

Using Social Media to Attract Customers in Lebanon

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Abstract

Social media nowadays have become part of our everyday life. People around the world spend most of their time on social media, (Face book, Instagram, Twitter, etc.), so this network becomes a way that affect people's decisions especially their purchasing decision in the pre-purchasing stage. Thus, businesses are using the social media for marketing to let the customers in any place in the world knows about their brand and products without even visiting their shop. This media has enabled people from anywhere to access grocery stores and restrooms without any time constraint through electronic devices, such as computers, mobile phones, etc (Bernhardt *et al.*, 2012; Enrico Di *et al.*, 2018). Social media has been recognized as an informative venue in that it assists the relationship among customers by sharing their experiences, which can provide valuable information for others (Alalwan, 2018; Hajli and Bus Ethics, 2018; Sheth and Kim, 2018; Sujin and Myongjee, 2016). More than two-thirds of companies are using social media for marketing and service (Ma *et al.*, 2015; Muhammad *et al.*, 2018; Si Shi *et al.*, 2019). As consumers increase their online activity today, the industries and businesses become to use it as a way of sharing information and opinion about their product. This way let marketing become easier, since it provides instant information for the consumer at any time from the entire world. Social media has emerged as a dominant digital communications channel and has significantly influenced the marketing communications environment. Not only does it allow interaction between customers and companies (FangPei Su *et al.*, 2018; Gretzel and Fesenmaier, 2012; Gretzel and Dinhopl, 2013; Kristina *et al.*, 2018; Muresan and Sinuraya, 2018; Rebecca *et al.*, 2019) but also among customers (Xiang and Gretzel, 2010). It make the communication with other customers that used the product become easier, in this way they can know more about any product they want (Jiabao *et al.*, 2019; Kumar and Pradhan, 2018) The aim of this research is to know whether social media can affect customer purchasing decision during the pre-purchase stage This research aims to answer the following research question: RQ1: Do social media influence customer purchasing decision. RQ2: Do people prefer advertising using social media. To explore these questions, a study will be done to see the influence of social media advertising on customers. The objective of this research is to help the marketing professional.

Keywords: Social media; Marketing; Advertising; Influence.



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1. Introduction

Based on the literature, it was found that social media play a positive role in attracting customers and it help in marketing with a very low cost. For example, (Naik and Raman, 2003) showed that advertising strategies utilizing both TV and media can positively affect a company's sales. So we will talk about the advantages of the social media.

1.1. Benefits of Social Media

Social media has many benefits. Some of those benefits are that it increase brand awareness, loyalty and recognition, consumers all over the world can know about the brand and its products. Social media is motivating companies to create brand pages to interact with customers, acquire targeted customers, enhance customer relationships/engagement, create brand awareness, and promote products (Tsimonis and Dimitriadis, 2014).

Second, content is easily and fasters distributed. It is described as a technology that facilitates interactive information, user-created content and collaboration (Elefant, 2011). Third, social media is cost efficient, it help marketers with a low cost which mean that it save money. In addition, company can build a long term relationship with its customer through using network.

2. Methodology

2.1. Population and Sample

The sample is 30 individuals.

The survey will be used to test the hypothesis.

2.2. Data Collection

The questionnaire that was distributed to the individuals help to know the following points:

- Whether they pay attention to online advertising.
- If they try to buy online.
- If they are influenced by this type of advertising.
- Whether they follow any brand on social media.
- What are the factors that help them to build trust with a specific brand.

The variables will be analyzed using spss.

	gender	age	hours	follow.brands	online.advertising	find.advertising	buy.online	influence	prefer
10	1	22	4	1	0	0	0	0	1
11	1	21	5	1	1	1	1	1	1
12	1	20	3	1	1	1	1	0	1
13	1	42	2	1	1	1	0	0	1
14	1	20	2	1	1	1	1	1	1
15	1	20	5	1	1	1	1	1	1
16	2	22	5	1	1	1	1	1	1
17	2	20	5	1	1	1	0	0	1
18	2	55	5	1	1	1	1	1	1
19	2	32	1	1	1	1	1	1	1
20	2	25	3	1	1	1	1	1	1
21	2	36	2	0	0	0	0	0	0
22	2	25	5	1	1	1	1	1	1
23	2	23	3	0	1	1	1	1	1
24	2	30	3	1	1	1	1	1	1
25	2	20	5	1	1	1	1	1	1
26	2	10	3	1	0	0	0	0	1
27	2	56	3	0	0	0	0	0	0
28	2	60	3	1	1	1	1	1	1
29	2	24	5	1	1	1	1	1	1
30	2	20	5	1	1	1	1	1	1

2.3. Codes on SPSS

- Gender: 1 is female whereas 2 is male.
- Following brands: 1 is yes whereas 0 is no.
- Pay attention to online advertising: 1 is yes whereas 0 is no.
- How do you find advertising: 1 is awareness whereas 0 is waste of time.
- Influence by online advertising: 1 is yes whereas 0 is no.
- How do you prefer advertising: 1 is by social media whereas 0 is television.

Case Processing Summary						
	Valid		Cases Missing		Total	
	N	Percent	N	Percent	N	Percent
what is your age?	30	93.8%	2	6.3%	32	100.0%

Descriptives			
what is your age?	Statistic	Std. Error	
Mean	29.93	2.482	
95% Confidence Interval for Mean	Lower Bound	24.86	
	Upper Bound	35.01	
5% Trimmed Mean	29.39		
Median	23.50		
Variance	184.823		
Std. Deviation	13.595		
Minimum	10		
Maximum	60		
Range	50		
Interquartile Range	21		
Skewness	.886	.427	
Kurtosis	-.337	.833	

The number of sample is N=30

The sample I took from the population on average the age of this group is 29.93 (Mean=29.93).

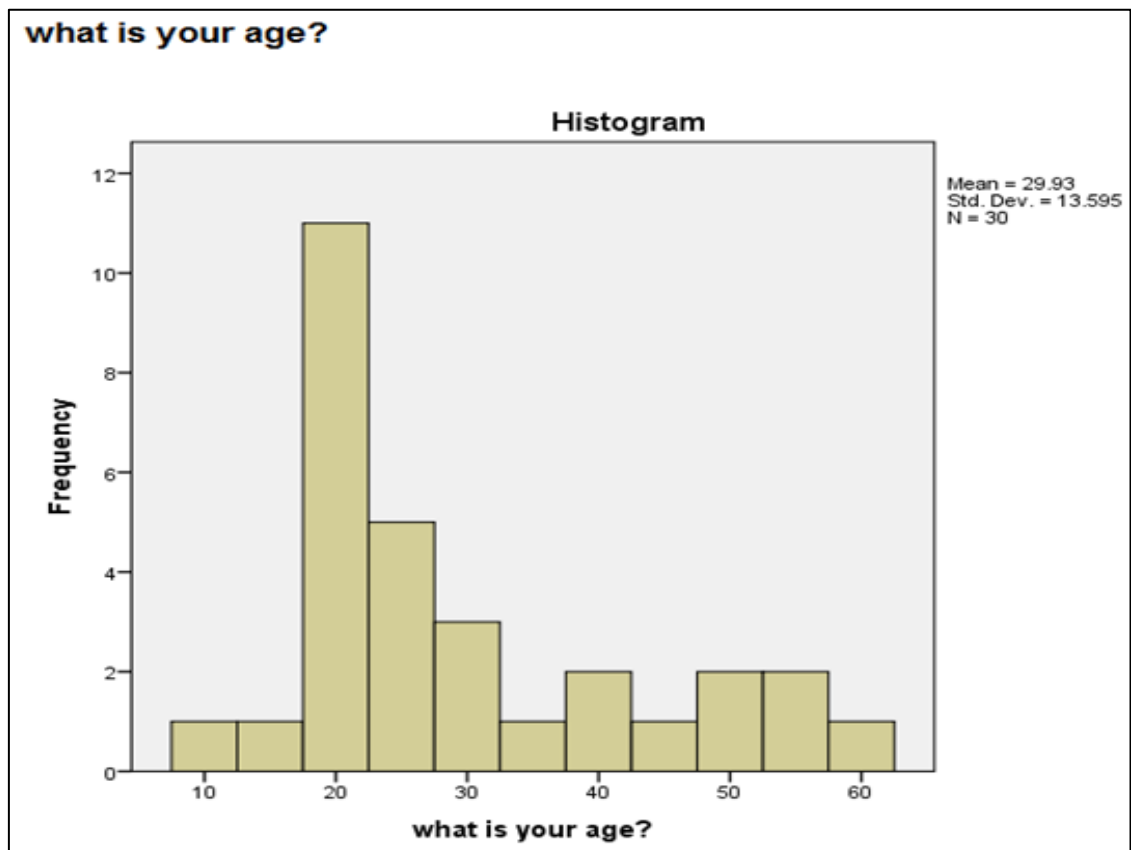
Median is (23.50): the value at which the number of cases before the value and the number of cases after the value are going to be equal.

Standard deviation is (13.50): to what extent the observation are going to be varying on the mean.

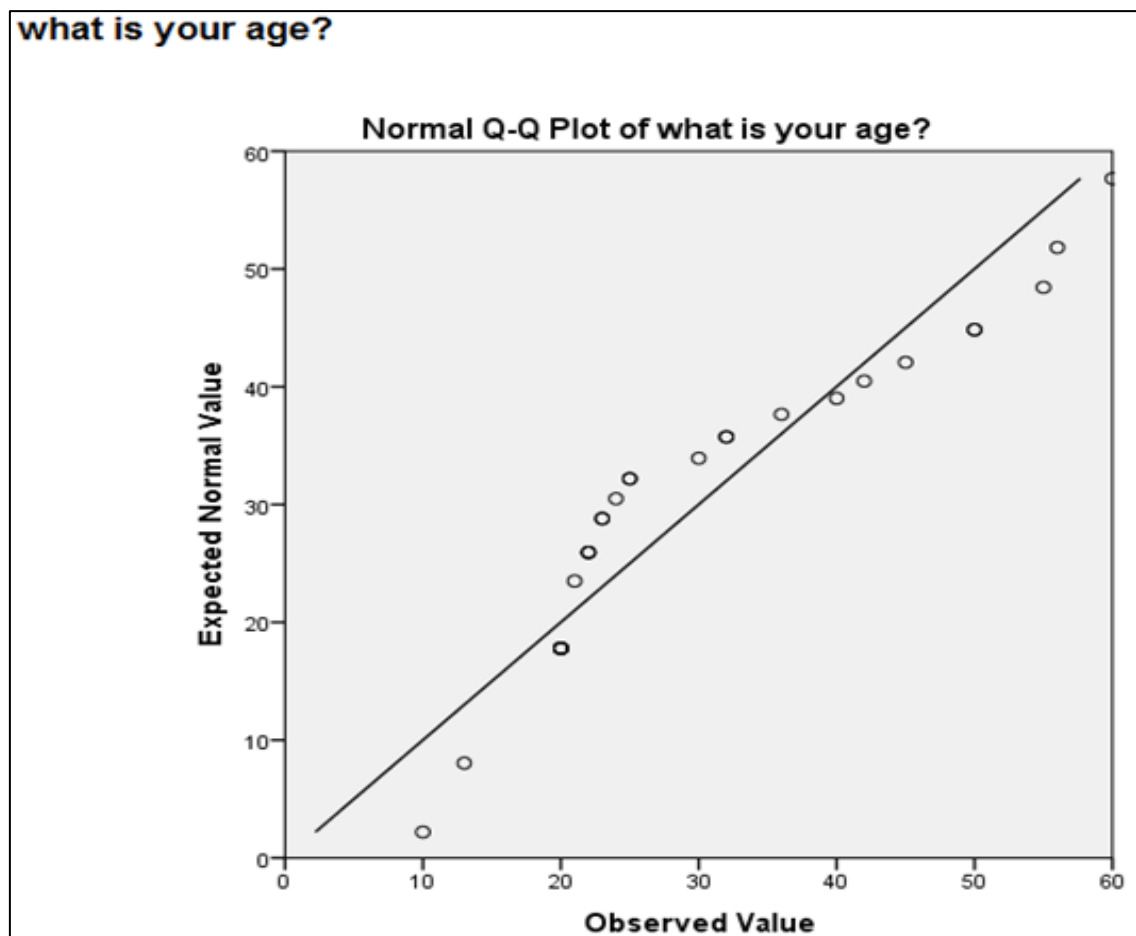
Skewness and kurtosis: should be between -1 and 1, which mean that the data is normal.

The minimum age in my sample is: 10

Whereas the maximum age in my sample is: 60



Histogram shows that my data is normal. And it show that most of individuals in my sample are between ages of 20.



The points should be on the straight line to say that our data is normal and have a strong relation. Which mean that our data don't have a strong relation.

gender

Case Processing Summary

		Cases					
		Valid		Missing		Total	
	gender	N	Percent	N	Percent	N	Percent
what is your age?	female	15	100.0%	0	0.0%	15	100.0%
	male	15	100.0%	0	0.0%	15	100.0%

gender		Statistic		Std. Error
what is your age?	female	Mean	29.33	3.246
		95% Confidence Interval for Mean	Lower Bound	22.37
			Upper Bound	36.30
		5% Trimmed Mean	29.09	
		Median	22.00	
		Variance	158.095	
		Std. Deviation	12.574	
		Minimum	13	
		Maximum	50	
		Range	37	
		Interquartile Range	22	
		Skewness	.644	.580
		Kurtosis	-1.230	1.121
	male	Mean	30.53	3.864
		95% Confidence Interval for Mean	Lower Bound	22.25
			Upper Bound	38.82
		5% Trimmed Mean	30.04	
		Median	25.00	
		Variance	223.981	
		Std. Deviation	14.966	
		Minimum	10	
		Maximum	60	
		Range	50	
		Interquartile Range	16	
		Skewness	1.059	.580
		Kurtosis	.087	1.121

Analysis of the age based on gender.

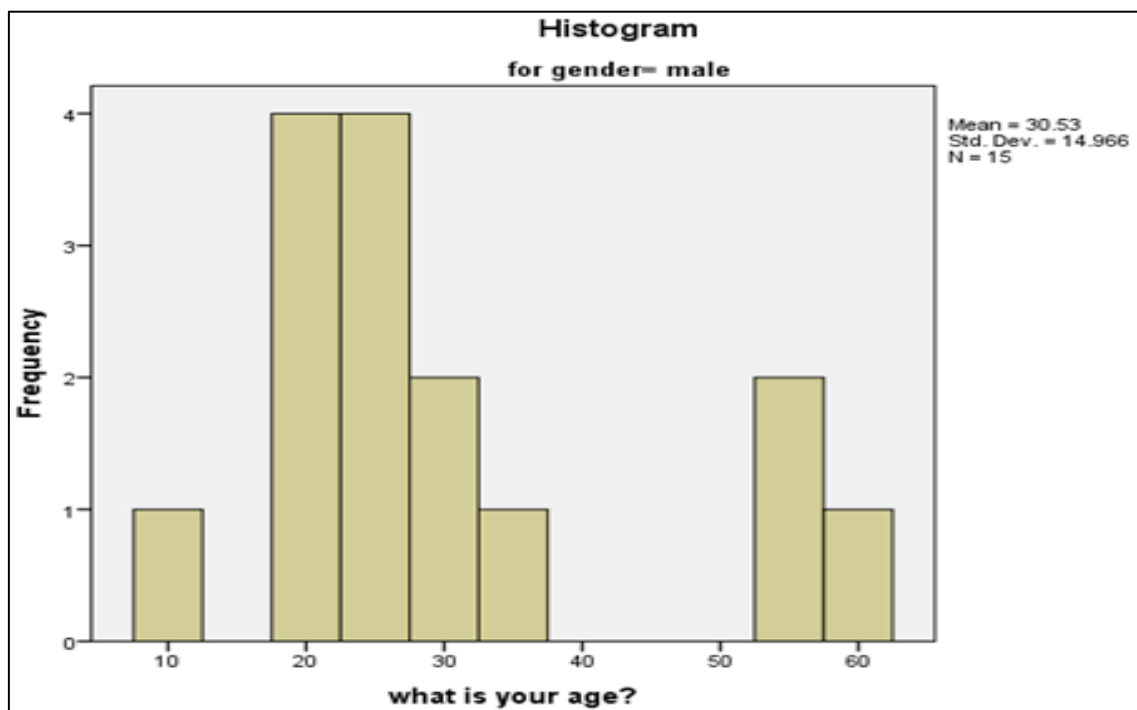
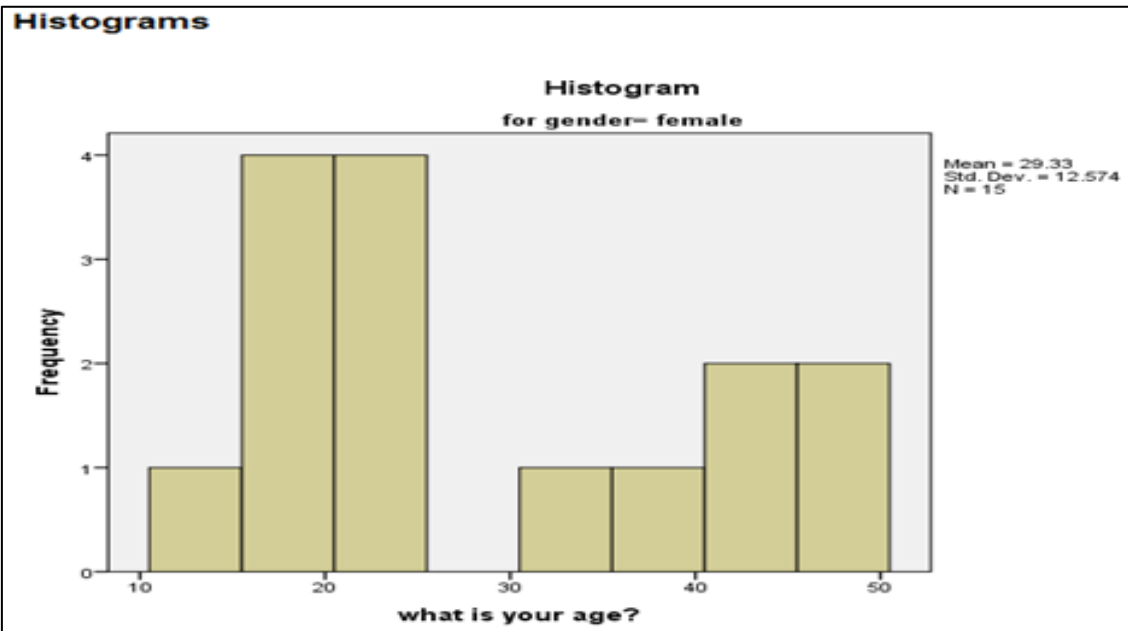
Female (N=15) and Male (N=15)

Average age of male 30.53 (Mean=30.53)

Average age of female 29.33 (Mean=29.33)

Minimum age of females is 13 and maximum age of females is 50

Whereas minimum age of males is 10 and maximum age of males is 60



Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
number of hours using internet	30	93.8%	2	6.3%	32	100.0%

Descriptives

			Statistic	Std. Error
number of hours using internet	Mean		3.73	.225
	95% Confidence Interval for Mean	Lower Bound	3.27	
		Upper Bound	4.19	
	5% Trimmed Mean		3.80	
	Median		4.00	
	Variance		1.513	
	Std. Deviation		1.230	
	Minimum		1	
	Maximum		5	
	Range		4	
	Interquartile Range		2	
	Skewness		-.404	.427
	Kurtosis		-1.012	.833

The number of sample is N=30

The sample I took from the population on average the number of hours they use social media par day is 3.73 (Mean=3.73).

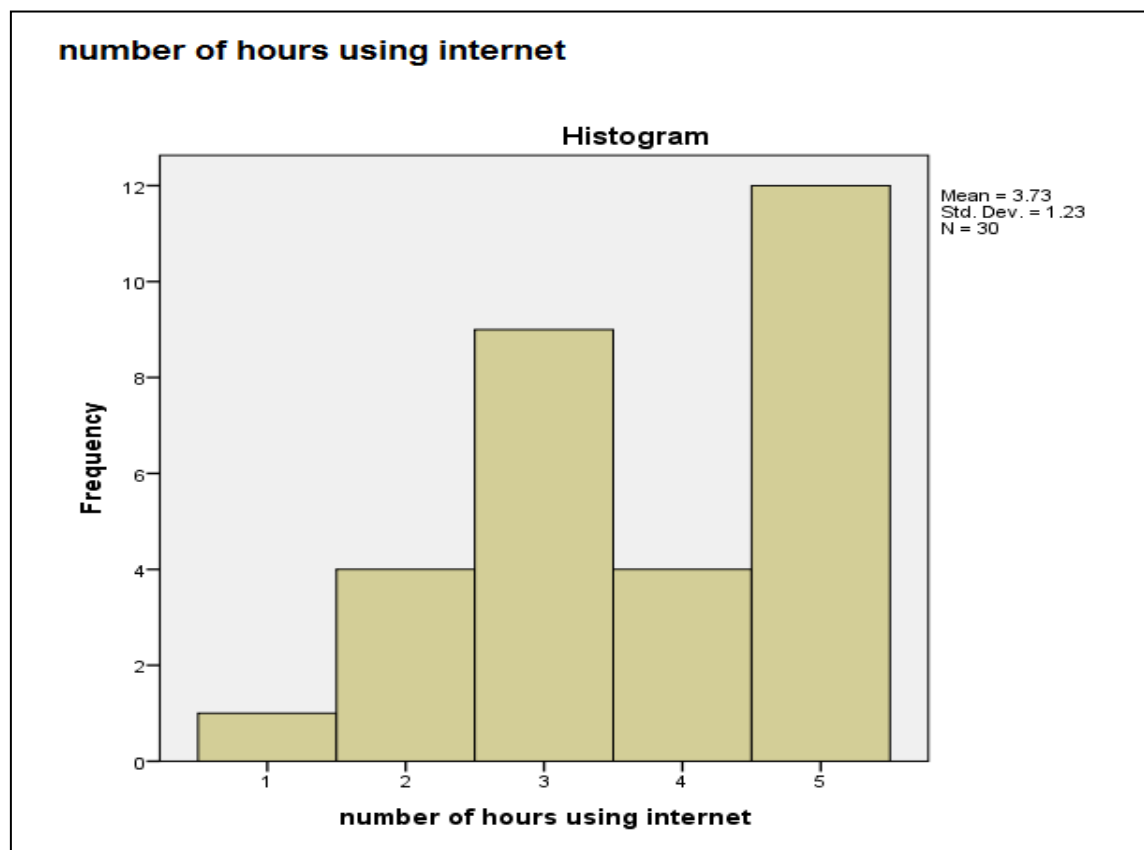
Median is (4.00): the value at which the number of hours before the value and the number of hours after the value are going to be equal.

Standard deviation is (1.230): to what extend the observation are going to be varying on the mean.

Skewness and kurtosis: should be between -1 and 1, which mean that the data is normal.

The minimum number of hours in my sample is: 1

And the maximum number of hours in my sample is: 5



Histogram shows that most of the people use internet for 5 hours per day.

$H_0: \mu = 4$ hours

$H_a: \mu \neq 4$ hours

We want to see whether or not most of people use internet for 4 hours per day, at a confident level 95%

One-Sample Statistics				
	N	Mean	Std. Deviation	Std. Error Mean
number of hours using internet	30	3.73	1.230	.225

One-Sample Test						
Test Value = 4						
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
number of hours using internet	-1.188	29	.245	-.267	-.73	.19

P-value= 0.245 > $\alpha = 0.05$

Which mean that we accept H_0

We are 95% confident that most people spend 4 hours and more using social media.

2.4. Independent Test

$H_0: \mu_1 = \mu_2$

$H_a: \mu_1 \neq \mu_2$

H_0 : mean that there is no significant difference between number of hours using social media between females and males

H_a : mean that there is significant difference between number of hours using internet between males and females

Group Statistics					
	gender	N	Mean	Std. Deviation	Std. Error Mean
number of hours using internet	female	15	3.73	1.163	.300
	male	15	3.73	1.335	.345

Independent Samples Test									
		Levene's Test for Equality of Variances		t-test for Equality of Means					
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference Lower Upper
number of hours using internet	Equal variances assumed	.968	.334	.000	28	1.000	.000	.457	-.936 .936
	Equal variances not assumed			.000	27.486	1.000	.000	.457	-.937 .937

Number of females N=15

Number of males N=15

Average of males is (mean=3.73)

Average of females is (mean=3.73)

There is no difference

P-value=0.3> α =0.05

Then we accept

We are 95% confident that there is no difference between number of hours on social media between males and females.

2.5. Regression Test

We want to see the relation between age and number of hours using social media.

Regression

Variables Entered/Removed ^a			
Model	Variables Entered	Variables Removed	Method
1	what is your age? ^b	.	Enter

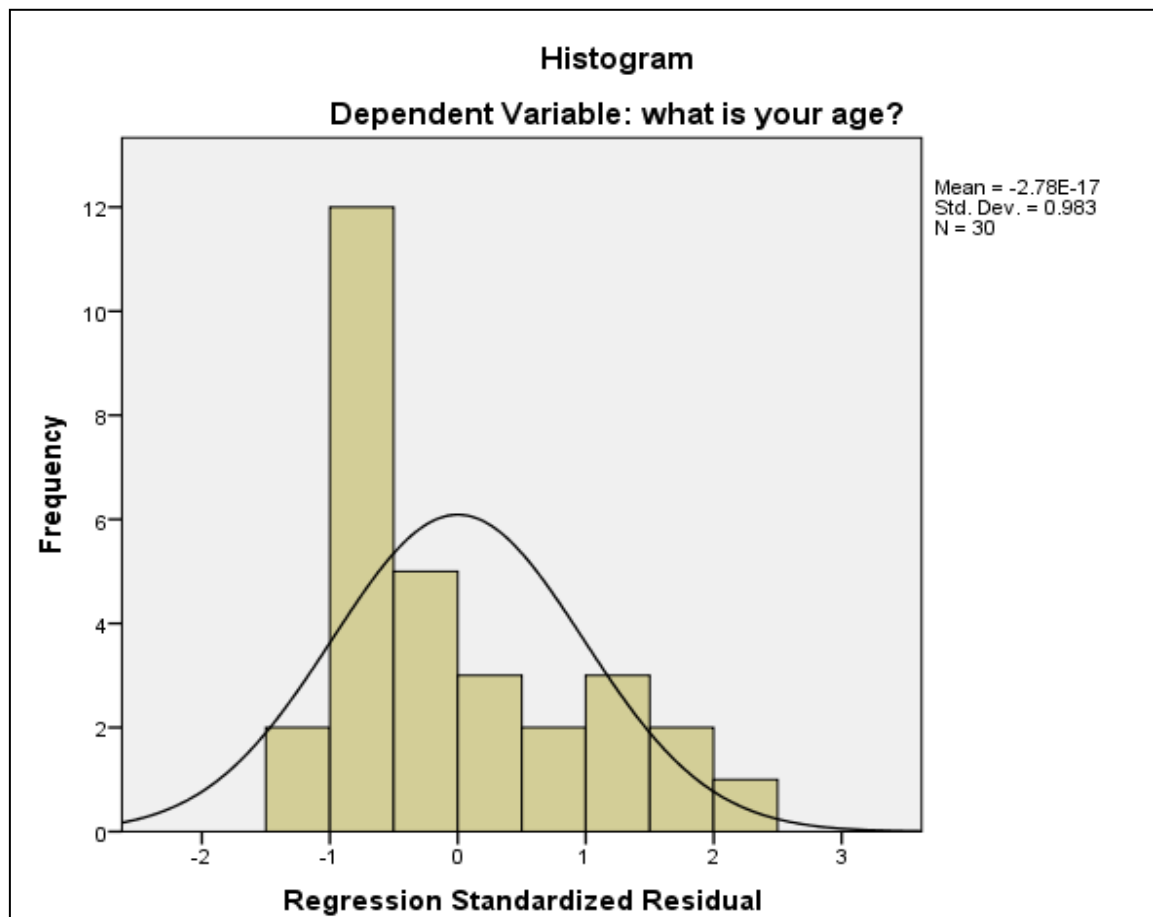
a. Dependent Variable: number of hours using internet

b. All requested variables entered.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.277 ^a	.077	.044	1.203

a. Predictors: (Constant), what is your age?

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3.377	1	3.377	2.335	.138 ^b
	Residual	40.490	28	1.446		
	Total	43.867	29			
a. Dependent Variable: number of hours using internet						
b. Predictors: (Constant), what is your age?						
Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.485	.538		8.329	.000
	what is your age?	-.025	.016	-.277	-1.528	.138
a. Dependent Variable: number of hours using internet						



$R = 0.277$ show a weak relation between age and number of hours using social media.

$R^2 = 0.077$ more accurate than R , also show weak relation.

27.7% of variability of number of hours using internet can be explained by age.

2.6. Regression Test

We want to see the relation between gender and number of hours using social media.

➔ Regression

Descriptive Statistics

	Mean	Std. Deviation	N
gender	1.50	.509	30
number of hours using internet	3.73	1.230	30

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.000 ^a	.000	-.036	.518

a. Predictors: (Constant), number of hours using internet

b. Dependent Variable: gender

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.000	1	.000	.000	1.000 ^b
	Residual	7.500	28	.268		
	Total	7.500	29			

a. Dependent Variable: gender

b. Predictors: (Constant), number of hours using internet

R: show a very weak relation between age and number of hours using social media.

R²: more accurate than R, also show very weak relation.

Sign test:

H₀: p = 0.5

H_a: p ≠ 0.5

At a significant level of 0.05

Descriptive Statistics

	N	Mean	Std. Deviation	Minimum	Maximum
do you prefer advertising using social media or tv	30	1.13	.346	1	2

Binomial Test

	Category	N	Observed Prop.	Test Prop.	Exact Sig. (2-tailed)
do you prefer advertising using social media or tv	Group 1 television	4	.13	.50	.000
	Group 2 social media	26	.87		
	Total	30	1.00		

A non- parametric test is done to see if people prefer advertising using social media or television.

Sample N=30

People who prefer television N=4

Whereas people who prefer social media N=26

P-value=0.000 < α=0.05

Which mean we reject the null hypothesis

In this case people prefer advertising via social media.

H₀: p = 0.5

H_a: p ≠ 0.5

At a significant level of 0.05

Descriptive Statistics						
		N	Mean	Std. Deviation	Minimum	Maximum
do you follow brands		30	.80	.407	0	1

Binomial Test						
		Category	N	Observed Prop.	Test Prop.	Exact Sig. (2-tailed)
do you follow brands	Group 1	no	6	.20	.50	.001
	Group 2	yes	24	.80		
	Total		30	1.00		

A non- parametric test is done to see if people follow brands on social media.

Sample N=30

People who follow brands N=24

Whereas people who don't follow brands N=6

P-value=0.001 < $\alpha=0.05$

Which mean we reject the null hypothesis

In this case we conclude most people follow brands on social media.

Descriptive Statistics						
		N	Mean	Std. Deviation	Minimum	Maximum
how do you find advertising		30	.77	.430	0	1

Binomial Test						
		Category	N	Observed Prop.	Test Prop.	Exact Sig. (2-tailed)
how do you find advertising	Group 1	waste of time	7	.23	.50	.005
	Group 2	create awareness	23	.77		
	Total		30	1.00		

A non- parametric test is done to see if people view advertising via social media is wasting of time or it create awareness.

Sample N=30

People who view it as awareness N=23

Whereas people who view it as waste of time N=7

P-value=0.005 < $\alpha=0.05$

Which mean we reject the null hypothesis

In this case most people view advertising via social media as an awareness tool.

Descriptive Statistics					
	N	Mean	Std. Deviation	Minimum	Maximum
do you buy online	30	.70	.466	0	1

Binomial Test						
	Category	N	Observed Prop.	Test Prop.	Exact Sig. (2-tailed)	
do you buy online	Group 1	no	9	.30	.50	.043
	Group 2	yes	21	.70		
	Total	30	1.00			

A non- parametric test is done to see if people buy online.

Sample N=30

People who buy online N=21

Whereas people who don't buy online N=9

P-value=0.043 < $\alpha=0.05$

Which mean we reject the null hypothesis

In this case most people buy online.

2.7. Ranking Test

Wilcoxon Signed Ranks Test				
Ranks				
		N	Mean Rank	Sum of Ranks
ranking of television - ranking of social media	Negative Ranks	26 ^a	14.37	373.50
	Positive Ranks	4 ^b	22.88	91.50
	Ties	0 ^c		
	Total	30		

a. ranking of television < ranking of social media
b. ranking of television > ranking of social media
c. ranking of television = ranking of social media

N=30

a. Sum of ranks for television < social media is 373.50

b. Sum of ranks for television > social media is 91.50

c. Sum of rank for television = social media is 0

Which mean most of the people rank advertising via social media rather than the advertising via television.

3. Conclusion

In this research, we study the impact of social media on the customer purchasing decision during the pre-purchase stage. We derive two research questions: Do social media influence customer purchasing decision? And Do people prefer advertising using social media? To answer these two questions, we collect data and use different statistical techniques. This study is done to see the influence of social media advertising on customers. The objective

of this research is to help the marketing professional to increase their profit and update their strategy accordingly. After analyzing the data collected we can drive the following conclusion that social media have a significant influence on the Lebanese consumer purchasing decision.

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