice on goods and services. It stems from a social and marketing perspective, in addition to the characteristics of the (learning process):

- It continues throughout a person's life and may be planned and may happen by chance.
- Constantly changing to change the environment surrounding the individual, there are environments in which to learn more than one other.
- being designed procedures related to the behavioral patterns, attitudes or tendencies of individuals;
- Being organized in terms of designing its steps from start to finish.
- Through which individuals acquire knowledge and experiences that may be feedback to know what has happened in terms of change or modification to the behavior of individuals.

1.5.4.4. Perception

Ladwein (1999) defined (perception as "the process through which the individual can give meaning to the information he obtains from the environment in which he lives and to know the behavior of perception and its interpretation). Also defined by Dubois and Kotler (2002) as "the process through which the individual organizes and interpreting the information obtained from the outside world in order to build a complete picture of the world around him). The process of consumer perception begins with certain stimuli that affect him and attract his attention towards a product and ends with the consumer's analysis of the information he has obtained, and the perception continues to be affected by the reaction that the consumer decides to take

based on its analyzes. In buying behavior if not the most important. Which means that Marketers who want to properly market their brands must have the nature of perception and the many factors that influence it (Hawkins et al., 2020).

1.5.4.5. Attitudes and Beliefs

Solomon (2016) defines attitudes as people's assessment of objects, events, and environments that surround them. Each individual has a specific behavior based on a situation he went through. Thus, all attitudes are based on beliefs about an issue and the individual's behavior is affected, acts and reacts based on those attitudes (Wu and Chen 2014) As for a belief, it is a guiding idea that a person adopts in something. Attitude is a continuous positive or negative feeling of a person, his evaluation and practical inclinations about a specific issue. (Kotler & Keller, 2009) Belief affects self-measurement and behavior guidance and is entirely related to the consumer's attitude. An individual's beliefs about the attributes and quality of the product are important because they will base their attitudes towards the product and/or service (Blackwell et al., 2005). Based on the foregoing, it must be noted that the related relationship and the deep impact of attitudes and beliefs on the buying behavior of the consumer makes it nessecery for the marketer to understand these beliefs and market his brand in line with the beliefs of the target group in the marketing activity. For example, the marketer does not market a product contains pork to a category from Muslims because the religious belief stemming from the Islamic religion forbids this type of food and therefore this is a transgression that gives a negative impression about the product and makes the name of the organization rejected within the boundaries of that area.

1.6. THE BUYER DECISION PROCESS

In our world today, with the diversity of product sources, the consumer has become more confused in determining the product that meets his ambitions and fulfills his needs. The consumer purchase decision is related to many psychological, social and economic factors, so every marketer must understand these factors in order to know how to influence the purchase decision and direct the consumer to serve the goals of the organization. One of the main assumptions in consumer behavior research is that there are many Competitors aim to win consumer satisfaction and for their products to be the first choice for him. The purchasing decision can be defined at the present time

as "*a set of processes that lead the consumer to determine his need, present the available alternatives to meet that need, and make the actual decision to purchase the appropriate alternative according to standards determined by the consumer himself*".

The purchase decision process changes based on the benefit that the consumer seeks to reach by purchasing a product, is it high or low. In the case of low utility, the consumer decides to buy faster. This quick decision is due to the low importance of the product. Problem design and information seeking are superficial in purchasing decisions about low-interest products, you often notice that the consumer decides to buy without comparing alternatives. Mostly cases, there is no conflict between the desired situation and the actual situation and make limited evaluations after purchase. For example, if a consumer decides to buying a brand, he knows and used before, the situation that arises is the routine purchase decision made in case of low interest. In the case of high interest, the purchase process will be more complicated because the financial value of the product will be greater. The consumer will search for more comprehensive information to solve the problem and compare the alternatives available to solve the problem, and it will take more time and effort when researching before making a purchase decision (Bigsby & Ozanne, 2002).

1.7. STAGES OF CONSUMER DECISION-MAKING

The purchase decision process goes through several stages that begin with the consumer realizing the need for a product that meets his desires. Here, the role of the marketer is to understand the needs of the consumers and include them in his product. In this stage, the marketer focuses on effective marketing planning, where creative marketing strategies can convince the consumer of his need for this product, even if he does not think of buying it now and it is not his priority. In the next stage, after the consumer realizes his need, he will start the stage of searching for all the information related to the product he needs, and this information is usually related to product characteristics, price and quality. In addition to information about after-sales guarantees, how to pay and other information that the consumer needs to make an impression of the product.

After the consumer collects related information from various sources such as TV, internet, family, friends and others, the third stage of the buying decision process begins, where he chooses the products that can meet his needs based on the

information he collected in the previous stage. It tries to determine the most suitable product among these products. Here it is worth noting the difference in evaluating the information available between consumers, as it is natural to find a category of consumers that cares about price at the expense of quality, and another category that cares about quality regardless of the difference in price, while there can be other standards. Also for some consumers (such as brand loyalty) and here comes the marketer's role in understanding how to evaluate alternatives and focusing on criteria that will satisfy the most potential consumers, will form the criteria against which to compare the characteristics of each product. The stage of evaluation of alternatives, in which the consumer often does not make his purchase decision and behavior, is characterized by (hesitation). Here, a good marketer can use professional marketing methods to persuade and motivate the consumer to buy the product. At this stage, the consumer makes his decision to choose the alternative that brings him the greatest benefit and satisfaction, and the factors that decide this decision differ from one consumer to another, the method of packaging, terms of sale, quality and delivery guarantees, all of which were the reason for making this decision. After making a purchase decision, the consumer goes through the final stage in the purchase decision process, which is post-purchase behavior (feedback about the product). Did the product fulfill the consumer's desires? Can he buy it again? Has the brand gained consumer loyalty? Would he advise others to buy it?. All these questions are answered by the consumer at this stage. It is very important for every expert or employee working in marketing to understand the consumer and everything related to his behavior and the factors that are affected by it, as we mentioned previously, in addition to understanding the stages that this behavior goes through. It may seem to you as a marketer at first that the purchase decision process seems similar for all consumers and industrial users, but in fact there is a difference between consumers in terms of the steps they take until making the actual purchase decision and even the post-purchase decision stage and the consumer's reaction and post purchase behavior (Bansal & Voyer, 2000)

Understanding the stages that a consumer's purchasing behavior goes through contributes to understanding the appropriate incentives to influence his perception of his need for a product or service and identifying the motives that push the consumer to buy this product Thus, determining the appropriate advantages that meet the desire of

the consumer, who is nowadays more accurate and aware in the purchase process and has various means that enable him to provide enough information to make comparisons and determine the most suitable alternative (Qazzafi, 2019). One of the problems facing large and small companies alike is the difficulty of understanding the consumer and predicting his behavior before buying the product and after buying. Questions such as how, where and why consumers buy worry the marketing experts in these companies and organizations.

Figure 7 shows the stages that the consumer goes through to reach the purchase decision, which shows that the consumer's behavior when making the purchase decision goes through five main stages: Need Recognition, information search, evaluation of alternatives, purchase decision and post- purchase behavior. Through this model, we can be said that the purchase process is complex and begins before actual purchase decision and continuous to after decision-making. Each of these stages must take the marketer's attention and seek to understand the most accurate details and how to develop marketing plans that ensure consumer satisfaction and gain his loyalty.

Figure 7: Stages of consumer purchase decision process.

1.7.1. Problem Recognition

The first stages of the consumer's purchase decision are feeling the need or problem appeared. The problem may be because a social, psychological or other influence. Here, the consumer realizes the difference between his current situation and the situation he seeks to reach it after purchasing that product that meets his needs and

leads him to a state of satisfaction with his situation. (For example, the high costs of public transportation, the consumer may feel the need to buy a car, or because of hunger feel the need to go to a restaurant to have lunch. All of the above problems that have arisen due to deprivation and the need for a specific product cause the problem appeared. The desired situation describes the place that must be reached to achieve the feeling by satisfying the need, in other words, it is the desired goal that the consumer seeks to achieve until he becomes in a satisfactory situation for him. At this stage the consumer may face a big or small problem as and perhaps simple or complex. Type of the problem is not important but it is a mention to start the process. However, it should be noted right away that the nature of the mentioned problem is an indicator of the speed with which the ideal decision is made to solve it in the felicitous time. An example of that feeling sick makes the need to go to the hospital urgent and fast. On the contrary, perhaps the purchase of a coat may be postponed until the opportunity arises. Sometimes the need is created by external stimuli. For example, you may pass by a fish restaurant, the smell of grilled fish stimulates your feeling to experience eat in this restaurant even if you did not plan it in advance. A TV advertisement for a holiday in Antalya beach may make you rush to go to book tickets, even if you have no planning in advance for that idea, the marketer should study and determine Factors and situations that motivate the consumer's need, as well as knowing the types of those needs or problems that arise, and determining the appropriate stimuli for each need. and marketing plans that show the consumer that our product is able to meet his need, which is exactly what he was delivering to the degree of satisfaction (Kotler et al., 2013).

1.7.2. Information Search

After the consumer realizes his need for the product, at this stage he searches and collects information about the properties and services that suit his needs and desires. This step is carried out in two stages:

1) In the first stage, the research process is limited to personal reflection and recalling the consumer of his previous experience of using the product without the need for external sources providing him with information about the product. For example, if the consumer experiences dental pain, he may decide

to purchase the appropriate Medicine for him based on his previous experience, and there is no need for external sources to provide him with information about the appropriate Medicine.

2) The stage of actually collecting information: the consumer at this stage gives more time and effort in searching for information and this varies according to the nature of the product, and the sources of obtaining information may be personal sources such as family, friends, co-workers. Often these sources provide the consumer with important information and have a decisive role in the purchase decision. Sometimes he resorts directly to commercial sources such as commercial advertisements, salesmen, marketers and brand agents. The consumer can also obtain information from public sources, including magazines and newspapers. And articles, government bulletins etc. (Chen, Lu & Wang, 2017)

Sometimes the source of the information is the personal experience, meaning that the consumer does not find a way to obtain the information, or perhaps out of curiosity for a new experience that may meet his need, and he returns to repeat it if it is a positive experience and refrains from repeating it if the result is negative. In general, the most prevalent sources are The most honest and effective commercial sources are the personal sources of consumer confidence in them, a successful marketer must design an appropriate marketing mix to provide potential customers with the advantages and Properties of the product and the brand. The company must also study the strengths of competing brands that have the confidence of a many of consumers. It is also important to determine the sources of consumer information and its importance in terms of influencing the consumer in making a purchase decision. He should know how the consumer first heard about the product, and what information they received about the product (Jaakkola, 2007).

We can say that internal sources in obtaining information and external sources are linked and complement each other. Because the information that is stored in the consumer's memory and he uses it as internal information and makes his decision based on it was obtained from external sources in advance for marketers, it is good for consumers to keep good impressions stored in their minds about the product or brand because this speeds up the selling process because the consumer is not

Marketers need more time to search for information about their product from other sources. Marketers need to talk about internal sources through marketing communication studies. The researchers noted that five sources are used in the search for information:

- **Personal memory of the consumer**: It includes the experiences and personal experiences of the product.
- **Surrounding environment**: it includes friends, family, co-workers and others.
- **General sources**: magazines, newspapers, the Internet, and other sources in which the consumer may find information about the product he wants to buy, for example: the price of gold and precious metals, for example.
- **Marketing sources**: means the information received from sales men, marketers, and brand agents. Here, the method of obtaining information may differ in terms of how, meaning that sometimes the marketer is the one, who goes to the consumer to provide him with information and product characteristics, and sometimes the process is reversed, and the consumer is the one who turns towards the marketers for the purpose of obtaining the information.
- **Sources of experience**: the consumer's experience may sometimes allow the consumer to examine the product and obtain information about it without the need to purchase it or try it. For example, a car dealer can determine the quality and price of a car based on his experience in this field without the need to buy it or try it.

Here we must mention to the important and deep role of social networks at this stage because most consumers spend a long time on the Internet, and this matter creates many new friendships. Thus, the marketer must Benefit from these networks and be present in them aggressively because they are a source for exchanging information and experiences, and thus contribute to increasing loyalty of consumers to some brands or possibly harming them (Edosomwan wt al., 2011).

1.7.3. Evaluation of Alternatives

In the first and second stages of the purchase decision process, the consumer has acquired a base of information about the products that he realized his need for in the first stage and collected as much information as possible about those products. Here comes the role of the third stage, which is a very important stage in which the consumer makes choices. Search for information about evaluating the best product among the competing products, but note that the evaluation standards differ from one consumer to another. There are consumers who rely on quality as the first standard, and you may find other consumers who put price or after-sales guarantees as the most important standard to determine the best alternatives. Because of this difference in rating between consumers, ratings are usually made based on the consumers' personal characteristics Learning Attitudes and beliefs all those standards effecting on the consumer's determination of the best alternative. (Prasad, Gupta & Totala, 2017).
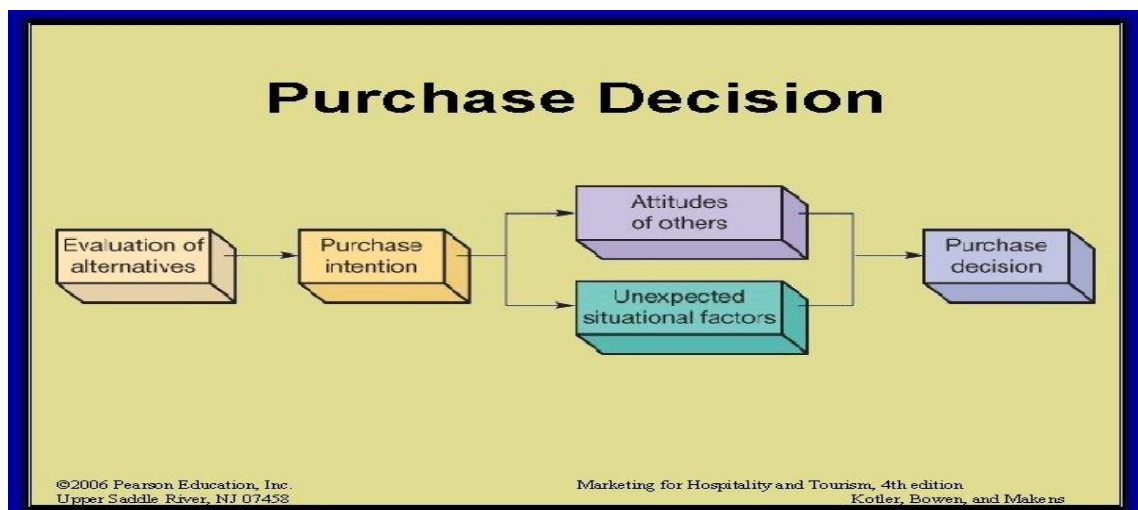

Figure 8: Steps between evaluation of alternatives and purchasing decision (Kotler, 2006)

Sometimes the process of evaluating alternatives is very difficult and may take a long time based on the importance of the product to the consumer, as well as the difficulty of availability good evaluation standard in a same product. For example, if a consumer wants to buy a home, it is difficult to find a beautiful home in an excellent location at a low price, which makes the evaluation process difficult. Price may be a decisive factor in the buying decision. The location may be a reason for making a purchase decision

and the buyer decides to overlook the price in order to have housing in an excellent site. So, marketers must study and understand all the important details at the stage of consumer evaluation of alternatives and know how they evaluate brands that compete in providing products of the same type or similar services and makes him feel confident that the product will bring him the greatest degree of satisfaction, and meet his needs, and be able to solve his problem.

1.7.4. Purchase Decision

After the stage of evaluating the alternatives ended and the buyer decided his role and determined the product that meets his needs, here begins the stage of the actual purchase decision. This stage differs from the previous ones as it is higher in terms of the degree of risk, but it is a product of the operations carried out by the consumer in the previous stages (Stefan, 2019). The role of marketers at this stage is to facilitate the purchase process for the consumer and give him adequate guarantees so that the purchase process is completed without complications and to save time and effort for consumers, for example, the offers provided by restaurants for fast food delivery services Availability of delivering the product (food) that the consumer has chosen to reach comfortably and saving him from going outside the house to get the product. (Bui et al., 2021).

We should be mention to purchasing decisions may occur in two cases, either they were planned and passed all previous stages of the purchasing decision process, and sometimes they were unplanned. Purchasing decisions are influenced by many factors such as purchase intent and personal differences between consumers. Planned decisions are usually made with products of high economic importance to the consumer, which must be planned and usually takes a longer time in the stages of searching for information and evaluating alternatives, as we mentioned previously. It is unreasonable for the consumer to make a decision to buy a car without prior planning because it is financially high value and its high importance for the consumer necessitates the necessity of prior planning for this type of decisions. If a consumer has not identified a need or a purchasing decision is made in the shopping environment when there is no intent to purchase, the buying behavior is unplanned. For example, the consumer who enters the supermarket to buy shampoo may like the smell of

perfume that fills the parts of the supermarket and here this smell attracts him and makes the decision to buy perfume (unplanned) and here it must be clarified that the degree of risk in this type of decision is higher than the pre-planned decisions Which has gone through all the previous stages (Rafiq & Malik, 2018)

1.7.5. Post- Purchase decision

In the final stage of the purchasing decision process, the consumer evaluates the buying experience, and here the consumer has three Probability, either the product has been accepted and there is harmony between expectation and perception, which means that he will repeat the buying experience again, which is the first possibility that every marketer and every organization seeks to achieve it. For example, if the consumer buys a mobile he will be satisfied with its speed, performance and specifications in general, and here satisfaction will lead him to buying the brand of this product. In the second case, if the performance of the product is much less than a level of expectation then the consumer's reaction will be grumbling and dissatisfaction, and he may permanently refuse to buy this product again and resort to another brand. This is the worst possibility that no marketer desire it. In The third case, the consumer is confused between Satisfaction and dissatisfaction, which is known as incomplete or relative satisfaction, and here it is not possible to predict whether the consumer will buy this product again or not. For example, the consumer may have bought a perfume and received its acceptance and was satisfied with its quality, but the price did not suit his income level. The consumer may decide to postpone of the purchase decision again to the factor of time, meaning that his financial capabilities may allow him to buy it in the future, or he may not (Appendroth, 2011).

The role of the marketer does not end when the process of selling the product is completed, it continues after purchasing the product from the consumer. Will the consumer be satisfied or not? the role of the marketer in responding to consumers' reactions, hearing their suggestions, accepting their views, and striving to develop marketing and product mechanisms to meet the desires of consumers. The marketer is The link between the company and the consumer. Consumers base their expectations on the messages they receive from marketers, family, reference groups, and other sources of information. may be the marketer exaggerated in praising the product,

raising the level of expectations of the consumer, and here if the product did not meet the expectations of the consumer, his confidence in the marketer would collapse and he would lose his loyalty to the brand, a situation that leads to dissatisfaction. The larger the gap between expectations and performance, the higher the level of consumer dissatisfaction. The consumer must create a state of balance in his presentation of the product so as not to reach a bad result with consumers.

2. CHAPTER TWO: Social Media Marketing

2.1. WHAT IS SOCIAL MEDIA MARKETING

With the big spread of social media and entry into every home and the increase the consumers who use these sites daily and it has become a routine in their lives, so it was necessary for large and small companies to be present to Effectively engaging in Social Media as modern marketing strategy to attract potential customers through these platforms (Constantinides, 2014)

Large and small companies can benefit from social media in marketing their products and reaching to consumers; they can understand the needs of customers through direct communication or follow their comments and participation because there is a big class of customers who can only be contacted through these platforms. Communication through social media is useful and ideal for companies as well as for customers, as it facilitates them to communicate with companies and contributes to formation successful relationships between consumers and corporate marketers. All of the above can positively change the purchasing process, in which the consumer is the most important factor in it. Also, the presence through social media enables companies to follow their customers more easily, achieve their needs, measure their interaction as well as direct their behavior in line with the goals of the companies' marketing plans (Assaad & Gómez, 2011).

Social media marketing can be defined as **"usage of various social media channels to promote our products by publishing content that shows the advantages of the product and makes it easier for the consumer to obtain the information he requests to meet his needs."** This type of marketing can be considered as an Activity from Internet marketing activities that support traditional web-based promotion strategies, such as e-mail and online advertising campaigns (Barefoot & Szabo, 2010).

We can conclude that social media is a set of digital technologies based on programs in the form of applications and websites - providing users with the possibility of electronic communicate through which they can send and receive digital content or information and text and picture messages. The most famous social media platforms such as Facebook, Instagram and Twitter. Marketers can use them to communicate with consumers through various advertisements in the form of videos, images, etc. We

may not think of social media as digital media and specific technical services for marketing or commercial purposes only, but they are digital environments that have become necessary for individuals on a daily basis to enable them to communicate with others (Appel et al., 2020).

2.2. IMPORTANCE OF SOCIAL MEDIA MARKETING

Social media marketing has gained great importance in recent years, as this type of internet marketing has succeeded in creating a way of interaction between companies and customers, resulting in huge financial returns for companies, general satisfaction, accessibility, and saving consumers time and effort. In social media studies, researchers have long recognized the role of social media in influencing consumer decisions and that they are more than just sites for viewing news and viewing photos or videos in passing, but rather reciprocal procedural interactions between individuals that provide information and through which the level of activity and Consumer reactions are logical and close to reality. We also do not lose sight of the role of social media in reducing the time and effort of individuals, customers and buyers, as it is possible to obtain the required information through these sites without the need to communicate with remote marketing branches or make long calls to clarify the advantages and characteristics of the product (Chen et al., 2011).

At the corporate level, marketing through social media has contributed to creating an ideal competitive environment for companies, motivating them to provide the best performance and providing the opportunity for companies to market their products in new global markets that help the organization develop market share, improve the brand and achieve the highest amount of profits. Exploiting the marketing opportunities available globally. And a modern marketing strategy that supports the organization's efforts in publicizing the brand, disseminating it among current and potential customers, facilitating continuous communication with customers, responding to their questions and inquiries, and gaining more from them, which is positively reflected on the consumer's view of the organization and its trust in marketers (Li, Larimo & Leonidou, 2021).

Social networks also play a major role in actual employment, as they have had a role in creating millions of jobs, small and large, in companies, as they are channels of

product promotion. Employees who inevitably have an active role in the success of the company, so we find many institutions and organizations turned to this method of marketing, which can be considered as an important source of data on its basis for customer behavior analysis, and research marketing.

2.3. ADVANTAGES OF SOCIAL MEDIA MARKETING

The advantages resulting from social media marketing can be summarized in the following four advantages:

1) **Low Cost:** one of the most important advantages of marketing across different social media platforms the Low cost compared to other traditional marketing methods because creating brand pages, publishing content related to the product, and many social media tools are freely available even for commercial purposes. While traditional marketing methods can cost companies huge amounts of money via social media, the companies can create successful advertising campaigns on a limited budget (Weinberg, 2009).

2) **Social interactions:** Social media platforms provide a suitable environment for social interaction and exchange information and experience between individuals, because they are spending long hours online on networking sites specifically and as social media is not only websites for quick browsing, but rather an interactive environment characterized by activity and speed. In fact, it is the most popular Internet site today (Burmaster, 2009). Behavioral studies have shown that individuals have more confidence in the advice and information they get it from sites Spending more time on sites such as social media saves individuals the trouble of obtaining information from other sources. This Information can directly influence purchasing decisions, even if it is received from "Virtual Sites" (Huang et al. 2009).

3) **Easy of spreading:** Social media platforms are characterized by a high speed of spread and reach customers in a short time without the need for interviews, phone calls and going to marketing centers. It also facilitates access to customers in remote geographical areas where the purchase process can be completed with a customer living in countries far from the company. In addition to the increasing number of Users of these networks day after day, facilitate the rapid spread of marketing contents for companies.

4) **Targeted market:** Marketers can target customers via social media based on their interests. For example, list rap music as one of your interests on social networks. You will see ads about different concerts in several places for this type of music.

By such "smart" marketing and advertising, marketers effectively reach people who are interested in their marketing activities and field and thus these sites facilitate direct communication between sender and receiver by defining the area of common interest (Hill, Provost & Volinsky, 2006).

2.4. DISADVANTAGES OF SOCIAL MEDIA MARKETING

Disadvantages of social media can be clarified as follows:

1) **Virtual platforms:** Despite the advantages of advertising services provided by companies on social media, we cannot neglect the fact that there is a class of consumers who still prefer to buy from salesmen and marketers face to face, meaning that the customer who buys a product on the Internet has one major drawback compared to the real customer, which is that they are virtual websites does not consist in measuring the Properties of the product using its senses such as smell and touch, for example, so these sites are more suitable for brands previously known to the consumer (Gommans et al., 2001).

2) **Negative Feedbacks:** We previously mention to the advantage of the rapid spread of social media sites, but this feature may have a negative impact on the marketing objectives of companies, meaning that the customer who is not satisfied with the product will be evaluated at the same speed, in addition the difficulty of preventing the spread of rumors related to the product (Cheung, Lee & Thadani, 2009).

3) **Trust, Privacy and Security Issues:** The use of social media to promote your brand requires more legal follow-up and keenness to publish the content that you are allowed to publish legally, as well as privacy problems, content theft, and others may have a negative legal impact on marketers, so they must pay attention to such problems and take due precautions to confront such type of security issues. It is important for companies to be aware of these issues and take appropriate measures Reduce their exposure to liability related to the

collection and use of personal data for consumers. Recent studies have shown that fear of online credit card fraud was one of the main reasons that did not make customers more large-scale online purchases (Steinman & Hawkins, 2010).

4) **Time intensive:** One of the disadvantages of communication sites is that they force companies to work throughout the day without specific hours to respond to customers, which may affect the speed of response to inquiries, which makes the consumer consider this matter a lack of interest in him and his requirements as well as this unlimited time may cost the company obligations that it may not be able to fulfill At the required time, so marketers through these sites must arrange priorities and take precautions that strike a balance between customer satisfaction over speed of response and not getting involved in obligations that cannot be fulfilled (Barefoot & Szabo, 2010.)

2.5. SOCIAL MEDIA MARKETING AND CUSTOMER RELATIONSHIP MANAGEMENT

Social media can be an effective tool for companies to market brands by developing emotional and social relationships with consumers and making these relationships last for a long time that results in consumer loyalty to the brand and becomes a free marketer for it (2012) Global companies share their information with consumers in a way that makes the consumer feel that they are An integral part of this company and its goals are consistent with its goals, which led to the emergence of what is known as the emergence of a "social client", which is the customer who actively participates in creating and publishing value-added advertising content on social media platforms without being asked to do so. This new role of consumers, facilitated by technological developments, requires a reconsideration of CRM from researchers and marketing experts. Social CRM does not replace the traditional CRM, but rather it can be considered an extension of the traditional marketing tools, noting that the traditional marketing tools are based on developing the relationship between the marketer and the customer only, in contrast to the social customer method, which aims to improve the relationship between the consumer and the consumer, meaning that consumers agree among themselves on the quality The product is a goal in itself that aligns with the

goals of marketers and saves them time and effort to convince potential customers (Elena, 2016).

2.6. SOCIAL MEDIA MARKETING AND CONSUMER BUYING BEHAVIOR

The relationship between social media and consumer buying behavior shows that social media influences consumer guidance, motivates them to buy, and contributes to defining their position and evaluating different brands. Social media influences the way consumers behave during the different stages of the purchasing decision process. Awareness of the characteristics and advantages of products, and there is no doubt that social media marketing has directly contributed to this by collecting information on social media (Hoyer and MacInnis, 2010).

Social media enables consumers to share content and ideas together and write recommendations, reviews, and opinions on product quality and their satisfaction with the purchase. According to (Kim, 2007), social media contribute significantly to Traffic to retail sites and may become the most important center of E-Commerce, this resulted in the emergence of social media as a new component in the world of marketing. To increase the complexity of the purchase process and the accompanying behavior of consumers before and after purchase Where buying situations are not only affected by traditional channels but extend to the Internet Platforms. Due to the increasing use of social media today, the consumer is becoming more confused due to the multitude of alternatives and the expansion of ratings from consumers

2.7. SOCIAL MEDIA PLATFORMS

In the previous chapters, we referred to the importance of social media platforms in our lives, but we will try briefly to refer to the latest statistics about these platforms during 2021, based on three sites. The following websites (data reportal) (status brew) (broadband search):

- More than half of the world's population, 7.87 billion people, currently use social media.
- 4.80 billion people around the world use the Internet until July 2021, 316 million (7.3%) more than their number at this time last year، and they constitute 60.9% of the world's population.

- 4.48billion people use social media (according to July 2021 statistics) , and the number of social media users is currently 56.8% of the world's population .
- 520 million new users joined social media in the last 12 months of July 2012.
- Those numbers indicate that more than 9 out of 10 internet users now use social media every month.
- The average person has accounts on more than 9 different social networks.
- The average person uses or actively visits an average of 6.6 different media platforms each month, and spends approximately 2 hours and 30 minutes using social media per day.
- 91% of social media users access it through their mobile devices
- Assuming that people sleep between 7 and 8 hours a day, the latest figures indicate that they spend about 15% of their waking lives using social media.
- The world spends more than 10 billion hours a day using social media, which is equivalent to about 1.2 million years of human existence.

Number of monthly active users of the most prominent social networking sites, according to the statistics of July 18, 2021:

- Facebook 2.85 billion monthly active users.
- YouTube has 2.29 billion monthly active users.
- WhatsApp has 2.00 billion monthly active users.
- Instagram 1.38 billion monthly active users.
- Facebook Messenger 1.30 billion monthly active users.
- Tik Tok has 732 million monthly active users.
- Telegram has 550 million monthly active users.
- Snapchat has 514 million monthly active users.
- Pinterest 478 million monthly active users.
- Twitter 397 million monthly active users.

3. CHAPTER THREE: Methology

This chapter provides an explanation of the research methods that were used in this research and Information about primary and secondary data sources, study population and sample, who are the respondents, what is the data collection tool and how samples were selected from them. Describe the researcher scales, statistical methods, and programs that helped analyze data also the procedures that were followed to conduct this study are included and the ethical issues that the researcher followed to ensure the integrity and credibility of the results and information contained in this research

3.1. SAMPLING AND DATA COLLECTION METHOD

To ensure the success of the purpose for which this research was done, the researcher must be careful and meticulous in collecting information and data related to the subject of the research, and since there are several ways to collect data, perhaps from primary or secondary sources, or from both, as required by the research topic and the way in which the data will be analyzed. Will be assembled. Through published sources, previous studies and websites, which is known as secondary data, or through various tools such as personal interviews, questionnaires, which are known as primary data for research. The ethical considerations followed by the researcher in this research should also be mentioned it is an important element to ensure the integrity and credibility of scientific research Accurate and safe information collected from various scientific sources. The researcher referred to all the existing data by putting the names of the various researchers and scientists with previous studies included in this research to ensure their scientific rights and respect for their efforts in scientific research.

The researcher in this study will use the primary data collected by preparing a questionnaire that was distributed to the respondents by sending it electronically and the secondary data collected through books, magazines, websites and online articles. This data will be used to study the effect and the relationship between marketing through social media and consumer behavior. This research was done on a sample of Libyan consumers who were selected by a simple random sampling method, and **380** questionnaires were distributed. The collected data will then be used to implement the appropriate quantitative analysis with the help of the SPSS program and analysis The hypotheses formulated by the researcher based on previous studies on the same topic.

The data obtained as a result of the applied questionnaire was used to Made in this section. In order to analyze the data, questionnaire models were Go to the IBM SPSS 25.0 program first, then with the appropriate encryption of the data collected from the respondents, factor analysis and reliability analysis to measure the correlation and impact between the main research variables, which are social media marketing and consumer purchasing behavior. Descriptive statistics are defined as frequency (N), percentage (%), mean, standard deviation, minimum and maximum in the analysis.

3.2. VALIDITY AND RELIABILITY OF THE SCALES

Joppe (2000) defines (Winter, 2000):

- Reliability: The extent to which results are consistent over time and an accurate representation of The total population under study is referred to as reliability and if the results of a study Can be reproduced under a similar methodology, then the research instrument is Considered reliable
- Validity: it is systematic theory. Within the positivist terminology, validity resided amongst, and was the result and culmination of other empirical conceptions: universal laws, evidence, objectivity, truth, actuality, deduction, reason, fact and mathematical data to name just a few.

3.3. VALIDITY OF SOCIAL MEDIA MARKETING SCALE

Table 1: Component matrix a, of social media marketing scale.

Scale's items
Q2SMM
Q3SMM
Q6SMM
Q1SMM
Q7SMM
Q5SMM
Q4SMM
Explained Variance (%)
Initial Eigenvalue
Kaiser-Meyer-Olkin Measure of Sampling Adequacy
Bartlett's Test of Sphericity: χ^2 (21) = 797.021, p < .001
Extraction Method: Principal Component Analysis.

A principal components factor analysis was conducted on the **7** items. The Kaiser–Meyer–Olkin measure verified the sampling adequacy for the analysis, KMO = **.865**. A one factor model explained **49.850%** of the variance. Table 1 shows the factor loadings. Based on initial eigenvalue for this factor (3.490) and the scree plot, Figure 9 one factor model is accepted (Hair, et al, 2019). After these results it can be stated that the Social Media Marketing scale, explored for this study, is valid in one factor model.
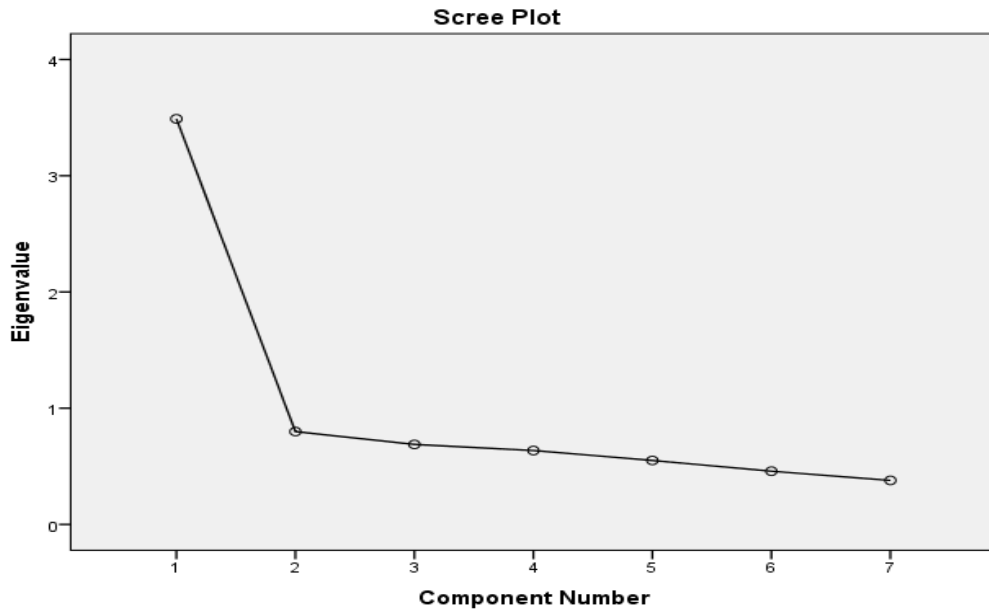
Figure 9: Scree plot for social media marketing scale.

Scree Plot test (Figure 9) is used to verfy one factor model. As it can be seen from the drawing above there is one facor that rises above the elbow, therefore one factor model is varified.

3.4. RELIABILITY OF SOCIAL MEDIA MARKETING SCALE

Table 2: Reliability statistics of social media marketing scale.

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.823	.832	7

Table 2 shows Reliability Analysis for Social Media Marketing Scale. The scale had a satisfactory reliability, Cronbach's α = .823. Results indicate that the scale can be used in measurement of the indicated variable.

3.5. VALIDITY OF CONSUMER BUYING BEHAVIOR SCALE

A principal components factor analysis was conducted on the **17** items. Deletion of two items (Q18 and Q20) was made due to low factor loading (below .400). The Kaiser–Meyer–Olkin measure verified the sampling adequacy for the analysis, KMO = **.913**. Two factors explained **52.945%** of the variance. Factor one represents ***Pre-purchase behavior*** and factor two represents ***Post-purchase behavior***. Table 3 shows the factors' loadings after rotation. Based on initial eigenvalues for these factors (6.489 and 1.453 respectively) and the scree plot, Figure 10 two factors model is accepted (Hair, et al, 2019). After these results it can be stated that the Consumer Buying Behavior scale, explored for this study, is valid in two factors model.

Table 3: Component matrix a, of consumer buying behavior scale.

Scale's items	Factor one loadings	Factor two loadings
Q14C	.849	
Q9B	.813	
Q8B	.799	
Q10B	.770	
Q12C	.749	
Q15D	.692	
Q13C	.682	
Q11C	.617	
Q19E	.559	
Q21E	.475	
Q16D	.453	
Q17D	.415	
Q23F		.813
Q24F		.780
Q22F		.689

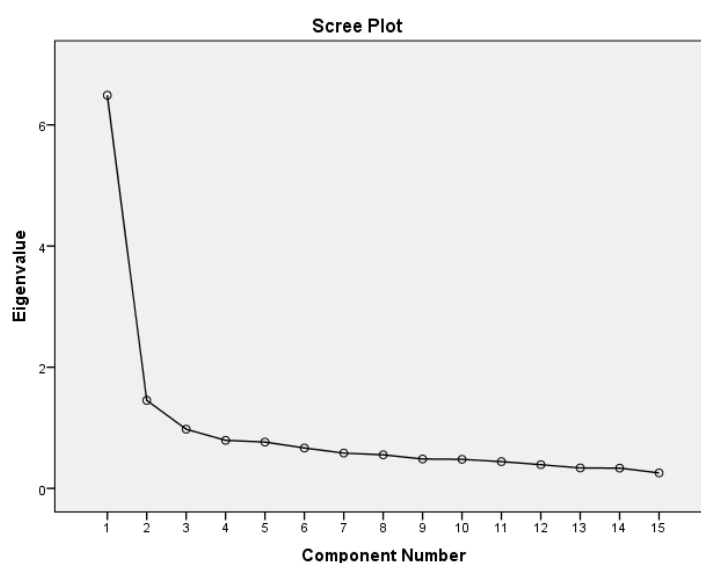| Initial Eigenvalues	6.489	1.453
Explained Variance (%)	43.260	9.685
Total Explained Variance (%)		52.945
Kaiser-Meyer-Olkin Measure of Sampling Adequacy		.913
Bartlett's Test of Sphericity: x^2 (105) = 2412.124, p < .001		
Extraction Method: Principal Component Analysis . Rotation Method: Oblimin with Kaiser Normalization [a].		

Figure 10: Two factors model.

Scree Plot test (Figure 10) is used to verfy two factors model. As it can be seen from the drawing above there is two facors that rises above the elbow, therefore two factors model is varified.

3.6. RELIABILITY OF CONSUMER BUYING BEHAVIOR SCALE AND SUB-SCALES

Table 4 shows Reliability Analysis for Consumer Buying Behavior Scale and Sub-scales. The scale had a satisfactory reliability, Cronbach's α = **.903** and the sub-scales Pre-purchase behavior and Post-purchase behavior had satisfactory reliabilities, Cronbach's α = **.902** and **.730** respectively. Results indicate that the scale and sub-scales can be used in measurement of the indicated variable.

Table 4: Reliability statistics of social media marketing scale

scale and sub-scales	Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
Consumer Buying Behavior	**.903**	.906	15
Pre-purchase behavior	**.902**	.904	12
Post-purchase behavior	**.730**	.734	3

4. CHAPTER FOUR: Data Analysis and Interpretation

4.1. DESCRIPTIVE STATISTICS OF DEMOGRAPHIC VARIABLES

4.1.1. Gender

Table 5 Shows descriptive statistics of Gender Variable. Questionnaires were completed by (380) respondents, 56.05% (n = 213) are males, while 43.95% (n =167) are females. Figure 11 shows percentages of these frequencies in bar chart.

Table 5: Descriptive statistics of gender variable.

		Frequency	Percent
Valid	Males	213	56.05
	females	167	43.95
	Total	380	100.0

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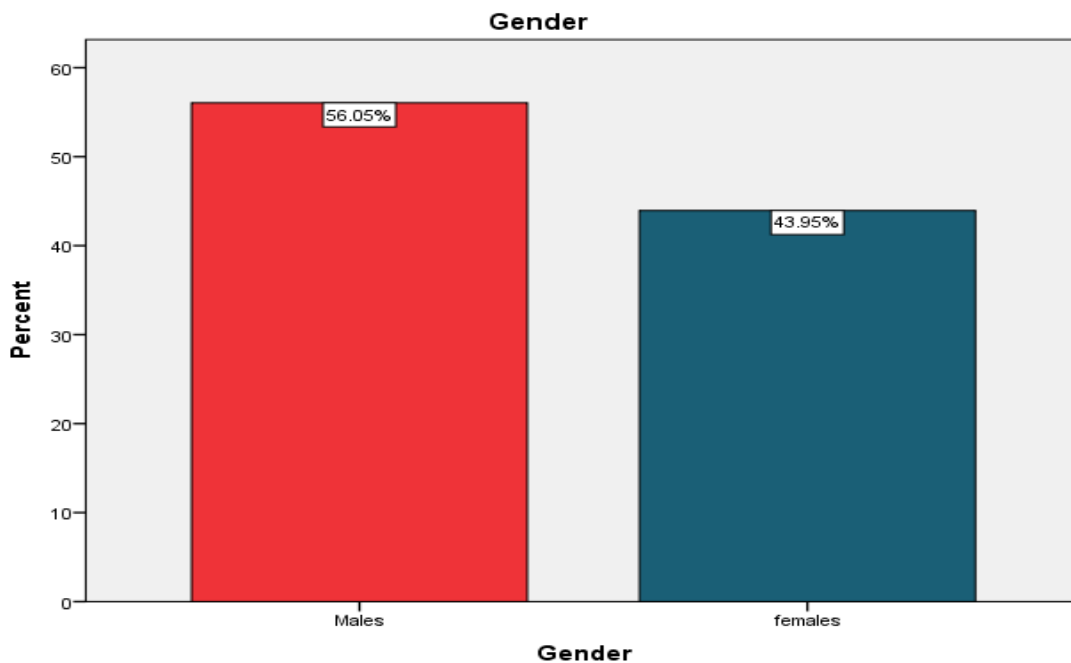
Figure 11: Percentages of gender variable.

4.1.2. Age

Table 6 Shows descriptive statistics of Age Variable. There are (380) respondents, 23.16% (n = 88) are 18-29 years old, 50.26% (n =191) are 30-40 years old, 19.47% (n =74) are 41-50 years old and 7.11% (n =27) are above 50 years old. Figure 12 shows percentages of these frequencies in bar chart.

Table 6: Descriptive statistics of age variable.

		Frequency	Percent
Valid	18 - 29 Years	88	23.16
	30 - 40 Years	191	50.26
	41 -50 Years	74	19.47
	Above 50 Years	27	7.11
	Total	380	100.0
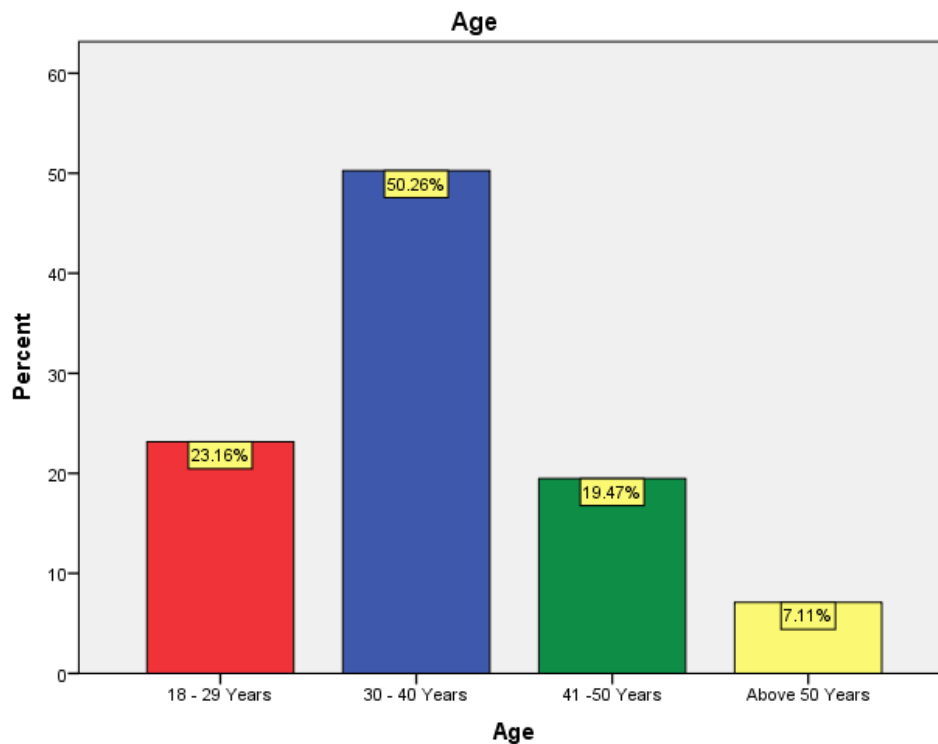
Figure 12: Percentages of age variable.

4.1.3. Qualification

Table 7 shows descriptive statistics of Qualification Variable. There are (377) respondents, 9.28% (n = 35) have Secondary School education, 56.76% (n =214) have bachelor's degree, 24.67% (n =93) are master's degree holders and 9.28% (n = 35) have PhD qualification. Figure 13 shows percentages of these frequencies in bar chart

Table 7: Descriptive statistics of qualifications variable.

		Frequency	Percent
Valid	Secondary School	35	9.28
	Bachelor's degree	214	56.76
	Master's Degree	93	24.67
	PhD.	35	9.28
	Total	377	100.00
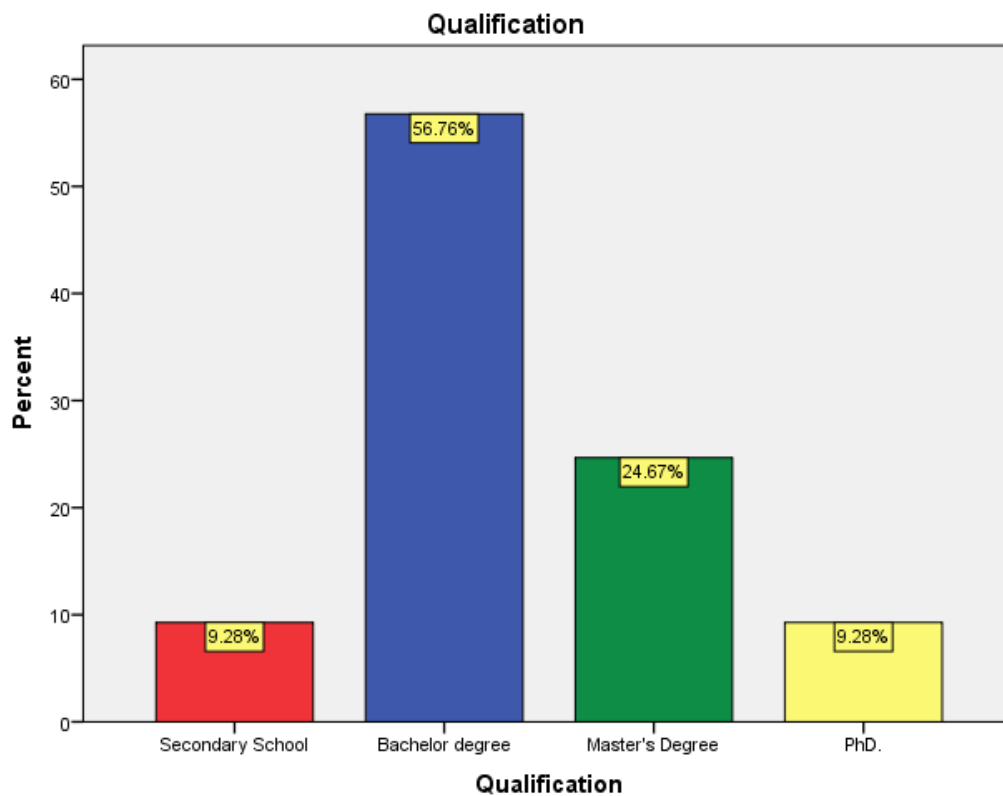
Figure 13: Percentages of qualification variable.

4.1.4. Monthly Income

Table 8 shows descriptive statistics of Monthly Income Variable. There are (375) respondents, 25.60% (n = 96) earn less than 700 LYD, 48.60% (n =186) earn 700 to 1500 LYD and 24.80% (n =93) earn more than 1500 LYD. Figure 14 shows percentages of these frequencies in bar chart.

Table 8: Descriptive statistics of monthly income variable.

		Frequency	Percent
Valid	Less than 700 LYD	96	25.60
	700 to 1500 LYD	186	48.60
	More than 1500 LYD	93	24.80
	Total	375	100.00
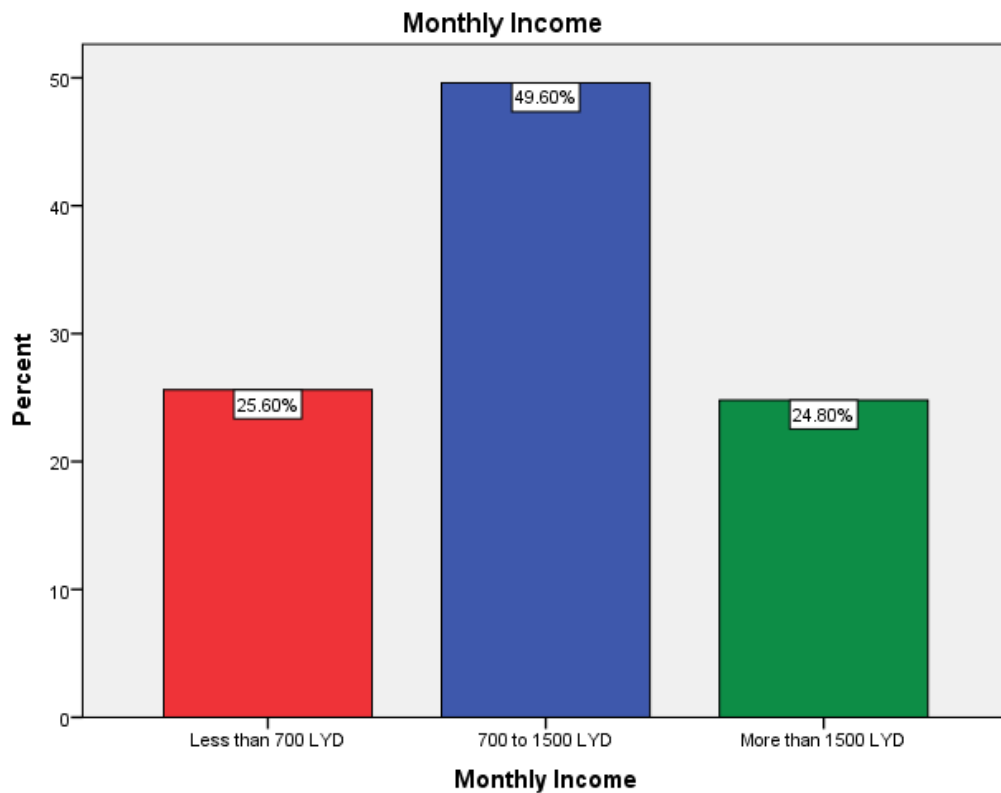
Figure 14: Percentages of monthly income variable.

4.1.5. Most Frequent Social Media

Table 9 shows descriptive statistics of Most frequent social media variable. There are (380) respondents, 78.42% (n = 298) use Facebook, 8.16% (n =31) use You Tube, 8.95% (n =34) use Instagram and 4.47% (n= 17) use Twitter. Figure 15 shows percentages of these frequencies in bar chart.

Table 9: Descriptive statistics of Most frequent social media variable.

		Frequency	Percent
Valid	Facebook	298	78.42
	You Tube	31	8.16
	Instagram	34	8.95
	Twitter	17	4.47
	Total	380	100.0
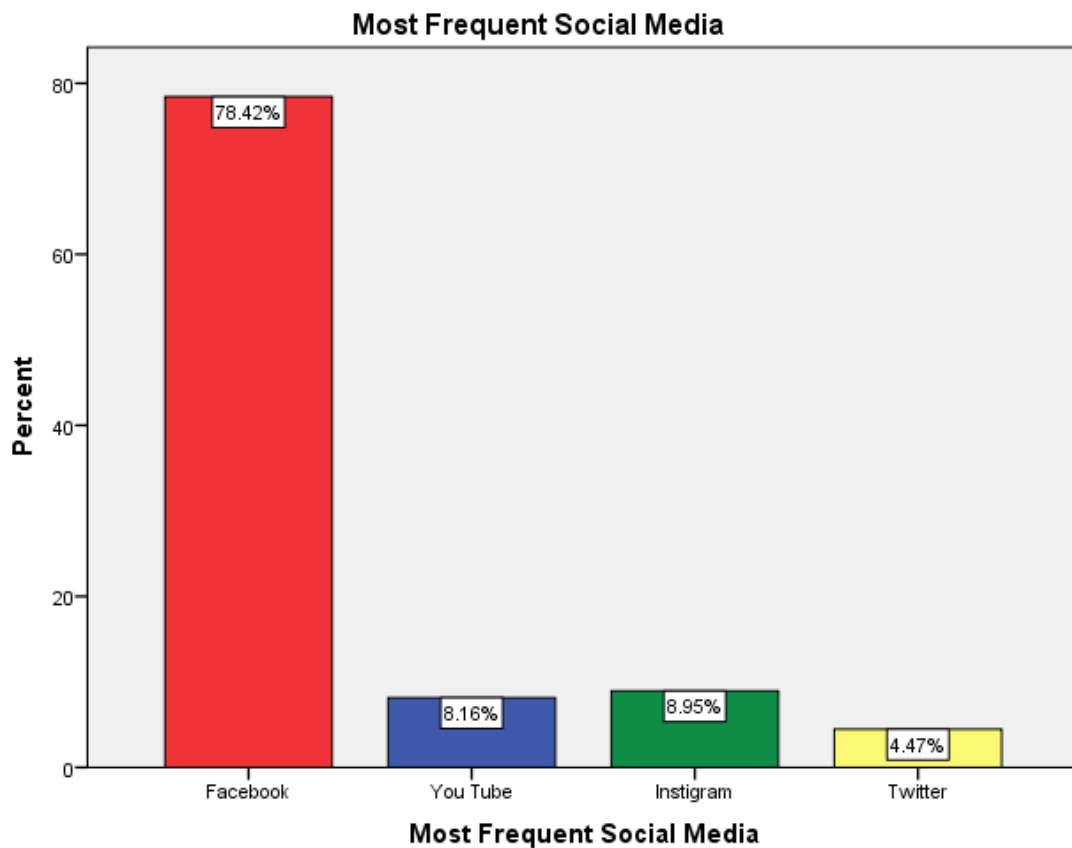
Figure 15: Percentages of most frequent social media variable.

4.1.6. Rate of Daily Use

Table 10 shows descriptive statistics of Rate of Daily Use variable. There are (379) respondents, 7.65% (n = 29) their rate of daily use of social media is less than one hour, 24.01% (n =91) one to two hours, 24.01% (n =91) two to three hours and 44.33% (n= 168) more than three hours. Figure 16 shows percentages of these frequencies in bar chart.

Table 10: Descriptive statistics of rate of daily use variable.

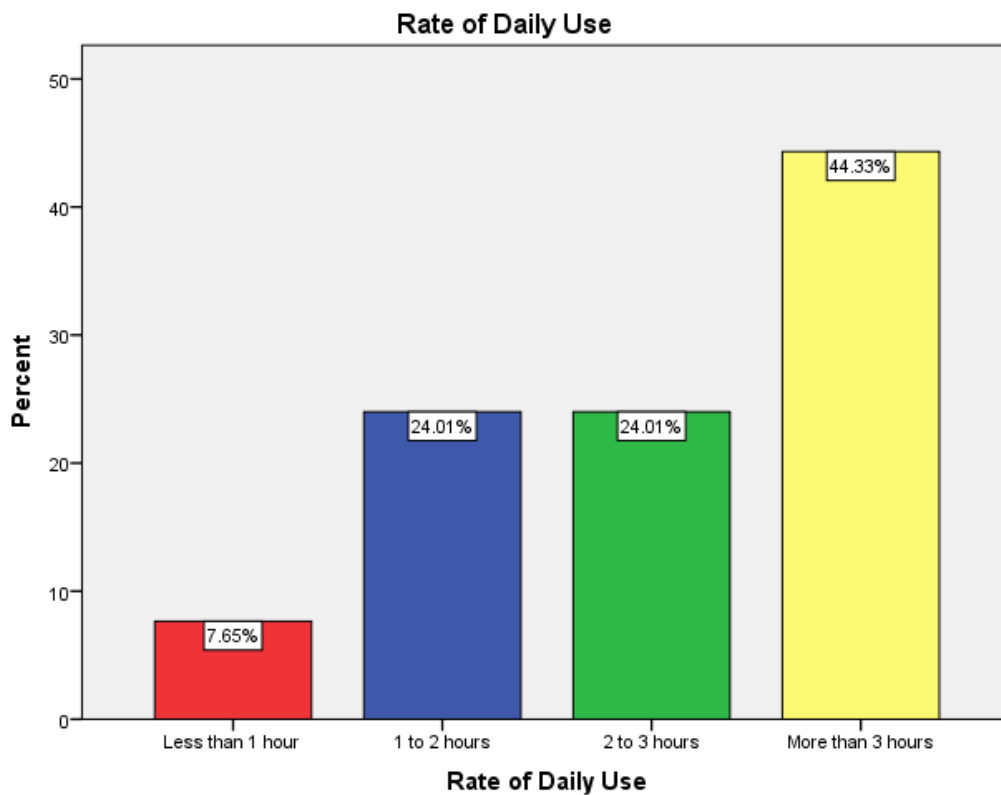|		Frequency	Percent
Valid	Less than 1 hour	29	7.65
	1 to 2 hours	91	24.01
	2 to 3 hours	91	24.01
	More than 3 hours	168	44.33
	Total	379	100.00

Figure 16: Percentages of rate of daily use variable.

4.2. DESCRIPTIVE STATISTICS OF STUDY VARIABLES

4.2.1. Social Media Marketing Scale

Table 11 shows the descriptive statistics for the social media marketing scale and its items. General mean and Standard Deviation for "social media marketing" are (M=3.89, SD= .565) on a five points scale. Q1SMM has recorded the highest mean value (M= 4.21, SD= .689) and Q4SMM has recorded the lowest mean value (M= 3.01, SD= 1.018).

Table 11: Descriptive Statistics for the Social media marketing scale and items.

	N	Mean	Std. Deviation
Social media marketing	372	3.89	.565
Q1SMM	380	4.21	.689
Q2SMM	380	3.98	.845
Q3SMM	377	3.96	.811
Q4SMM	380	3.01	1.018
Q5SMM	379	4.04	.702
Q6SMM	378	4.02	.719
Q7SMM	378	4.03	.818
Valid N (listwise)	372		

4.2.2. Consumer Buying Behavior Scale

Table 12 shows the descriptive statistics for the Consumer Buying Behavior Scale, Sub-scales, and Items. General mean and Standard Deviation for "Consumer Buying Behavior" are (M=3.82, SD= .556) on a five points scale. Pre-purchase behavior sub-scale and its items' general mean and Standard Deviation for are (M=3.83, SD= .579) on a five points scale. Q13C has recorded the highest mean value (M= 4.21, SD= .767) and Q16D has recorded the lowest mean value (M= 3.18, SD= .926). General mean and Standard Deviation for "Post-purchase behavior" are (M=3.75, SD= .739) on a five points scale. Q22F has recorded the highest mean value (M= 3.91, SD= .884) and Q23F has recorded the lowest mean value (M= 3.64, SD= .977).

Table 12: Descriptive statistics for scale, sub-scales and items.

Scale, Sub-scales, and Items	N	Mean	Std. Deviation
Consumer Buying Behavior	365	**3.82**	.556
Pre-purchase behavior	368	**3.83**	.579
Q8B	379	3.99	.773
Q9B	379	3.90	.771
Q10B	380	3.81	.866
Q11C	378	3.98	.829
Q12C	380	3.91	.876
Q13C	379	4.21	.767
Q14C	379	4.05	.772
Q15D	376	3.77	.821
Q16D	380	3.18	.926
Q17D	380	3.56	.853
Q19E	380	3.73	.866
Q21E	377	3.88	.828
Post-purchase behavior	377	**3.75**	.739
Q22F	377	3.91	.884
Q23F	377	3.64	.977
Q24F	377	3.71	.888

4.3. TESTING THE HYPOTHESES OF CORRELATIONS BETWEEN SOCIAL MEDIA MARKETING AND CONSUMER BUYING BEHAVIOR

Table 13 shows correlations between Social Media Marketing and Consumer Buying Behavior and sub-variables (pre-purchase behavior and post-purchase behavior). Social Media Marketing had significant positive relationships with Consumer Buying Behavior, pre-purchase behavior and post-purchase behavior (.771, .781 and .445 respectively), $p < .001$. Results lead support to *H1:* There is a significant positive correlation between Social Media Marketing and Consumer Buying Behavior, *H2:* There is a significant positive correlation between Social Media Marketing and Pre-purchase behavior and *H3:* There is a significant positive correlation between Social Media Marketing and Post-purchase behavior.

Table 13: Correlations between social media marketing and consumer buying behavior
and sub-variables (pre-purchase behavior and post-purchase behavior).

		Consumer Buying Behavior	Pre-purchase behavior	Post-purchase behavior
Social Media Marketing	Pearson Correlation	.771**	.781**	.445**
	Sig. (2-tailed)	.000	.000	.000
	N	360	362	370
**. Correlation is significant at the 0.01 level (2-tailed).				

4.4. TESTING THE HYPOTHESES OF SOCIAL MEDIA MARKETING IMPACT ON CONSUMER BUYING BEHAVIOR AND SUB-VARIABLES (PRE-PURCHASE BEHAVIOR AND POST-PURCHASE BEHAVIOR)

Regression analysis is used to test the impact of Social Media Marketing on Consumer Buying Behavior and sub-variables (pre-purchase behavior and post-purchase behavior). Table 14 shows a summary of simple regression analysis. Social Media Marketing is a statistically significant predictor of Consumer Buying Behavior. The total variance explained by the model was 59.5%, $F (1, 358) = 525.839$, $p < .001$. Social Media Marketing is a statistically significant predictor of Pre-purchase behavior. The total variance explained by the model was 61%, $F (1, 360) = 562.637$, $p < .001$. Social Media Marketing is, also, a statistically significant predictor of post-purchase behavior. The total variance explained by the model was 19.8%, $F (1, 360) = 90.766$, $p < .001$. Findings lead support to *H4*: There is a significant impact of Social Media Marketing on Consumer Buying Behavior, *H5*: There is a significant impact of Social Media Marketing on Pre-purchase behavior and **H6**: There is a significant impact of Social Media Marketing on Post-purchase behavior.

Table 14: Summary of regression analysis

Dependent variables	Independent variable	R^2	F	β	t	p
Consumer Buying Behavior	**Social Media Marketing**	.595	525.839***	.771	22.931	.000
Pre-purchase behavior	**Social Media Marketing**	.610	562.637 ***	.781	23.720	.000
Post-purchase behavior	**Social Media Marketing**	.198	90.766***	.445	9.527	.000

***p<.001

5. CHAPTER FIVE: Dıscussions of Result and Conclusion

This study examined the relationship between marketing through social media and consumer purchasing behavior, and this importance comes from knowing the role that groups and social media platforms can contribute to consumer behavior before and after purchase. Marketing through social media on pre-purchase behavior and to a lesser extent on post-purchase behavior. The following data can be concluded from this research:

213 of the participants are men (56.05%) and 167 people are women (43.95%). 88 participants their ages were 18-29 (23.16%), 191 were between 30-40 (50.26%) and 74 were between 40-50 (19.47%) and 27 above 50 years old. (7.11%) Monthly Income rate., 96 people their income rate less than 700 LYD, (25.6%) and 186 people their income rate between 700 -1500 LYD (48.6%) and 93 people their income rate more than 1500 LYD (24.8%) 35 people from the participants have a secondary education qualification (9.28%), 214 people they have a Bachelor's degree (56.76%) and 93 people they have a Master degree (24.67%) and 35 people they have a PhD (9.28%). Most frequent social media variable. There are (380) respondents, 298 (78.42%) use Facebook, 31 (8.16%) use YouTube, 34(8.95%) use Instagram and 17 (4.47%) use Twitter. Rate of daily use of social media is less than one hour among 29 (7.65%) respondents, 91 (24.01%) one to two hours, 91 (24.01%) two to three hours and 198 (44.33%) more than three hours.

The social media marketing in Libya is high according to (M=3.89, SD= .565) on a five points scale. The Consumer Buying Behavior in Libya is high according to (M=3.82, SD= .556) on a five points scale. Pre-purchase behavior sub-scale and its items' general mean and Standard Deviation for are (M=3.83, SD= .579) on a five points scale. The study shows a positive, moderate and significant correlation between Consumer Buying Behavior, pre-purchase behavior and post-purchase behavior. Furthermore, regression analysis result revealed that social media marketing significantly influences consumer-buying behavior.

The study found that social media has a significant impact on customer purchasing behavior in the digital age. Without a doubt, social media has had a significant impact on both consumers and businesses. Consumers are exceedingly choosy when making

purchases, according to the study. Despite the abundance of data and information available on social media, the consumers' own attitudes play a significant role in product selection and purchase.

Based on the results of his research, the researcher compared the results he reached with some previous relevant studies in different research societies. He agreed with some of the results and there was a difference in some of them.

According (**Varghese&Agrawal 2021**) This study published in 2021 entitled (***Impact of Social Media on Consumer Buying Behavior***), the results of which showed that there is a strong influence of social media marketing on consumer buying behavior, and Facebook in particular was the most followed up by the respondents.

According (**Hewage, W., & Madhuhansi, T 2019**) this study published in 2019 entitled (***Impact of Social Media Characteristics on Consumer Buying Decision Process in Western Province, Sri Lanka***)

Through his study, the researcher concluded that the characteristics of social media affect the stages of the purchasing decision, but the greatest impact was in the post-purchase stage, followed by the stage of information gathering, and then the stage of evaluating alternatives, respectively.

On the contrary, the results of the researcher's study (**Fahed2016**) published in 2016, which was entitled (***The Impact of Social Media Characteristics on Purchase Decision Empirical Study of Saudi Customers in Aseer Region***) showed that the impact of social marketing is greater in the stages before making the purchasing decision The least affected stage is the post-purchase.

5.1. RECOMMENDATIONS

Based on the results reached by the researcher through his study, he recommends the following recommendations:

- Companies should build marketing plans that aim to have a greater presence on social media platform as marketing through these platforms complements and supports traditional marketing tools and contributes to improving the image of the organization in the minds of consumers.

- Marketers must communicate with customers, hear their suggestions and respond to their messages through these platforms, and benefit from their evaluations in developing their products and marketing activity in particular.

- Considering that the post-purchase stage is the least affected by social media marketing Perhaps because consumers face contradictory and anxious behavior after purchase, the researcher recommends specifically marketers within the Libyan market to pay attention to consumers' reactions and evaluations after purchase, by reducing the importance of conflicting ideas and focusing on supports that outweigh dissonance.

- Effective presence through social media platforms helps marketers to reach a larger number of audiences directly and inform them of the product or service you provide, as well as paying attention to the quality of content and creative publications. Content helps to present products in ideal to consumers

- The study of consumer purchasing behavior is more important for marketers as they can predict consumer desires. It is also important for the marketer to understand all the internal and external factors that influence consumer behavior and to design their marketing plans based on the results.

- As the consumer benefits from the information on the social media, marketers must pay attention to the feedback and the data derived by consumers, analyze and understand the motives that support or may prevent the consumer from completing the purchase process and pay attention to all stages of consumer behavior without neglecting any stage. Marketing through social media has advantages, but it also has disadvantages, so the distinguished marketer must create a state of balance between benefiting from the advantages and avoiding the disadvantages when using social media marketing.

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QUESTIONNAIRE

KARABUK UNIVERSITY

DEPARTMENT OF BUSINESS ADMINISTRATION

QUESTIONNAIRES   FOR   RESEARCH

You have been chosen to respond to this questionnaire for the study of: The Effect of Social Media Marketing on Stages of Consumer Buying Behavior. You are guaranteed that any information you provide is exclusively meant for the research and nothing else. Your answer to the questions will be kept confidential.

Please complete this section by ticking the applicable box:

Age:	(18-29)1818-29/--29 118818 ☐ (30-40) 30-40 ☐ (41-50) 41-50 ☐ (more OVER 5050 ☐)	Educational Background	High School ☐ Undergraduate Degree ☐ Master degree ☐ PhD degree ☐
Gender	MaleMMALE ☐ FemaleFEMALE ☐	Income Rate (Lyd)	Less than 700 ☐ 700-1500 ☐ more than 1500 ☐
Use of Social Media Sites	Which of the following social media websites do you visit most frequently? Facebook ☐ twitter ☐ Instagram ☐ YouTube ☐	Average Social Media Usage /Per Day	Per day/an average how much time do you spend on social media? Less than one hour ☐ 1-2 hours ☐ 2-3 hours ☐ more than 3 hours ☐

TOPIC	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Social media marketing					
Social media sites increase my knowledge of product offerings and it features					
Product offers on social media attract me					
The content of products on social media allows discussing its information with other users					
I trust the information marketers provide about their products on social media					
I receive offers for different products in the form of texts, images or videos via social media					
Social media enables me to communicate with marketers who display their products					
I find more information about product offers on social media than other advertising means					
B: Stage of need recognition through social media					
I receive offers of products that I need it via social media					
Products advertised on social media interesting to me					
Advertising of products on social media increases my desire to buy them					
C:Stage of information search through social media					
I get the information that I need it about a specific product from social media					
I use social media to collect information about the products					
I read other people's comments and opinions about products through social media					

I browse many advertisements for products on social media					
D: Stage of evaluating of alternatives through social media					
I get useful responses that contribute in my evaluation to products from social media					
I believe in the information that marketers provide it about products on social media					
I trust other users reviews about products on social media					
Social media makes product evaluation more complex					
E: Stage of Make a purchase decision					
Using social media helps me make a better purchasing decision					
I can buy products with accurate details from social media					
I buy products based on positive recommendations from other users on social media					
F: Stage of Post-purchase behavior					
I share my opinions about products after buying them on social media					
I contact marketers if the product that I purchased it did not meet my expectations					
I share my experiences about the product I purchased with other users through comments on social media					

CURRICULUM VITAE

Tawfig Abdulrahman ALFAGEEH graduated from elementary and basic education in Misurata - Libya. He completed his secondary education at Ahmed Albahlol High School. After which he completed bachelor's program in the Department of Civil Engineering in University Benghazi 2014. After which he worked in College of Technical Sciences in Libya. Then in 2020 a postgraduate student he was accepted at Karabük University in Turkey.