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The Effects of web-advertising on Consumers' Purchase Decisions in Arab Countries

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Abstract

The emergence of online social networks worldwide has fostered a virtual space for people to interact and communicate. Individuals could share their experiences, knowledge, and opinions because online social networking provides features. They might affect people's behavior in terms of communication and purchasing. This study aimed to identify the impact of social networks on the decision-making process of purchasing Arab consumers. Individuals such as women and men in some Arab countries answered online questionnaires. The study selected a random sample containing (261) which (215) were valid for analysis. The results of this study, the analysis of variance showed that there were no differences between respondents' answers to the advantages of advertising on the Internet by relying on personal factors (age, gender, level of education, and marital status), which means that this result is not consistent with the second and third hypothesis. It is clear from the analysis of variance that there were no statistically significant differences in respondents' responses to the obstacles of advertising on the Internet based on different personal factors such as age, gender, level of education, and social status. These findings promote policymakers and relevant authorities to take actions for encouraging and developing web-advertising in Arab regions.

Keywords: web-advertising, consumer behavior, Arab countries

تأثير الإعلانات عبر الإنترنت على قرارات الشراء لدى المستهلكين في الدول العربية

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ملخص

لقد أدى ظهور شبكات التواصل الاجتماعي على الإنترنت في جميع أنحاء العالم إلى تعزيز مساحة افتراضية للتفاعل والتواصل بين الناس، حيث يمكن للأفراد مشاركة خبراتهم ومعارفهم وآرائهم لأن شبكات التواصل الاجتماعي على الإنترنت توفر ميزات قد تؤثر على سلوك الناس من حيث الاتصال والشراء. تهدف هذه الدراسة إلى التعرف على تأثير شبكات التواصل الاجتماعي على عملية اتخاذ القرار الشرائي للمستهلكين العرب. تم الإجابة على الاستبيانات عبر الإنترنت من قبل الأفراد من النساء والرجال في بعض الدول العربية. وقد اختارت الدراسة عينة عشوائية مكونة من (261) استبياناً، حيث (215) منها صالحة للتحليل. أظهرت نتائج هذه الدراسة، تحليل التباين، عدم وجود فروق بين إجابات المستجيبين حول مزايا الإعلان على الإنترنت بالاعتماد على العوامل الشخصية (العمر والجنس ومستوى التعليم والحالة الاجتماعية)، مما يعني أن هذه النتيجة لا تتفق مع الفرضية الثانية والثالثة. يتضح من تحليل التباين عدم وجود فروق ذات دلالة إحصائية في استجابات المستجيبين حول معوقات الإعلان على الإنترنت بناءً على عوامل شخصية مختلفة مثل العمر والجنس ومستوى التعليم والحالة الاجتماعية. وتشجع هذه النتائج صناع القرار والسلطات المعنية على اتخاذ الإجراءات اللازمة لتشجيع وتطوير الإعلان على شبكة الإنترنت في المناطق العربية.

الكلمات المفتاحية: الإعلان على الانترنت، سلوك المستهلكين، الدول العربية

1. Introduction

The rapid growth of internet usage and digital technologies has revolutionized the way businesses communicate with consumers, making web advertising a cornerstone of modern marketing strategies. In Arab countries, the digital landscape has expanded significantly in recent years, driven by high internet penetration rates, widespread smartphone adoption, and the increasing popularity of social media platforms (Statista, 2023). As a result,

web advertising has become a powerful tool for influencing consumer behavior and shaping purchase decisions in the region. This phenomenon has garnered attention from researchers and marketers alike, as understanding the impact of web advertising on Arab consumers is crucial for developing effective digital marketing strategies.

The effects of web advertising through social media on consumer purchase decisions in Arab countries are significant, as evidenced by various studies. Social media marketing has been shown to positively influence consumer buying decisions, particularly in sectors like luxury perfumes and cosmetics, where engagement and perceived value play crucial roles. For instance, in Saudi Arabia, the rise of online sales has led to a notable increase in consumer interactions with brands via social media, enhancing brand perception and purchase intentions (Alenazi et al., 2025) (Alnaser et al., 2024). Additionally, factors such as customer trust, satisfaction, and loyalty are critical mediators in the buying decision process, with entertainment and interaction being key elements of effective social media marketing (noour, 2024). In the UAE, brand loyalty and awareness significantly impact purchase intentions, highlighting the importance of interactive advertising in fostering consumer engagement (Yousaf et al., 2023). Overall, targeted and engaging social media advertising strategies are essential for influencing consumer behavior and driving purchase decisions across Arab markets (Yingxuan Yang, 2024).

Social media platforms facilitate the promotion of products, influencing consumer intentions through both altruistic and egoistic motivations, particularly in the context of green products in Saudi Arabia (Alam et al., 2023). Additionally, the characteristics of social media influencers, such as credibility and follower engagement, play a crucial role in shaping purchasing decisions, especially for niche markets like keto products in Jordan (Kurdi& Alshurideh, 2023) (Mabkhot et al., 2022).

Web advertising encompasses a variety of formats, including social media ads, search engine marketing, display banners, and influencer collaborations, all of which have been shown to influence consumer attitudes and behaviors (Hussain et al., 2017). In the Arab world, where cultural and religious values play a significant role in shaping consumer preferences, the effectiveness of web advertising is often mediated by these contextual factors. For instance, studies have highlighted the importance of culturally

relevant content and language localization in enhancing the appeal of online advertisements to Arab consumers (Alalwan et al., 2017). Additionally, the trustworthiness of the source and the perceived credibility of the advertisement have been identified as key determinants of its impact on purchase decisions (Sonia, and Rani, K. 2024).

Where the aim of this study, it's to explore the effects of web advertising on consumers' purchase decisions in Arab countries, drawing on existing literature and empirical evidence to analyze the factors that mediate this relationship. Ultimately, the findings will contribute to a more nuanced understanding of how web advertising can be optimized to drive purchase decisions among Arab countries.

2. Literature Review

Many studies in marketing literature in general and consumer behavior, in particular, have taken into account the issue of online advertising and its impact on purchasing behavior in general without searching more specifically for the effect of Internet advertising on the stages of purchasing decision-making and buying decision as is known. The effects of web advertising on consumer behavior have been widely studied globally, but research focusing on Arab countries is relatively limited. However, existing studies provide robust evidence and valuable insights into how digital advertising influences purchase decisions in the Arab context. Therefore, this study will present the available studies in this regard, and classify them in some Arab countries, with studies from Saudi Arabia, the UAE, Iraq, Jordan, and Egypt.

- **Saudi Arabia:** A study by Abdullah (2024) examined the impact of online advertising dimensions, finding that informativeness, credibility, creativity, and interaction significantly influence consumer buying behavior, while entertainment and integration do not. Brand image moderates and strengthens these effects, urging e-commerce platforms to focus on these aspects.
- **United Arab Emirates:** Research highlights social media as the most important factor, with Shafique et al. (2022) confirming that brand trust mediates the relationship between informativeness, interactivity, and purchase decisions in the fast-food industry. Another study by

AlHelali, T. (2023) emphasizes online advertising's significant impact, noting demographic factors like age, gender, and education level also play a role. Research done by Kamal and Chu (2012) studied young consumers, finding beliefs about web advertising, particularly information, entertainment, and irritation, predict attitudes, influencing behavioral responses.

- **Iraq:** Al Sukaini (2022) found that digital marketing, particularly social media and mobile marketing, has a major effect on customer purchasing decisions, evaluating platforms and product categories purchased online.
- **Jordan:** Al-Azzam and Al-Mizeed (2021) demonstrated that digital marketing channels, with online advertising having the strongest relationships, followed by email marketing, mobile marketing, and social media marketing, profoundly impact consumer purchasing decisions among university students.
- **Egypt:** Gaber and Wright (2019) investigated Instagram advertisements, finding that informativeness, entertainment, credibility, and lack of irritation strongly relate to consumer attitudes, positively affecting attitudes towards advertised brands.

2.1 The Role of Web Advertising in Shaping Consumer Perceptions

Web advertising has become a critical tool for influencing consumer perceptions and purchase decisions. In Arab countries, the rapid adoption of digital technologies has transformed how consumers interact with brands. According to Alalwan et al. (2017), social media platforms, such as Instagram and Facebook play a significant role in shaping consumer attitudes toward products and services. Their study found that visually appealing and culturally relevant web advertisements significantly enhance brand awareness and purchase intentions among Arab consumers.

2.2 Cultural Factors in Web Advertising Effectiveness

Cultural factors significantly impact web advertising in Saudi Arabia, as residents prefer ads that align with their cultural values, traditions, and religious observances. Adapting global marketing strategies to respect local norms enhances customer engagement

and brand perception. Advertisements that respect local traditions and aesthetics are more likely to succeed in the Saudi market, highlighting the importance of cultural alignment (Saliba& Salem, 2024).

2.3 Trust and Credibility in Online Advertising

Trust in web advertising in Saudi Arabia scored an average of 3.4 out of 5, with a relative weight of 68%. Factors influencing this trust were rated higher, averaging 3.8 with a relative weight of 76%, indicating significant importance (Ako-omaira et al., 2024).

2.4 The Impact of Social Media Influencers

Social media influencers have become a powerful force in web advertising across Arab countries. Influencers who align with Arab cultural norms and values can significantly sway consumer purchase decisions. For example, beauty and fashion influencers have been instrumental in promoting products through sponsored posts and reviews (Al-Kaisi, M., and Zaki, M. 2022).

2.5 Mobile Advertising and Consumer Behavior

Factors such as perceived value and personal attachment significantly affect mobile marketing acceptance among Saudi consumers (Almeshal& Almotairi, 2013). The study examines mobile marketing acceptance among Saudi female consumers, focusing on factors like providing information, content sharing, and perceived value, highlighting the significant influence of these variables on consumer behavior in the context of mobile advertising.

2.6 Challenges and Opportunities in Web Advertising

Despite the growing influence of web advertising, challenges such as ad fatigue and privacy concerns persist. A report by Statista (2022) highlighted that Arab consumers are increasingly using ad-blocking software to avoid intrusive advertisements. However, the same report noted that interactive and engaging ad formats, such as video ads and gamified content, have higher success rates in capturing consumer attention.

The literature suggests that web advertising significantly influences consumers' purchase decisions in Arab countries, with cultural relevance, trust, and mobile optimization being key factors. However, more region-specific studies are needed to fully

understand the dynamics of web advertising in this diverse and rapidly evolving market.

3. Study Significance

The importance of the study is the combination of the two topics (web ad) as one of the elements of the promotion mix on one hand and the consumer's response to this type of advertising and the interest of a certain segment of consumers to the role of advertising in Arab consumer purchase decision on the other hand.

4. Study Objectives

The study aims to identify the uses of advertising in social networking sites as an effective means of communication and the extent of their role in communicating with the public of advertisers and companies and advertising and to reach scientific indicators that determine the use of social networking sites as a mean of publishing ads through them and some scientific recommendations that contribute to increasing the effectiveness of advertising through social networking sites. Aimed at achieving the following objectives:

- 1-To know the impact of web advertising on the behavior of the Arab consumer purchase decision.
- 2- To know the level of difference of the web ad on consumer behavior according to different characteristics and demographics of Arab consumers.
- 3 - To know the level of difference between the web advertisement with the level of Arab consumer education.

5. Study Hypotheses

The hypotheses of this study are three hypotheses listed below:

- H1 hypothesis: web advertising has a significant effect on Arab consumer purchase decisions.
- H2 hypothesis: there is a significant difference between Arab consumer attitudes toward web advertising and gender.
- H3 hypothesis: there is a significant difference between Arab consumer attitudes toward web advertising and education.

6. Methodology

6.1 The type of data collection

Using the open-ended questions, Likert scale questions in the range of 1-5 were used for measuring the attitudes of people (Likert, R. 1932) (Joshi et al, 2015). Direct and demographic questions in the questionnaire for the study. Surveys are used because the total occupancy rate of the surveys exceeds 70%.

6.2 The sample size

The study population was chosen from the population of some Arab countries to be the current study yard, and possibly chooses study variables, and lower the level of use of advertising on the Internet in these countries, 261 people were selected to represent the study sample by online questionnaires.

6.3 The type of sampling

The primary data for the study was collected by using a structured questionnaire (online questionnaires), which is one of the most important methods used in the collection of information and data (Fowler, 2014). In this study, the online standardized survey was used and meant a set of specific questions. These questions contain closed questions, be specific with two or more answers and choose one of the most appropriate answers. The questionnaires were answered form on individual respondents and reached the number (261) was respondents' forms (215) were valid for the analysis of any that the response rate was (82%), The data was organized and examined through basic statistical methods, such as percentages. Ratios, frequently represented as percentages, were used to identify connections between variables. A Likert scale approach was applied to determine which brand features were most appealing to respondents, shedding light on elements that influenced their preferences, where people with different educational backgrounds, ages, and cultures were chosen.

7. Data Analysis and Results

7.1 The reliability rate

One of the most widely used measures of reliability, particularly for internal consistency, is Cronbach's Alpha. According to Reliability statistic as shown Table 6, Cronbach's Alpha value is 0,802 which means the reliability of this questionnaire is 80.2%. This reliability rate shows that the questionnaire could be used for the study (Nunnally and Bernstein, 1994) (Field, A. 2018).

Respondents are selected from the social areas, and homogenously distributed according to the demographical conditions.

7.2 The type of analysis

Linear regression, independent sample T-test, and one-way ANOVA test analyses were used to test the hypothesis in the study. All analyses are shown under 3 hypothesis testing.

7.3 Demographic Analysis

The demographic analysis of the sample is explained in Table 1, Table 2, Table 3, and Table 4.

Table 1: The gender of the participants

Gender	Frequency	Percentage
Male	98	45.6%
Female	114	54.4%
	Total:212	

As shown in Table 1 the number of males in the survey is 98 persons with a percentage of 45.6% while the number of females is 114 persons with a percentage of 54.4%.

Table 2: The age category of the participants

Group	Characteristics	Frequency	Percentage
Age	18-24	30	13.9%
	25-31	55	25.9%
	32-38	59	27.4%
	39-45	45	20.8%
	46and more	26	12%

Also, the age category of the participants is shown in Table 2 shows that the largest participants in the survey are those aged in the range between 32-38 with the number 59 and their percentage is 27.4% followed by the age group between 25-31 with a percentage of 25.9% and their number is 55 persons.

Table 3: the marital status of the participants

Group	Characteristics	Frequency	Percentage
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Marital status	Single	43	20%
	Married	151	70.2%
	Widowed	5	2.3%
	Divorced	9	4.2%
	Separated	7	3.3%

Moreover, the marital status of the participants is shown in Table 3 which presents the largest percentage of the participants are married where their percentage amounted to about 70.2% and their number is 151 followed by the group of persons who are single where their percentage is 20% and their number is 43 persons.

Table 4: The educational level of the participants

Group	Characteristics	Frequency	Percentage
Education	No high school completed	19	8.8%
	High school	29	13.5%
	Bachelor degree	146	67.9%
	Professional degree	21	9.8%

As illustrated in Table 4, the educational level of the participants is presented, where the greatest percentages of the participants are those who hold a bachelor's degree where their percentage is 67.9% and their number is 146.

7.4 Reliability Test

In case processing, reliability ensures that the data is free from random errors or minimizes it to ensure the data used for decision-making or analysis is accurate and trustworthy (Babbie, E. 2016). Table 5 shows the case processing summary of this study.

Table 5: Case Processing Summary

		N	%
	Valid	215	83,6
Cases	Excluded ^a	42	16,4
	Total	257	100,0

a. Listwise deletion based on all variables in the procedure.

Table 6: The reliability statistics with Cronbach's alpha value

Cronbach's Alpha	No of Items
,802	18

7.5 Regression Test

The linear regression analysis was used to test the H1 hypothesis. Firstly, looked at the ANOVA Table 8. It's computing the sig value which is (0, 0), where sig value is lower than 0.05. Thus, it can accept the hypothesis because the significant value is less than 0.05, and also shows the sum of squares (20,468) is less than residual sum of squares (20,702). As a second step, look at the model summary presented in Table 7. The R-value is 0.703, and the R-2 value is 0.496. According to this R-value, there is a positive effect of web advertising on consumer attitudes. The effect is also 49.6%.

Table 7: The model summary of the variables

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,703 ^a	,496	,493	,33184

a. Predictors: (Constant), costumer attitudes

Table 8: the ANOVA table of hypothesis H1

Model	Sum of Squares	Df	Mean Square	F	Sig.	
1	Regression	20,468	1	20,468	185,874	,000 ^b
	Residual	20,702	188	,110		
	Total	41,171	189			

a. Dependent Variable: web advertising

b. Predictors: (Constant), costumer attitudes

H1 hypothesis: web advertising has a significant effect on consumer purchase decision

The main objective of this hypothesis was to examine the relationship between web advertising and consumer purchase decision. According to results, the relationship between web advertising and consumer purchase decision is positive and significant. The results align with the study conducted by Buratti (2018) found that digital marketing and digital advertising have a significant impact on consumer buying behavior.

7.6 T-Test

It's clear from Table 9 and the data collected shows that females are greater than males which females are 114 and males 98. And the independent sample T-test was used for the H2 hypothesis. Based on this analysis, first looked at the significant value in Level statistics as shown Table 10. This value (0,488) is greater than the 0,05. Thus, it could be noted that variances are equal. As a second step, it looked at the T-test at one significant level. Since this value (0.845) is greater than 0.05, the hypothesis is rejected. Therefore, there is no significant difference between consumer attitudes toward web advertising and gender.

Table 9: The group statistics with the mean values for H2

	What is your gender?	N	Mean	Std. Deviation	Std. Error Mean
Customer attitudes	Male	98	3,5603	,40395	,04381
	Female	114	3,5726	,45262	,04417

Table 10: The quality of variances for the entire variables of H2 (Independent Samples Test)

	Levene's Test for Equality of Variances		t-test for Equality of Means						
	F	Sig.	T	df	Sig. (2tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
								Lower	Upper
Customer Equal variances assumed	,482	,488	-,196	188	,845	-,01232	,06297	-,13653	,11189
Attitudes Equal variances not Assumed			-,198	186, 181	,843	-,01232	,06222	-,13506	,11041

H2 hypothesis: There is no a significant difference between consumer attitudes toward web advertising and gender.

7.7 One-Way ANOVA Test

The one-way ANOVA test was used for the H3 hypothesis. Based on this analysis, first looked at the significant value in the ANOVA Table 12 as shown below, where this hypothesis is accepted because this value (0.000) is less than 0.05. Also, the homogeneity of variances is equally likely as resulted in Table 11. This significant level is also less than 0.05. Thus, there is a significant

difference between consumer attitudes toward web advertising and education.

Table 11: Test of Homogeneity of Variances

Levine Statistic	df1	df2	Sig.
2,673	3	186	,049

Table 12: web advertising effect on the consumer purchase decision

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	4,263	3	1,421		
Within Groups	30,757	186	,165	8,593	,000
Total	35,019	189			

H3 hypothesis: There is a significant difference between consumer attitudes toward web Advertising and education

The third hypothesis is to examine Arab consumer attitudes toward web advertising and education. Education is also a key demographic factor influencing online shopping adoption in Saudi Arabia. Studies have shown that educated consumers are more likely to adopt online shopping due to their greater awareness of the benefits and risks associated with e-commerce (Yamin&Harbi, 2016). This highlights the importance of education in shaping consumers' attitudes toward web advertising and online shopping.

8. Discussion

This study concludes that demographic and cultural factors play a significant role in web advertising effectiveness in the Arab region. The findings indicate a strong positive correlation between web advertising and consumer purchase decisions. This supports Buratti's (2018) research, which demonstrated that digital marketing strategies, particularly online advertising, substantially influence consumer-purchasing patterns. As well as, the findings indicate that consumers aged 32–38 are more accustomed to online advertising, likely due to their greater education, knowledge and, experience with purchasing products digitally. In contrast, older consumers (aged 46 and above), while also familiar with web advertising and financially capable of making online purchases, exhibit lower engagement levels compared to frequent users. This reduced interest may stem from their tendency to avoid risks and seek less novelty as they age. Although they possess the means to

buy, their cautious behavior, influenced by age-related preferences, may act as a barrier to higher participation in online transactions.

The analysis revealed notable gender-based disparities among consumer groups. Specifically, the study identified 114 female participants—a figure exceeding the expected male representation in these cohorts. Women in the Arab region showed a stronger inclination toward web advertising for purchase decisions, likely due to cultural norms that limit their access to physical markets and impose restrictions on when and where they can shop. Online advertising offers a convenient solution, enabling them to shop discreetly from home, bypassing societal constraints. This aligns with prior research by Al-Ghaith et al. (2010), which similarly highlights the role of digital platforms in addressing cultural barriers for female consumers in the region.

The knowledge and capacity to engage in online activities varied among the consumers groups, and the high frequency consumers were more technologically skilled and confident than the moderate and low frequency consumers in Arab region. The results reflect the fact that greater education, experience and, knowledge encourage individuals to make purchase decisions. Thus, it is clear that familiarity with and experience of using technology does have an effect on web advertising in Arab region. The result is consistent with Yamin& Harbi, (2016).

9. Conclusion

The statistical analysis results by the use of the SPSS program showed that the results of the participants were consistent to an acceptable degree regarding the effect of web advertising on the internet on participants of different ages, statuses, and education levels. The analysis showed that advertising on the internet helps users make suitable decisions about the product and they aim to purchase despite the type of advertising whether it is on Facebook, Twitter, or any other media. Also, the results revealed that web advertising helps increase the culture and contributes to knowing the prices of the products and their types in less period and high accuracy through the internet. Moreover, the analysis demonstrated that there is a great difference in the point of view about the characteristics of advertising on the internet. Three hypotheses are web advertising has a significant effect on consumer purchase decisions, there is no a significant difference between consumer

attitudes toward web Advertising and gender and there is a significant difference between consumer attitudes toward web Advertising and education. To analyze the hypothesis, many statistical analyses were used which suit each hypothesis where the first statistical analysis which is used was the regression and applied to H1, and according to the results obtained under this test, the hypothesis was accepted. Also, reliability was used to test the consistency of the variables used and the results of this test indicated that the variables were consistent to an acceptable degree. Moreover, the T-Test applied on H2 and the results of the analysis indicated that this hypothesis is rejected. The last test that has been used is the ANOVA test and applied to H3. The result of this test indicated that the hypothesis is accepted. Finally, the study concluded with some recommendations taken in light of the study results, including community awareness in some Arab countries that online advertising offers better shopping options in terms of the quality and price of the advertised product. Moreover, it recommends that the concerned companies in some Arab countries establish centers to educate society on how to use web ads and benefit from them in the best way in the future. The implications of this study are to promote policymakers and relevant authorities to take actions for encouraging and developing web-advertising to attract consumers in Arab regions. Also, informativeness and interaction remain critical, indicating a need for informative content over entertainment in advertising strategies.

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