Influencing Factors of Social Media Marketing on Consumers Buying Decisions

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Abstract - **In recent years, the world has witnessed a kind of social communication between humans in virtual cyberspace. The social networking is popular in marketing which utilizes the platform to present various marketing programs and strategies. The studybased on the affecting influencing factors of social media marketing such as technology, infrastructure, culture, society inconsumers' buying decision in Saudi Arabia.The research focuses on consumer's behavior and responses, in terms of indirect advertising, exaggerating on praising the product or service, false advertising, deceitful, and unprofessional behaviors. The researchwas carried out the buying behavior of customer through survey questionnaire. The results of the study concluded there is a relationship between Social media marketing on consumer purchasing decisions. The result further showsthat e-advertising on the social media platforms has a negative impact on consumer purchasing behavior by stealth advertisement, unethical behavior, and fake advertise, and exaggeration on promoting a product to those who spend three hours or more on social networking sitesin the Kingdom of Saudi Arabia.**
Keywords: **Social Media, Marketing, Buying Decision**

I. INTRODUCTION

The emergence of modern technology paved the road for development in all fields of cultural, social, economic and intellectual. Also, it opened new horizons in front of several concepts and perhaps the most prominent is Internet network. Now that it is known for high prevalence in all cities, and countries in which it links various parts to become one connected world. Also, it has become an important part of the lives of contemporary society. Furthermore, it made it possible to share, exchange ideas, experiences with each other, and thus became the best way to achieve its venue and communication between individuals and communities. Social networks, create sort of communication channel between sites and users on the one hand and between the users themselves, on the other hand. Due to the rapid spread of different social networks, many companies in different fields, have resorted to presence across these networks.

According to Global Web Index, social networking remains widely popular activity with 95% of internet users in Saudi adults say that they are a member of at least one platform (Global Web Index, 2016). Also, according to GWI reports that Face book remain the most popular platform in Saudi

Arabia with 85% of internet users as members (Global Web Index, 2016). Using this information on Face book or other social media sites businesses can obtain detailed information about their potential customers. Also, these platforms can identify each segment of consumers as what they like, dislikes then can be used as a target customer. As GWI charts shows YouTube enjoys the lead when it comes to visitors and users (Global Web Index, 2016). Moreover, Saudi Arabia is one of Snapchat best performing markets where 65% of internet users have an account (Global Web Index, 2016). Although in most markets we see snapchat usage peak substantially among teens, this is not the case in Saudi Arabia, where the internet population as a whole is just likely to be using it (Global Web Index, 2016). These indicate that Saudi Arabian social networks are more active than those in many other. Also, it indicates that there could be many advertisement agreements between these company or users and marketing department of businesses to attract targeted customers into buying or promoting products.

II. OBJECTIVES OF THE STUDY

The manifestation of social platforms that allows its users to be active, share and comment through its platform gave the crowd a chance to communicate. At the same time it is considered a great opportunity and hand in a silver plate to businesses to market itself.

1. To study influencing factors of Social media in consumers buying.
2. To highlight negative impacts of false marketing through social media at different platforms.
3. To study the false trading, frauds of social media.

III. LITERATURE REVIEW

Taylor (1965) claims "Market" and "trade" has a long history, yet marketing did not exist as a term until early 1900s. In the period of 1900-1910 the first marketing textbook was published and some institutional economics started to teach distribution which later lead to lunch advertisement and then promotion and pricing. Hunt (1976) adds that marketing got start in the sale department as it is every company has a sale group who want to be in the office of consumer. Carr, 1999 confirms that consumer research in a systematic way, because it is time consuming.

Furthermore, they want someone else to find leads, which is in another word prospect. He wants them to distinguish between hot lead, worm lead, and cold. Bejou (1997) state marketing department was born from those people split from sales and became big enough to become its own department. As any new evolution, marketing had its share of criticisms; Goodwin, Nelson, Ackerman, &Weisskopf (2008) criticize that marketing get consumer to want and spend more than they can afford. Besides, marketers are skilled at creating brand differentiation where it should not exist like with commodities.

Furthermore, based on Jaworski (1988), marketing has a profound impact on environmental costs, as marketers want to produce and sell more goods without considering the resources and environmental costs of purchasing goods. The planet earth is affected by the amount of production and the care with which is done. In the other hand Kotler (2008) suggests that environmental impact that is cost by marketing can be manageable by reinventing marketing strategy and implementing green marketing strategy and sustainability methodologies (Kotler, 2011). According to Sridevi(2014) celebrity advertisements gain popularity nowadays in social media platforms, that it has become one of the essential element in marketing industry. He believes that there is a great positive effect between customer buying intention and celebrity advertisements. Wave of customers then try to direct their attention to word of mouth products. Based on Prendergast, Ko, & Siu Yin (2010) word of mouth became more reliable in social media advertisements specially Blogs. Their study results that tier is a direct relationship between the source of the platform, Blog in this study, and the products that are being promoted.

IV. RESEARCH METHODOLOGY

The study included the theoretical presentation of previous studies that dealt with the subject of the study or one of its aspects. The field study has tested research hypotheses on the negative impact of marketing and online advertising on social networking sites on consumer behavior and the demographic factors expected to affect the variable through a field survey to allocate the purpose of measuring this variable. The study used Chi-square test for testing relationships between categorical variables.

A. Collection of Data and Sample Size

The sample size for the study considered were 235 after excluding 15 unsolicited questionnaires forms out of 250 that were distributed by e-mail using Google Forms. The validity of the measuring instrument was evaluated by finding the coefficient of loading the terms used in the questionnaire using Factor Analysis to measure Construct Analysis. The stability of the measuring instrument was evaluated in the internal consistency method, based on the extraction of the Cronbach's Alpha, by finding the correlation coefficient between the values of the terms used to measure each variable of the study.

B. Statistical Analysis of the Study

To achieve the objective of the study and to measure the impact of the electronic advertising on the consumer purchasing decision, the study followed the method of descriptive analysis, which depends on the study of the phenomenon as it exists in reality.

TABLE I DEMOGRAPHIC CHARACTERISTICS OF THE STUDY SAMPLE

	Criteria	Frequency	Percentage
Gender	Female	115	49%
	Male	120	51%
	Total	235	100%
Age	12 to 19	29	12%
	20-25	41	17%
	26- 30	66	28%
	31- 35	55	23%
	35 or older	44	19%
	Total	235	100%
Education	School drop out	1	0%
	High school	38	16%
	Bachelor degree	122	52%
	Higher education	74	32%
	Total	235	100%

Table I shows the characteristics of the sample (respondents), which included demographic (age, gender, and scientific qualification). It shows that the proportion of males reached 120 respondents out of 235 with (51%). And the proportion of females is 115 out of 235 respondents with (49%). We also note from the table that 66 out of 235 respondents who are 28% are between the ages of 26 and 33 years and are the highest, followed by age 31 - 35 with 23% with 55 respondents out of 235 of the population. While the age group of 12 - 19 ranks as the lowest proportion of 29 respondents out of 235 population with 12%, topped by age group of 20-25 with 41 respondents out of 235 which represents 17%. While the age group 35 years and above are 44 respondents out of 235 populations which reached 19%.

TABLE II RESPONDENTS USE SOCIAL MEDIA IN A DAY ON AVERAGE

Respondents use social media in a day on average		
	Frequency	Percent
1 to 3 Hours	75	31.9
4 to 6 Hours	81	34.5
Less than an 1 hours	6	2.6
More than 6 hours	73	31.1
Total	235	100

As shown in Table II and the majority of the sample is spending between 4-6 hours a day on average on social media platforms. Community of both male and female are

uses social networking sites between 4-6 hours a day in average, 81 respondents out of 235 which represent 35%. In fact, it is very close to those who use it more than 6 hours a day on average with 73 out of 235 on the population by 31% of the population. For the period of 1-3 hours in a day on average, 75 respondents out of 235 of the population with 31%.

TABLE III RESPONDENTS WHO HAVE BEEN VICTIMIZED BY INFLUENCER PROMOTING A LOUSY PRODUCT

Respondents who have been Victimized by influencer promoting a lousy product		
	Frequency	Percent
May be	35	14.9
No	94	40
Yes	106	45.1
Total	235	100

From Table III, it is very clear that the proportion of people victimized by influencers or not are too close. 106 out of 235 of the respondents admit that they fall for a lousy product is higher in percentage with 45% compared with those who did not who are 94 out of 235 respondents by 40%. Other 35 out of 235 respondents were not sure if they fall for a lousy product promoted by influencer are almost 15% of the population. Also, they emphasis that the frequency of customers victimized from an influencer by a lousy product is high with 106 respondents.

TABLE IV CONSUMER COMMON REACTION AFTER BUYING A LOUSY PRODUCT

Consumer common reaction after buying a lousy product				
	Frequency	Percent	Valid Percent	Cumulative Percent
Anger!	14	6.0	6.0	6.0
Filing a lawsuit against them	5	2.1	2.1	8.1
Losing trust of the product/ company/ influencer	66	28.1	28.1	36.2
Never been in the situation	85	36.2	36.2	72.3
Nothing	10	4.3	4.3	76.6
Other	12	5.1	5.1	81.7
Start to bad mouth them	43	18.3	18.3	100.0
Total	235	100.0	100.0	

Table IV shows that the majority of participants 85 out of 235 never been in a situation like so with a percentage of 36%. However, respondents who were to be exposed to such experience lost trust are 66out of 235 which represent 28% of population. Bad mouth them came as second high negative reaction with 43 respondents out of 235 and 18% of the population. Extreme feel of anger represented by 14 respondents out of 235 of the population are 5%. Thus, the negative reaction which is result from a bad experience is

therefore higher than a positive experience with 59% to negative and 36% positive and 12% is other reaction.

TABLE V CONSUMER OPINION ABOUT ENFORCING LEGAL REGULATION ON SOCIAL MEDIA MARKETING

Consumer opinion about enforcing legal regulation on social media marketing		
	Frequency	Percent
Agree	43	18.3
Disagree	2	0.9
Strongly agree	169	71.9
Strongly Disagree	1	0.4
To some extent	20	8.5
Total	235	100

Table V indicates that the populations were asked on if they think that there should be lows and legal regulations concerning unethical activities on social media platforms, the vast majority strongly agrees with 169 out of 235 respondents with almost 72%. Other 43 respondents out of 235 who represents 18% of the population agree, and 20 other respondents out of 235 which represents 8.5% think to some extent. In the other hand, only 2 respondents disagree and 1 strongly disagree which is equal to 1% between disagree and strongly disagree.

TABLE VI EFFECTS OF SOCIAL MEDIA

Effects of social media		
	Frequency	Percent
Negatively	41	17.4
Neither of	56	23.8
Positively	138	58.7
Total	235	100

Table VI shows the social media affected on consumers overall life, the majority answered positively: 138 out of 235, with 58% of the population. The lowest proportion is to negative effect of social media on their overall life: 41 out of 23, with 17% of the population. Neither of the above captured 56 respondents out of 235, with 24% of the population. This indicates that there is a great impact of positive marketing through social media. Also, it indicates that there is slight negative impact of marketing through social media. Other population is not really sure if it was positive or negative impact of social media.

TABLE VII USUAL CONSUMPTION PERIOD OF SOCIAL MEDIA BY GENDER

Usual consumption period in social media by gender			
	Gender		Total
	Female	Male	
1 to 3 Hours	31	44	75
4 to 6 Hours	42	39	81
Less than an 1 hours	4	2	6
More than 6 hours	38	35	73
Total	115	120	235

As Table VII illustrates female consumption hours is more than male using social media platforms in a day on average. However, men are higher using social media platforms in the period 1-3 hours. Furthermore, the count of female and male for consumption of lower than an hour is very low with only (4) female, and (2) male. Thereby, the lowest count of period consumption scored is less than one hour in a day on average, female respondent came higher than men with female 1.7% and male 0.8%. However, 13% of female uses social media in a period of 1 to 3 hours a day which is lower than male 44 respondents and 18.7%.

TABLE VIII CONSUMER VICTIMIZED BY A LOUSY PRODUCT CATEGORIZED BY GENDER

Consumer victimized by a lousy product categorized by gender			
	Gender		Total
	Female	Male	
11 to 20	15	22	37
6 to 10	31	25	56
Less than 5	39	38	77
More than 20	13	22	35
None	17	13	30
Total	115	120	235

Table VIII expose how many influencers and public figures are in the respondents account by gender. Lowest count, which is none is higher in female, 17 respondents, in terms of gender with 7% of the population. Which means that 7% of female in the community do not follow any influencer, nor public figure account. Male,13 respondents, in the other hand are lower with 5.5% are not following any influencer nor public figure account.

Next, which is less than five account both male, 38 respondents and female, 39 respondents, are almost the same percentage of 16.5% female, and 16.1% male. For 6-10 female, 31 respondents is higher with 13.1% compared with male, 25 respondents out of 235 with 10%. From 11-20 influencers, male with 22 respondents scored higher percentage with 9.3%, and female, 15 respondents out of 2235 with 6.3%. Also, with more than 20 influencer men, 22 scored higher with 9.3% compared with female, 13 with 5%.

TABLE IX CONSUMER VICTIMIZED BY A LOUSY PRODUCT CATEGORIZED BY GENDER

Consumer victimized by a lousy product categorized by gender			
	Gender		Total
	Female	Male	
No	50	44	94
Yes	50	56	106
May be	15	20	35
Total	115	120	235

As it is clear from the Table IX above that male, 56 out of 235have been victimized by lousy product more than female. As above table that there were total (both male & female) 235 respondent, out of them, 45.11% (106) respondent were victimized by lousy product. So as far as concern with 45.11% (106 respondents), only 52.83% (56 respondents) were male and rest 47.17% (50 respondents) were female. So, it is clear from the above table (10) that male have been victimized by lousy product more than the female.

TABLE X CONSUMER REACTION AFTER BUYING A LOUSY PRODUCT PROMOTED BY INFLUENCER BY GENDER

Consumer reaction after buying a lousy product promoted by influencer by gender			
	Gender		Total
	Female	Male	
Anger!	8	6	14
Filing a lawsuit against them	3	2	5
Losing trust of the product/ company/ influencer	29	37	66
Never been in the situation	46	39	85
Nothing	4	6	10
Other	6	6	12
Start to bad mouth them	19	24	43
Total	115	120	235

From Table X when the participants were asked about their reaction to word a lousy product the majority voted never been in this experience both male and female. However, as the negative impact is higher in accumulation the majority of men lose faith of the product, service and influencer. second in higher reaction is starting to badmouth them with (19) female, and male with (24). The lowest rank reaction to both male and female is filing a lawsuit with (2) and (3) respectively. Actually, 3% of female population feel angry after buying a lousy product, and 2% of male population share the dame feeling. In an extreme reaction, 1% of female and 0.8% of male will file a lawsuit against them. Moreover, 2.5% of men and women will react in different way. However, 1.7% of female and 2.5% of male choose to be passive and do nothing.

TABLE XI OPINIONS ABOUT ENFORCING REGULATIONS IN SOCIAL MEDIA BY GENDER

Opinions about enforcing regulations in social media by gender			
	Gender		Total
	Female	Male	
Agree	25	18	43
Disagree	0	2	2
Strongly Disagree	0	1	1
Strongly agree	84	85	169
To some extent	6	14	20
Total	115	120	235

As it is clear from the Table XI all female participants agree and strongly agree to use the force of law concerning unethical activities on social media. However, only 3 male participants disagree and strongly disagree to install legal regulations to unethical behavior on social media platforms. Little bit over 46% of female users agree or strongly agree to enforce regulations on social media. In the other hand, no one female population disagree to enforce regulations and laws regulating marketing in social networking platforms. Men, in the other hand agree and strongly agree by 42%. Yet, there is 1% of male population disagree, and strongly disagree to enforce laws and regulations on social media.

As the Table XII illustrate male in gender are higher than female in both positive and negative impact of social media by (22). 8% of female feels that their life is impacted negatively with social media, which is lower than male who

scored 9.3% of population. In the other hand 29% of female and 29.7% felt that social media affected their life positively. In addition, both female and male think that social media did not affect their lives positively nor negatively by 11.9%.

TABLE XII EFFECTS OF SOCIAL MEDIA BY GENDER

Effects of social media by gender			
	Gender		Total
	Female	Male	
Negatively	19	22	41
Neither of	28	28	56
Positively	68	70	138
Total	115	120	235

TABLE XIII USUAL CONSUMPTION PERIOD IN SOCIAL MEDIA BY AGE

Usual consumption period in social media by age						
	Age					Total
	12 up to 19	20 up to 25	26 up to 30	31 up to 35	Above 35	
1 to 3 Hours	6	4	22	21	22	75
4 to 6 Hours	8	15	25	20	13	81
Less than an 1 hours	0	0	0	1	5	6
More than 6 hours	15	22	19	13	4	73
Total	29	41	66	55	44	235

As the Table XIII shows the highest consumption of all period is 4-6 hours obtained by group age 26- 30 years old with 25 out of 235 respondents. In the other hand, no participants from group age 12-19, 20-25, and 26-30 use social media less than an hour. Based on age, 2% of population who is 12-19 years old are using social media platforms for 1-3 hours with 6 respondents out of 235. 1% are 20-25 years old, 4 respondents. 9% are from 26- 30,

which are 22 respondents. 9% are 31-35with 21 respondents out of 235, and 9% are 35years and older with 22 respondents. The period of 4 to 6 hours is consumed by 3% from 12-19 years, 6% by 20-25, 10% by 26-30, 8% by 31-35, and 5% by 35 years old and older. For the period, less than hour, 2% of 35 years and above, and 0.4% of group aged 31-35. There are no users between ages 12-30 years old who uses social media for less than an hour.

TABLE XIV NUMBER OF INFLUENCERS ON PARTICIPANT'S ACCOUNT BY AGE

Number of influencers on participant's account by age						
	Age					Total
	12 up to 19	20 up to 25	26 up to 30	31 up to 35	Above 35	
11 to 20	4	7	12	7	7	37
6 to 10	9	12	19	11	5	56
Less than 5	8	11	20	24	14	77
More than 2	3	9	11	9	3	35
None	5	2	4	4	15	30
Total	29	41	66	55	44	235

As Table XIV illustrates the group aged 31-35 is the highest participants with 24 respondents who follows less than 5 influencers. And the lowest is 20 to 25 who are only 2

respondents out of 235 follows none of the influencers in social media.

TABLE Xv CONSUMER REACTION AFTER BUYING A LOUSY PRODUCT PROMOTED BY INFLUENCER BY AGE

Consumer reaction after buying a lousy product promoted by influencer by age						
	Age					Total
	12 up to 19	20 up to 25	26 up to 30	31 up to 35	Above 35	
No	11	15	30	23	15	94
Yes	16	21	26	27	16	106
May be	2	5	10	5	13	35
Total	29	41	66	55	44	235

Based on Table XV There is slight difference between group aged 26-35, of 26 respondents and 31-35, 27 respondents out of 235 when they were asked about being a victim of a lousy product. 27 participants from group age 31-35 answered yes. The majority of group age 26-31 with 30 respondents out of 235 did not fall for a lousy product.

TABLE Xvi CONSUMER REACTION AFTER BUYING A LOUSY PRODUCT PROMOTED BY INFLUENCER BY AGE

Consumer reaction after buying a lousy product promoted by influencer by age						
	Age					Total
	12 up to 19	20 up to 25	26 up to 30	31 up to 35	Above 35	
Anger!	4	6	3	0	1	14
Filing a lawsuit against them	2	0	1	2	0	5
Losing trust of the product/ company/ influencer	7	12	17	17	13	66
Never been in the situation	9	13	29	21	13	85
Nothing	2	0	4	1	3	10
Other	1	4	2	1	4	12
Start to bad mouth them	4	6	10	13	10	43
Total	29	41	66	55	44	235

Table XVI illustrates, the feeling of anger was mostly coming from group age 20-25 with 6 respondents out of 235. Filing a lawsuit is equally between 12-19, and 31-35 with 2 respondents each out of 235. Losing trust of the product, service and the influencer is a reaction that came from group age 26-30 with 17 respondents, and 31-35 with 17 respondents. Group age 26-30, with 29 respondents is the highest rank whom never been in this situation compared by 12-19, with 9 respondents out of 235 who was the lowest. Group age 26-30, with 4 respondents were more passive and prefer to take no reaction who also were opposite of group age 20-25 who have 0 participant that want to do nothing! the highest participants who acted in bad mouthing is from group range 31-35 years. As in education level the results came as follows.

TABLE Xvii NUMBER OF INFLUENCERS ON PARTICIPANT'S ACCOUNT BY EDUCATION LEVEL

Number of influencers on participant's account by education level					
	Education				Total
	Bachelor degree	High school	Higher Education	School drop out	
11 to 20	21	3	13	0	37
6 to 10	30	10	16	0	56
Less than 5	39	10	27	1	77
More than 20	17	7	11	0	35
None	15	8	7	0	30
Total	122	38	74	1	235

Table XVII bachelor degree holders have the highest follow of less than five influencers,39 respondents and more than 20, 17 respondents out of 235 among all others. In addition, bachelor degree is highest on following influencers between 11-20 with 21 respondents. The lowest in education is the school dropout who only follows less than 5 influencers with 1 respondent out of 235.

TABLE XVIII CONSUMER REACTION AFTER BUYING A LOUSY PRODUCT PROMOTED BY INFLUENCER BY EDUCATION LEVEL

Consumer reaction after buying a lousy product promoted by influencer by education level	Education				Total
	Bachelor degree	High school	Higher Education	School drop out	
Anger!	8	3	2	1	14
Filing a lawsuit against them	1	2	2	0	5
Losing trust of the product/ company/ influencer	31	8	27	0	66
Never been in the situation	50	12	23	0	85
Nothing	3	3	4	0	10
Other	6	3	3	0	12
Start to bad mouth them	23	7	13	0	43
Total	122	38	74	1	235

According to Table XVIII most bachelor degree holders did not fall for this experience with 50 respondents out of 235 equals 40% of all bachelor degree holders in the population, however when they fall for it their reaction is losing trust, by 31 respondents. 21% of High schoolers 8 respondents, and 63 % of higher education holders, 27 respondents out of 235 also will lose trust. However, 100% school dropout, 1 respondent will react in anger.

TABLE XIX OPINIONS ABOUT ENFORCING REGULATIONS IN SOCIAL MEDIA BY EDUCATION LEVEL

Opinions about enforcing regulations in social media by education level	Education				Total
	Bachelor degree	High school	Higher Education	School drop out	
Agree	20	7	15	1	43
Disagree	1	0	1	0	2
Strongly Disagree	1	0	0	0	1
Strongly agree	92	26	51	0	169
To some extent	8	5	7	0	20
Total	122	38	74	1	235

Table XIX shows that Bachelor degree holder, with 92 respondents out of 235 strongly agree to enforce regulations to minimize unethical behavior in social networking platforms. As appose only 2 bachelor degree holder disagree on that matter. Which means, 75 % of bachelor degree holder think that there should be lows that governs marketing on social media.

TABLE XX EFFECTS OF SOCIAL MEDIA ON OVER ALL LIFE BY EDUCATION LEVEL

Effects of social media on over all life by education level	Education				Total
	Bachelor degree	High school	Higher Education	School drop out	
Negatively	21	3	17	0	41
Neither of	28	9	19	0	56
Positively	73	26	38	1	138
Total	122	38	74	1	235

Finally, on Table XX, 73 of 122 bachelor degree holders felt that social networks affect their life positively which is equal to 59% of all bachelor degree holder in the population. Only 21 respondents of 122 of the same degree felt that their life was impacted negatively, which is equal to 17%. Most of high school experience is positive with 26 respondents out of 38 is positive experience this is equal to 68%.

In the other hand 3 respondents out of 38 admit that their experience is negative which is equal to 7%. Higher education responded positively with 39 out of 74 respondents which is equal to 52%. 17 respondents out of 74 admitted that it affected them negatively which equal to 22%. School dropout has 100% positive experience with only 1 respondent out of 1.

C. Testing Hypothesis

This study has raised many questions and formulated hypotheses related to the nature of the relationship and the impact between its variables, and reached several results that the researcher hopes to contribute to solving the problem of the study and answer the questions and test hypotheses.

1. H_0: There is no relationship between impact of Social media marketing on consumer purchasing decisions.
2. H_1: There is a relationship between impact of Social media marketing on consumer purchasing decisions.

TABLE XXI TESTING OF HYPOTHESIS

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided) (significant level)
Pearson Chi-Square	19.386[a]	8	0.013
Likelihood Ratio	18.955	8	0.015
N of Valid Cases	235		

The chi-square value is given as 19.386 at 0.01 significance level. The likelihood ratio value is 18.955 with eight degrees of freedom. The 0.001 significance level gives a 95% confidence interval. The chi-square value is found to be 19.386. The tabulated value is at the same confidence interval, and significance level is found to be 15.50 which is a smaller value than the chi-square value. The p-value obtained from the results is 0.000 which proves that it is not significant to lead to a conclusion. This therefore calls for the use of the chi-square value to test the hypothesis. Since the value of the chi-square is greater that the tabulated chi-square value, calculated value (19.386)>Table value (15.50) at the same significance level and confidence interval, then the results is that we reject the null hypothesis. It conclude that there is a relationship between impacts of Social media marketing on consumer purchasing decisions. Therefore, it is statistically proved that there is impact of social media on consumer purchasing behavior.

V. FINDINGS AND RECOMMENDATIONS

The results of the study showed that e-advertising on the social media platforms had a negative impact on consumer purchasing behavior in the Kingdom of Saudi Arabia. The study also showed that the chances increase of being a victim of stealth advertisement, unethical behavior, fake add, and exaggeration on promoting a product to those who spend 3 hours or more on social networking sites. As consumer spends this amount of time on social media, advertisements should be strong on content, accurate and truthful, to grasp the objectives of its being. Also, the study confirmed that male have been victimized by lousy product more than female. The results of the study also showed that the advertisements on the social communication platforms played a role in the negative impact on the behavior of consumer purchase in Saudi Arabia. And, among these platforms Snapchat which gain the supreme among other platforms in Saudi Arabia.

The majority of the participants are from the group aged 25-30 who are using social media for 4-6 hours. The study proved statistically that 7% of female populations are not following any influencer, nor public figure account. As more people victimized by influencer promoting for a lousy product, others have admitted that they maybe were influenced by influencer's promoting a product. As we take it one step further, the vast majority of consumers wished to have laws and regulations for unethical behavior on social networks. The results have shown that as much as there are positive impact on consumer's over all life, yet some people admit that there is some negative impact as well.

A. Recommendations

The social networking sites emphasis on the importance of credibility in the content of advertising, in the sense of approval of what is advertised for the services provided on the ground. The consumers in age group (25-35) categories may be targeted market sectors because they are among the most age-groups in the Internet and social networking sites, and they can be used to promote the brand through viral marketing via word of mouth (e-WOM). Through the social media networking people victimized by influencers promoting a lousy product, others have admitted that they maybe were influenced negatively. It recommendsthat influencers to pay more attention to the quality of the product, service that they are promoting. Thus, promoting lousy products and services my harm both consumers and influencer reputation. This will lead losing the power of influence, as consumers lose trust on them. Many respondents take actions like start to badmouth the company and influencers, therefore, the study recommends both the company and influencer to be in charge whine there is a negative comment and complaints. Try to resolve the issue with great after sale eservice and with better handling the feed from angry followers. The study also recommends organizations, marketers influencers to pay more attention on the promotions and advertisements that they expose to their followers as it is impacts them both positively and negatively. The researcher recommends similar studies to study the effect of e-advertising on the purchasing behavior of other age groups not covered by the research. Furthermore, the researcher recommends further studies of the future; to identify the impact of electronic advertising on the behavior of purchasing goods and services.

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