T.C.

BAHÇEŞEHİR UNIVERSITY

THE IMPACT OF SOCIAL MEDIA ADVERTISING ON CONSUMER BUYING BEHAVIOR (APPLIED ON AUTOMOTIVE INDUSTRY IN ERBIL)

Master Thesis

IEAD ALGHAMAZI

İSTANBUL, 2020

T.C

BAHÇEŞEHİR UNIVERSITY

GRADUATE SCHOOL

BUSINESS ADMINISTRATION MASTER'S PROGRAM

THE IMPACT OF SOCIAL MEDIA ADVERTISING ON CONSUMER BUYING BEHAVIOR (APPLIED ON AUTOMOTIVE INDUSTRY IN ERBIL)

Master's Thesis

IEAD ALGHAMAZI

Thesis Advisor: Dr. ADNAN VEYSEL ERTEMEL

İSTANBUL, 2021

T.C.
BAHCESEHIR UNIVERSITY
GRADUATE SCHOOL

...../....../.....

MASTER THESIS APPROVAL FORM

Program Name:	
Student's Name and Surname:	
Name of The Thesis:	
Thesis Defense Date:	

This thesis has been approved by the Graduate School which has fulfilled the necessary conditions as Master thesis.

Assoc. Prof. Dr. Burak KÜNTAY
Institute Director

This thesis was read by us, quality and content as a master's thesis has been seen and accepted as sufficient.

	Title/Name	**Signature**
Thesis Advisor's		
Member's		
Member's		

DEDICATION

This thesis is dedicated to my parents for their endless love, support, and encouragement.
To my beautiful mother, NAHLAH YASEEN, to my first teacher, my first advisor, to my
hero, my Father, TARIK ALGHAMAZI, who inspired me to continue this journey.
Thank you for giving me the strength and faith to chase my dreams.
I hope I have made you proud
love you

ACKNOWLEDGMENTS

ABSTRACT

THE IMPACT OF SOCIAL MEDIA ADVERTISING ON CONSUMER BUYING BEHAVIOR

Iead Alghamazı

Master of Business Administration

Thesis Supervisor: Dr. ADNAN VEYSEL ERTEMEL

January 2021, 111 Pages

Consumer buying behavior or consumer decision-making is the process in which individuals search for and select, moving to purchase and use goods and services to satisfy their needs. This study is designed to answer the question about the role of social media advertising on consumer buying behavior applying it to the automotive industry in Erbil, as well as the study aims to determine if an existed difference in this relation regarding the name of the brands and consumer demographics factors.

Using a digital survey conducted for consumers live in Erbil – Iraq. findings showed the relation of social media advertising with the five steps of the buying process as the following: there is moderate relation between social media advertising and consumer need recognition, no relation at all with the search for information, moderate relation with evaluating the alternatives, buying decision and post-purchase behavior.

Moreover, findings showed changes in this relation regarding the name of the brand with all the five steps of the buying process. Furthermore, there were no changes regarding age relation for all the five steps of the buying process. However, there were changes in this relation regarding gender, and education level with all the five steps of the buying process. Regarding the income, there are no differences in the role of social media advertising in consumer need recognition, search for information, buying decision, and consumer post-purchase behavior regarding consumer's income, however, there is a difference in evaluating alternatives step.

Keywords: Social Media, Social Media Advertising, Consumer Buying Behavior, Consumer Buying Process, Automotive Industry.

ÖZET

SOSYAL MEDYA REKLAMLARININ
TÜKETİCİ SATIN ALMA DAVRANIŞI ÜZERİNDEKİ ETKİSİ

Iead Alghamazı

İşletme Yüksek Lisans Programı

Tez Danışmanı: Dr. Adnan Veysel Ertemel

Ocak 2021, 111 sayfa

Tüketici satın alma davranışı veya tüketici karar verme süreci, bireylerin ihtiyaçlarını karşılamak adına mal ve hizmet aradıkları ve seçtikleri süreçtir. Bu çalışma, Erbil'deki otomotiv sektörüne uygulayarak, sosyal medya reklamcılığının tüketici satın alma davranışı üzerindeki rolü hakkındaki soruların cevabını vermek için tasarlanmıştır. Bu çalışma ek olarak, markaların adı ve tüketici demografik faktörleri açısından bu ilişkide bir fark olup olmadığını tespit etmeyi amaçlamaktadır.

Erbil - Irak'ta yaşayan tüketiciler için yapılan dijital anket kullanılarak elde edilen bulgular, sosyal medya reklamcılığının satın alma sürecinin beş adımı ile ilişkisini şu şekilde gösterdi; sosyal medya reklamcılığı ile tüketici ihtiyaçlarının tanınması arasında orta düzeyde bir ilişki vardır, bilgi arama ile hiçbir ilişkisi yok, alternatifleri değerlendirmek, satın alma kararı ve satın alma sonrası davranışla orta düzeyde bir ilişki söz konusudur. Ayrıca bulgular, satın alma sürecinin beş adımında da markanın ismiyle alakalı ilişkide değişikliklerin olduğunu gösterdi. Buna ilaveten, satın alma sürecinin beş aşamasının tamamında yaş ilişkisinde herhangi bir değişikliğin olmadığını gösterdi. Ancak, bu ilişkide cinsiyet ve eğitim düzeyine göre satın alma sürecinin beş adımının tamamında değişikliklerin olduğu gösterildi. Tüketicinin geliri ile ilgili olarak tüketici ihtiyaçlarının tanınması, bilgi arama, satın alma kararı ve tüketici satın alma sonrası davranışında sosyal medya reklamcılığının rolünde bir fark yoktur, ancak alternatifleri değerlendirme adımında farklılık vardır.

Anahtar Kelimeleri: Sosyal Medya, Sosyal Medya Reklamcılığı, Tüketici Satın Alma Davranışı, Tüketici Satın Alma Süreci, Otomotiv Endüstrisi.

TABLE OF CONTENTS

List Of Tables

List Of Figures

List Of Abbreviations

SPSS   :   Statistical Package for the Social Sciences

ANOVA   :   Analysis of Variance

1. INTRODUCTION

Social media development and the widespread in using by all people around the globe did an evolution in the marketing sector that affected largely the traditional marketing. This new approach of social media marketing has developed a new area of marketing innovation and a new era in the relationship between all stakeholders.

Social media's importance in marketing is seen clearly through its wide usage of companies in different sectors and shapes, as well as by noticing that it has become preferable and more desirable to use by customers rather the traditional marketing. The customer plumps for marketing via social media channels due to the interaction and power that the social media platforms offer them. Social media also allows customer to give feedbacks and share their experience and impression about the product, hence the company gives the customers the power and the transparency in front of all stakeholders (Evans 2008, pp. 7-10).

Companies have become implying social media as an effective feedback mechanism to develop their products based on customer's preferences. In addition, they have become more careful and sensitive about the customers' satisfaction as social media has become the main word of mouth channel that could affect companies positively or negatively (Lee 2013, p. 45).

Social media marketing does not act only as an advertising channel for companies; it is affecting all buying decisions for the customers, starting from giving information and the needed specifications that customers want to know about the product, going to navigating the different alternatives and choices, leading to taking the buying decision, and eventually by post-purchase services (Evans 2008, pp. 12-16).

In this study, the researcher aims to distinguish the relationship between social media and consumer buying behavior in its five steps. The researcher also studies the relation on overall

buying behaviors as well as on each step of the five steps to figure which one has a strong relationship. This study applied to the automotive industry customers in Erbil.

After conducting the literature review, the practical side of the research contains three main parts including methodology, data analysis, and finding as well as the conclusion part. The methodology discusses the study design, data collection mechanism, participant's contributions, as well as the questions and hypothesis. In the data analysis division, the researcher represents statistics tables with figures, and the tests conducted to hypothesis with their results using IBM SPSS statistics (23) In the finding and discussion part, the researcher clarifies the results of hypothesis testing with a full discussion on it.

The research closes up with a conclusion part that summarizes the whole paper and provides recommendations to all social media marketing users and stakeholders.

2. SOCIAL MEDIA

Social media plays an important role and has considered a radical concept in the enterprise's environment. Any company that aims to accomplish competitive advantage in the market must be aware and have efficient knowledge to use this concept in a proper context. (Paquette 2013, p. 1). This first part of the literature review sheds light on social media's definition, hence explaining the different kinds of social media, including social news, social networking sites, blogs, media sharing sites, and bookmarking sites. After forwards, the paper includes information about using social media as a marketing tool and its characteristics and discussing more generally about planning for marketing and strategic marketing planning, ending with discussing the effective implementation of marketing strategies.

2.1   SOCIAL MEDIA DEFINITION

During the first decade of the new millennium, social media was used widely to facilitate social interaction and communication. Kim et al. l (2010, p. 216) defined the 'social website' as websites that facilitate individuals 'creating online communities and share user contents.' Others like Jansen et al. (2009, p. 2170) used the term of social communication platforms' and 'social communication networking to express the same meaning of social media.

Social media defined by Safko and Brake (2009, p. 6) in a more general manner, as they included all practices, activities, and behaviors that people are performing online to express their ideas, information, and knowledge; these expressions could be words, videos, pictures, or audios.

Social media is defined by Kaplan and Haenlein (2010, p. 61) as "A group of Internet-based applications that build on the ideological and technological foundations, and that allow the creation and exchange of User Generated Content."

Sajithro and Rajindra (2013, p. 69) defined social media as an expansion of word-of-mouth network, this increased the power of social media, as word of mouth one of the big influencers on consumers. People considering word of mouth as a reliable source of information, with social media, everyone with internet access can give the rate and feedback of the products and companies, which made companies giving attention to this shifting and evolution, Sajithro and Rajindra (2013, p. 69).

Johansson (2010, p. 6) gave another direction of social media definition, he clarified the advantage of social media over traditional or industrial media as it needs limited resources relatively, newspapers, television, and film need relatively expensive resources, however, in social media, anyone can publish or access to information.

2.2   TYPES OF SOCIAL MEDIA

In this section, five types of social media will be discussed. Each one of these platforms has different characteristics and provides a unique experience for customers. The five types are social networking sites, social news and bookmarking sites, media-sharing sites, blogs, and microblogging.

2.2.1   Social Networking Sites

Kaplan and Haenlein (2010, p. 63) defined social networking sites as the platforms that offer space for people to share content about their personalities. This content may include photos, videos, text, and videos. One of the most well-known social networking websites is Facebook.

Companies use social networking sites to reach their customers as well, they can set the ads based on the customer profile's interests and adapted to their personalities. Many companies

using Facebook as their official webpage, so they can define their target audience directly there and it is free of charge (Erikson 2012, p. 13).

Richter and Koch (2008) identified main six functional components shared in social network sites. First is the identity management, which is about information inputs and the accessibility level. Second is the expert search, which offers search criteria into the network and generates suggestions accordingly. The third is context awareness; it is regarding the information on the shared characteristics and contacts. Fourth is the contact management that enables the control of the network of the user. The fifth is the network awareness, which allows status and feed updates. Finally, is the exchange function that authorizes channels for exchanging content and information as sending messages and sharing photos.

2.2.2   Social News and Bookmarking Sites

Social news and bookmarking sites allow the partisans to choose their news streams and give them the right to have the updates from their favorable channels, Reddit and Scoop are examples of these sites. These new modalities of sites have changed the nature of the traditional newspapers (Weinberg 2009, p. 35). News sites not only give traditional updates of news, but they also give them a vivid environment for active discussion to interact with their ideas (Baekdal 2009).

Social news sites have given one more advantage of interaction by enabling readers to upload and vote on content around the Web. Moreover, they support saving favorite links and butting bookmark features to let them read it later (Zarrella 2010).

2.2.3   Media-Sharing Sites

Media sharing sites are platforms that enable users to share, upload, and store multimedia files, such as videos, photos, documents, presentations, and music. YouTube, Instagram, and

Snapchat are the most popular media sharing sites. These sites users the opportunity of creating their broadcast as well, not only sharing pre-made multimedia, but this also enhances users to create their own content with lower cost and attractive strategy (Zarrella 2010, p. 81).

Media sharing sites are used for various sectors, According to Soukup (2014, pp. 5-13), YouTube is a huge platform that is used for numerous purposes such as entertainment, education, journalism, fandom, observation, art, religion, sports, archival work, and culture. This platform can be used for almost every know topic and purpose.

2.2.4 Blogs

"Blogs are web applications built as shared online journals where people can post daily entries of information: personal, experiences, business, hobbies, and pleasure" (Olakunle 2012, p. 17). Blogs are one of the earliest social media platforms that gave the space for users to summarize their ideas about the topic, personal diaries, and any other content in one place, giving the space for readers to interact and give their feedbacks through comments Kaplan and Haenlein (2010, p. 63).

Some companies using blogs to give information, knowledge, and updates about their products; however, this may give negative results from the passive respond shared by customers in the comments (Eriksson 2012, p, 11). Weber (2009) pointed out this issue as well, that the bloggers have no edit criteria on the shared content that may lead to on online conversations about the person or product in a negative way.

One of the most successful Blog pages is Blogger.com, which belongs to Google. This page has been designed to make easier the way to create blogs for new users and the creation of content, which is also completely free (O'Guinn, Allen, and Semenik 2007).

6

2.2.5 Microblogging

Microblogging is a similar version of blogging that operates the content system with short text limited to 280 characters. Even though it seems similar to blogging, it creates a huge difference in the social media environment as it develops more accurate content (Eriksson 2012, p. 12).

Microblogs social media sites offer an area for users for posting small updates or ideas without additional information or even headlines. Twitter is one of the leading microblogging sites that distinguish by its popularity and simplicity of use by bloggers (Logar 2009).

Twitter and microblogging sites offered companies areas to contact their customers via short messages that make reaching the information quicker and easier, which enhanced communicating with customers and building good relationships with them (Weinberg 2009, p. 12).

2.3 SOCIAL MEDIA AND MARKETING

Social media marketing gets to benefit the 'social' through the 'media' to 'market' companies' components; in other words, using social media online sites and platforms to advertise websites, services, and products, using the advantage of reaching a wide scale of people that couldn't be caught in through traditional marketing (Weinberg 2009, p. 21).

Social media marketing offered a new modality of marketing through targeting by interest, instead of using mass media. People in social media sites are gathering due to their interests, thoughts, relationships, and geographical areas, therefore, marketers using social media to lesson people and respond to their needs (Weber 2009, p. 31).

2.3.1 CHARACTERISTICS OF SOCIAL MEDIA MARKETING

Social media marketing gives an advantage to companies through its effectiveness. Social media's reach to direct customers reduces the cost to small and medium companies making it feasible (Weber 2009, p. 19).

Weinberg (2009, p. 29) proposed reasons for the importance of entering social media marketing, including making the natural discovery of new content easy, raise visiting numbers, building strong relationships, as well as a low-cost alternative to regular marketing.

Users in social media, unlike traditional media, have natural access to the content. Once they like it, it will be shared accordingly with their friends and followers. Companies can build strong relationships with customers by contacting them and replying to their feedback. Returning the brand alive depends only upon the engagement inside communities (Silverman 2001, p. 67).

(Sorrel 1996) mentioned that 'Mass media audience becomes tougher to purchase,' companies consider social media a vital platform to market through. However, the mass media growth stopped, and social media became an alternative (Smith and Zook 2011).

2.3.2 Marketing Planning Process

Marketing planning for organizations built based on systematic structure and regular steps. Information should be generated and formalized properly; this makes it useful for managers to build their decisions based on it rather than creating their forecasting. There are ten steps put in place to track the marketing planning process, starting from identifying the mission statement reaching a detailed implementation program plan (Leighton 1966, p. 247).

Figure (1) shows the steps that an organization shall go through to reach the marketing plan. Each organization applies these procedures based on the size, nature, and environment of each company (Johnson and Bailey's 2000).

The first step of the marketing planning process is the mission statement. This part is quite philosophical and qualitative. However, it gives the boundaries of the organization business and formalizes the way of thinking for each department despite their different orientations. There are two types of statements; one is the meaningful statement that affects the general behavior of executives. The second is the purpose statement that reflects directly to the strategic unit or product group (Johnson and Bailey 2000, pp. 151-162). The statement shall describe the organizations' role of contribution including the service, value and opportunity seeker. Moreover, it provides the benefit that their product offer and the needs that meet. Additionally, it highlights the competitive advantage, the unique resources, and skills that make the organization differ from other competitors. Finally, it draws the future indicators and organizational future paths (Leighton 1966, pp. 251-253).

Figure 2-1 The ten steps of the strategic marketing planning process
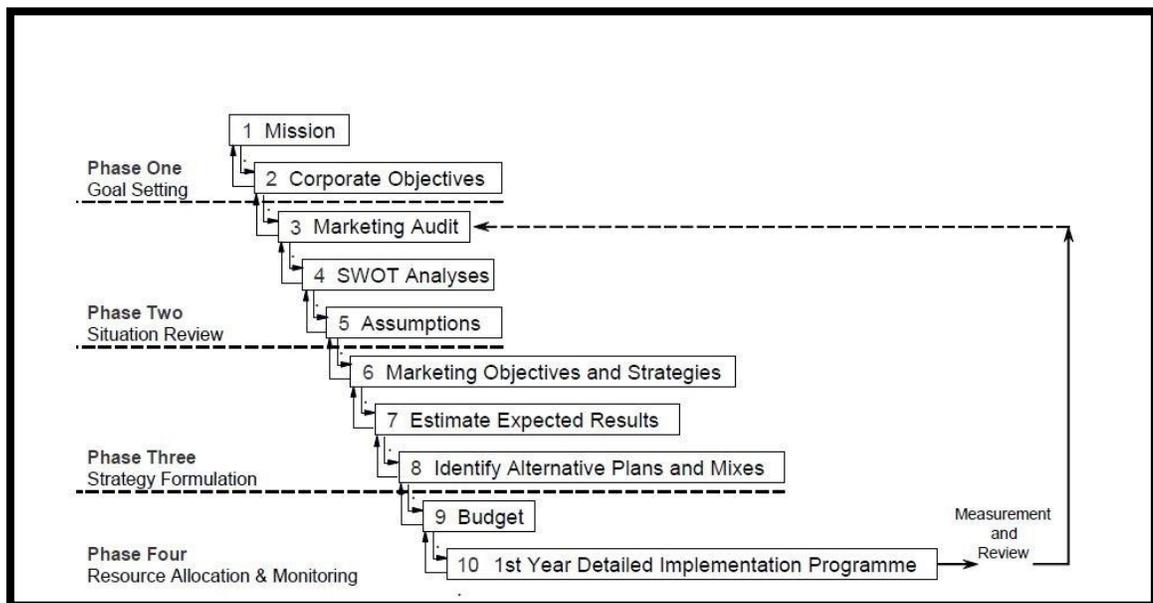
Source: The ten steps of the strategic marketing planning process (Leighton 1966).

The second step is to set the corporate objectives, including targeted profits, business boundaries, the product and selected market characteristics, as well as the organization's mission towards the society and the image that wants to appear it. This will define the organization's forecasted profit, and the long-term estimated income stability of the organization (Leighton 1966, p.248).

The third step is the marketing audit that means doing a systematic appraisal that analyzing all external and internal factors that affect the organization's performance. The strength of the plan depends on the accurate information that based on. Moreover, organizations refuge preparing the market audit practice each time they face a vital problem either in financial or product acceptance issues. At this stage the audit helps the organizations to identify the major error sources and give the direction to eliminate them (Kollatt 1972, p. 112).

The next step is considering a SWOT analysis to characterize the conducted marketing audit. To kick off practical actions towards this audit, a formalized analysis is needed to get the major findings. SWOT analysis is a suitable practice that summarizes the audit to internal strength and weaknesses in a relation to the environmental threats and opportunities. This analysis should be done to each major finding from the audit, leading to a summary of the reasons behind the good and bad performance of the organization comparing to other competitors (Ansoff 1977, pp. 13-23).

The sixth step is to determine the assumption of the marketing environment based on the SWOT analysis and the market audit. The marketing plan should be built on a base that describes the expected environmental behavior. For example, an assumption should be made for the market growth rate either percentage of increasing or decreasing, which gives the boundaries for each department to build their plans accordingly (McDonald 1984, p. 22).

Marketing objectives and strategies will be the seventh step of the marketing planning process. This describes mainly what the organization is aiming to achieve in the planning

period, as well as how they are going to achieve this target. This objective and strategy impact directly to the marketing planning including advertising and pricing for example. Marketing objectives and strategy determine the needed development for the current products and markets, as well as the need to develop new products or enter new markets (Greenley 1984, p. 41).

The eighth step is estimating expected results for the identified strategy and identifying alternative plans and mixes. At this phase, organization management shall employ judgment, reflect their experience, and execute field tests to estimate how these objectives and strategies are feasible. Additionally, they have to answer the what-if question and assign alternative solutions and needed mixes (Piercy 1997, p. 22).

Figure 2-2 The strategic planning hierarchy
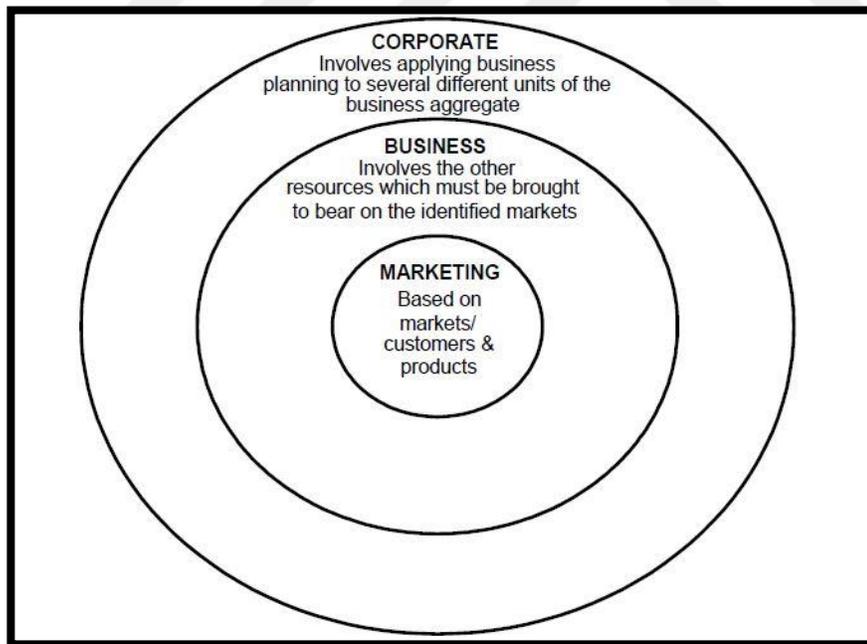
Source: The strategic planning hierarchy (Piercy 1997).

The ninth step is adjusting the budget. At this step, planners should reflect the determined strategies to the estimated cost and benefits. It is not matching the desired satisfaction then alternatives should be detrimental with a more effective budget. Normally planners put a

general budget for the next three years, but they are putting a detailed budget for the first year to apply it in the first operational plan. Marketing budget and expenditure refer to all expenses for the product after leaving the factory rather than the cost of physical distribution (Smith 2003, p. 33).

The last step is conducting the 1st year detailed implementation plan. General strategic strategy is divided into sub-objectives to develop the tactical plan for the first year. Each of these objectives contains its related details and action settlements. This includes advertising, sales promotions, as well as pricing plan and so on. All the required operational plans shall be appeared in this stage, as in the stage of developing the strategic plan no details shall be mentioned. The strategic plan only contains the major questions of where to go and how to achieve (McDonald 1984, p. 9).

2.3.3   Characteristics of Strategic Marketing Planning

Marketing plan acts as the reference that the organization refers to all operational decisions. It generally describes where the organization is, and where it needs to go, as well as the way if reaching this target. The strategic plan should be clear for all management staff and the effective people to develop their decisions based on it (Caulkin, S 2005, pp. 47-49).

The strategic marketing plan should contain key elements that should appear clearly on it. First, it should start with the mission statement. Then financial summary shall be presented, including the total profit and targeted revenue in the planned period. Additionally, it should give a brief for the market status, describing the estimated growth dimension and rate, market segmentation, and the targeted market share for each segment (McDonald, M 1996, pp. 17-21).

After that, the strategic marketing plan shall analyze the key segments and conduct a SWOT analysis. At this point, the environmental factors shall be cleared including estimated threats and opportunities. Moreover, it should describe the organization's attitude towards these

threats and opportunities defining the organization's strengths and weaknesses ironically (McDonald, M 1996, p 26).

Based on this SWOT analysis, a strategic marketing plan shall detriment the key elements that needed to be addressed in the period of planning. After that, the plan should clarify the assumptions that will happen if these issues are addressed. This will lead to a clear identifying of objectives and strategies. Finally, the resources and requirements shall be justified in terms of the financial budget in the period of planning (Caulkin, S 2005).

Strategic marketing planning generally looks to a wider picture and determines the organization's mission and goals. It leads to substantial changes in developing new products or entering a new market. Additionally, it predicts the environmental forces and plans the way of dealing with them. Strategic planning should show a high level of flexibility as it deals with the future and a high level of uncertainty (Brown 1996, pp. 250-261).

Strategic planning describes the level of potential acceptable risks that the organization will take decisions based on it. The organization's available resources, a period of planning, and the targeted profit, determine this. Strategic planning gives measurable effects of marketing activity that anticipate levels of careful analysis required to lead the company towards its goals.

3. CONSUMER BUYING BEHAVIOR

Schiffman and Kanuk (2010, p. 23) defined consumer behavior as depicting behavior consumers seeking, purchasing, utilizing, assessing, and ordering products and services they assume will fill their needs. As Solomon (1998) said, consumer behavior occurs by analyzing methods that people or groups buy, use, or fulfill their wishes (p. 31).

Hanna and Wozniak (2013) added that consumer behavior is the decision-makers' cognitive and actional buying, usage, and disposal method of goods or services. According to the theory of consumer behavior, customers are the core of the marketplace. In this respect, observing consumers shows which goods and services are chosen consciously. Therefore, marketers should analyze and manufacture properties that match these needs and wants.

Moreover, Khan (2006, p. 4) defined consumer behavior as explaining the process of buying by describing that action starts in customers' minds, not only purchasing the product that gets their attention.

Although there is no agreement about behavior. Human behavior is an experimental aspect that does not conform to the traditions to get the ideas. Yet, "behavior" is also identified as describing the individual's movements (Ossorio 2006, p. 49).

Moreover, Guez and Allen (2000, p. 9) declared that the concept of behavior is the focal point of a subject, an object, or a person; so, it can be seen that behavior is a kind of normal or abnormal actions in terms of social standards of the person towards community, objects or people.

Zhou et al. (2010, p. 63) believed that social, cultural, and environmental determinants have ultimate impacts on consumers' decision-making methods. Nowadays, where consumption is

an essential part of human behavior, the chances are thanked to the fast technological progress assistant to quickly publish the product or services.

3.1 THE CONSUMERS

Consumers are actors in the marketplace scene. Consumers can refer to the people who buy or use products and services; yet there is a small difference in buyer and consumer terms. Buyers act both as final, industrial, or institutional buyers, and consumers is the people who buy for final use, which is more definitive in terms of meaning (Sternthal and Craig 1982).

Moreover, consumers can be described as an individual or an organization who/which purchases and uses goods or services provided by a company, and the term consumer is usually replaced with the term customer (Blackwell and Miniard 2003, p. 47).

However, there is a small difference between customer and consumer. The difference is that customers only purchase goods or services, which means each consumer is a customer, but not all customer is a consumer (Blackwell and Miniard 2003, pp. 48-49).

The fact that people involved in all consumption manners become dynamic as a consumer has made thought to consumption terms. People, despite their life works, are entirely consumers. According to Walters (1974, p. 4), the name "consumer" may be called to a person who purchases or has an aim to get products or services to meet the demands, wishes, or desires of a personal or home.

Moreover, consumers can be defined as people who care about their interests and make reasonable choices according to these interests (Schifman and Kanuk 1987). Consumers who have different demands and needs have other consumption habits independently (Zinkhan 1992).

Consumption is an essential part of daily life, irrespective of the money to be paid. The term "consumption" includes the use of goods or the purchasing process, uses many structures to address the needs. However, people who buy goods play an essential role in consumer culture (Priest et al 2013, p. 1).

3.2 CONSUMER DECISION PROCESS

Corporations face bottlenecks where the information does not reach their customers and prospects, including that consumers and rivals sometimes face vital blocks in their decision process. If not, they should be committed, passionate, loyal, returned consumers; but this is not the situation. Nowadays, data transparency and accessibility have deeply affected the process of decision-making; hence, it is essential to check the barriers that keep prospects from becoming consumers or keep consumers hesitating from rebuying (Silverman 2001).

Consumers are the center of all retail decisions; questions were asked about how consumers choose what products to purchase, the store they purchase from, and the brand. Moreover, it is essential to understand how consumers make their buying decisions. There are several attempts to describe the process of consumer purchasing behavior. We will focus on the famous five levels of need attention, beginning from the first reaction of need to make the purchasing decision through searching for data and assess the other options, then eventually, after buying behavior (Erdem 2006).

Consumption is utilized to satisfy people's requirements for the benefits of economic goods and services is an action done for each person. Before consumers can buy goods or services, some feelings must happen. These emotions and situations are described below under the heads (Erdem 2006, pp. 112-115).

3.2.1 Problem Recognition

Problem identification occurs whenever a consumer notices an important difference between the wanted and the real state of matters, which is insufficient to move and begin the decision process (Solomon, Bamossy, and Askegaard 2002), or require to be triggered by external or internal motives. After the awareness of a problem, it begins the search for data before any normal buying activity.

Figure 3-1 Five steps need recognition model

THE CONSUMER BUYING PROCESS

- Recognition of Need
- Information Search
- Evaluation of Alternatives
- Purchase Decision
- Post-Purchase Evaluation
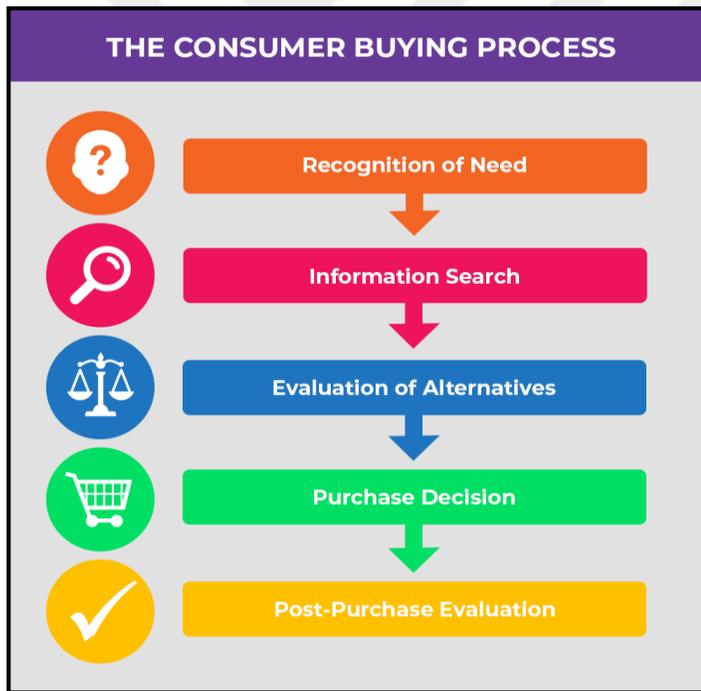
Source: Five steps need recognition model (Erdem 2006).

When a person is triggered externally, for example, an individual may see a television commercial for a holiday; the incentives trigger ideas or thoughts about the chance of making a buying (Kotler and Keller 2009, p. 46). These days, the mass media is no longer the only source of data, motivating people to purchase. As a result, consumers are exposed to a vast amount of data; to get into the consumer's filter; marketers should know and promise their

products or services. A filter is a truth of being ignored because of many data competing in the marketplace (Silverman 2001, p. 11).

The purchasing process begins when people realize that they have an unsatisfied demand, while unsatisfied requirements start when consumer satisfaction changes from their present level of satisfaction (Levy and Weitz 2004, p. 111). Moreover, need can be triggered by internal or external environment or from the buyer himself; requirements themselves grow from either psychological (psychogenic) or physiological (biogenic) states, and when a need has excited, the customer seeks out a way to fill it (Sullivon and Adcock 2002, p. 52).

Cox and Brittan (2004, p. 79) says that consumers have fundamental needs that can be satisfied in pretty straightforward ways. However, when it requires some complex needs, it turns into a problem, which leads to a search for data and requests a solution (Semenik, 2002, P152). They need to recognize the lack of things and cover them requires a person's need when the product or service in the person's hand is exhausted. We can give another example of behaviors that occur to the individual who consumes the milk every day does not recognize that the milk is finish in the refrigerator (Koç 2012).

3.2.2 Search of Information

An individual will not make a final purchase decision immediately, even when individuals recognize, acknowledge their problems, and pay attention to the available goods. Likewise, when prospects have a specific concern in goods or services, they tend to go within the following moves before taking any action, including cataloging available choices, studying information of chosen options, and finally deciding which of these choices can give the best result (Silverman 2001).

The data sources can be classified into two types: external and internal. Internal search shows that a person's former experience and knowledge will appear in the future performance that the consumers will possibly take (Solomon, Bamossy and Askegaard 2002). even if a

consumer is mindful towards a marketing offer, it does not mean that the offer will be understood as expected; hence, apart from the stored information, any data or message that is regularly analyzed and saved in the consumers' mind in the forms of particular meaning will be utilized to assess options. Importantly, rival brands provide alternatives for consumers who are willing to obtain the most suitable solution to their needs or problems, yet they may show the same goods or services.

Once the consumer realizes a demand, it is usually not clear the best way to satisfy that need (Semenik 2002, p. 153). Therefore, this step is concerned with collecting information and preparing it to allow a consumer to move towards a buying decision, and this research can include data retrieval from the consumer memory (internal) as well as an external search if internal data is lacking. (Sullivon and Adcock 2002, p. 52)

Semenik (2002) described what internal and external data research are, regarding his Internal Information. Search in prior information and past personal experience and maybe all that is needed to make the decision. Therefore, it is necessary for advertising function in this step to concentrate on attitude and beliefs of consumers, but when it is not sufficient the External Information Search will be essential to assist consumers gathering information, they need which will be by exploring about others practices like relatives and friends.

Now social media has become the primary tool for this kind of research to understand what others are saying and writing about other brands. Furthermore, this platform's advertising efforts should raise the amount of data available to consumers about goods they are searching for (Al-jeraisy 2008, pp. 90-91).

Once the consumer has discovered his need, he will go into an alternative search to get this demand. At this step, consumers start to search the product types, sales points, price and payment conditions, and specialties of the alternatives. The consumer should have sufficient information to make the right decision. The search for other options may be a long or short period related to the product and service. For instance, the consumer who will purchase the

bread may be able to pick among a few broilers in a short period, or it may be longer when he or she chooses a product that may be appreciated or different (Arpacı 1994, pp. 37-43).

3.2.3 Evaluation of Alternatives

When an option is recognized as the best/suitable choice according to the individual's requirements after collecting enough data, they begin an alternative evaluation (Sternthal and Craig 1982, p. 46). Depending on their goals or motives, consumers found standards for assessing select alternatives (Sternthal and Craig 1982, p. 46). For example, which option is the easiest to utilize or order, or other users' backgrounds? It is crucial to confirm whether the information is verified and reliable and confirm that it will work as expected (Silverman 2001).

To guarantee the result within the expectation, people require relevance of practice direct and indirect experience, which people use as indicators through the purchasing process. Firsthand experience is not always preferred because people are new to specific goods, resulting in an amateur method and a negative experience with it. If negative experiences occur, they are most likely costly (both time and financially), dangerous, or even destroying the reputation (Silverman 2001).

This stage expands the prior one; once the required data is available, the customer will start to assess each purchase option to decrease the possible buying list continuously. This process will develop a strong buying intention within the buyer's brain, which drives to expect buying except some difficulties appear in the period between intention progress and final shopping (Sullivon and Adcock 2002, p. 53).

Seminyak (2002, p. 154) demonstrates that the options could be structured via the consumer's opinion set, which means a subset of brands from a special product section, and evaluative models, which involve several factors such as color, warranty, and price.

20

When evaluating an alternative, it first searches for answers to what benefit that product has concerning other products and whether it can satisfy its needs. As a result of the evaluation, consumers would complete this stage by choosing the product and the brand that gives the most satisfactory and the most suitable (Korkmaz 2006, pp. 44-46).

3.2.4   Final Decision

Kotler and Keller (2009) have recommended that during the evaluation, the consumer finally set preferences between the brands in the decision desk; however, two factors can intervene between buying intention and buying decisions – unanticipated situational factors view of the others.

View of others is the degree to which another person's negative review towards the favored alternatives or reluctance to match the terms of raising the buying intention may adjust the consumer's buying plan (Kotler and Keller 2009, p. 172).

Furthermore, Kotler (2009, p. 22) has also said that consumers are indeed affected by the infomediaries who publish their valuation (e.g., customer reviews on Amazon.com, bulletin boards, blogs, etc.). Unexpected situational factors indicate to those may erupt to change the buying intention, for example, there might come an unanticipated buying that is more important compared to the shopping the consumer was firstly excited to purchase; in other words, people buy intentions and favorites cannot be used as utterly reliable predictors of buying behavior (Kotler and Keller 2009, p. 34).

The decision process stages are not served sequentially, but rather in a cyclical form; in fact, there are circles, for example, between data search and evaluation, consumers learn about different criteria not previously thought (Bettman 1979, p. 43).

It is a bundle of decisions, not a single decision, any one of which can change intention, and an alternative plan start to follow (Cox and Brittan 2004, p. 80). Besides, if we want to get

certain retailing information, Levy and Weitz (2004, p. 122) states that consumers may not purchase the product which is the highest in the list of evaluation, for sure it gives a great advantage, but it may not be available in the store, or it risks overbalance the possible benefits.

To assess all the alternatives, consumers come to the step of making a buying decision to purchase. When they evaluate the other options, buying the service or the product is not realized at this stage if the result is negative. If positive, it defines how, where, and when to purchase the product, what the color of the product is, pattern, and quantity will look. When it reaches this stage, the responsible operators, who work in the product store, inform the customers to make decisions easier. At this stage, the awareness of the persuasive and reliable features can shape the purchase (Yükselen 2013, pp. 130-136).

3.2.5   Post Purchase Decision

After consuming, the consumer then experiences several levels of satisfaction or dissatisfaction and evaluates the decision's wisdom in choosing the alternative. Two possible results do the consumer derived from this stage – satisfaction or conflict. When the consumer expertise dissonance towards the buying, the value of choosing going down, and the consumer starts searching, collecting information, and evaluating different choices for a future purchasing decision, which triggers other behavior (Sternthal and Craig 1982).

It is a stage when the consumer determines whether to move from only achieving the product to a whole adaption; that is, whether to utilize the product regularly or rebuy or not. Since consumers always have the choice to choose the product's priority, frequency of usage, and new circumstances of new uses. When people are comfortable using a particular product repeatedly, they recommend it to others to use it (Silverman 2001, p. 15).

Phases in decision-making involve many psychological factors, which the above five-stages purchasing model has failed to explain; thus, the next study focuses on position and the psychological elements stated in Bettman's information processing theory (1979).

Once the customer has purchased a product, evaluations continue so the consumer can feel he made the best decision that satisfies the expectations; we called it Post-purchase satisfaction or Post-purchase dissatisfaction if the assessments do not match the expectations (Sullivon and Adcock 2002, p. 53).

Again, advertising can play a perfect role in this situation to ensure that consumers will be satisfied by creating reasonable expectations for a brand's performance before buying and helping the consumer feel good about the promoted brand that has already purchased (Semenik 2002, p. 155).

Consumers complete all phases of the buying process and turn to the evaluation stage of their products. They assess whether the product bought is satisfying at this phase, whether it completely meets its demands, and whether it reaches the advantage does the product offered. Therefore, they will present a positive or negative reaction to the product. If the response is positive, the consumer will repurchase the product, and he will recommend it to his environment. On the opposite, it will hurt the product, making no more purchases of the product in the future but impacting other consumers by making negative comments about the goods (Yükselen 2013, pp. 130-136).

The feelings and judgments of the evaluation stage that appeared at the end of the consumers' procurement process are significant for marketing. The judgments of the consumers about the product are critical to the brand's perception. Accordingly, producers should deal with any negativity that may happen (Mucuk 2006, pp. 87-90).

3.3 INFORMATION PROCESS THEORY

For this research, the information-processing theory regarding consumer choice has expressed how data performs, is evaluated, and post-evaluated through the decision process. The structure is interpreted within six principal elements – processing ability, motivation, attention and perceptual encoding, data acquisition and evaluation, decision processes, and the effects of learning and consumption (Bettman 1979, p. 22).

3.3.1 Exposure

When mass media exposed consumers to information, it is deemed a passive process concerning data processing. Nevertheless, because the data is delivered faster, it decreases consumers' notice and disrupts cognitive elaboration (Moore, Hausknecht, and Thamodaran 1986). Negatively, in situations where consumers typically search for information initiatively, viewing data is deemed an active way (Sternthal and Craig 1982, p. 73).

Sliverman (2001, p. 91) has stated, "Many of potential customers are unwilling to take in comparatively low priority fresh knowledge" in other words, information overload makes it harder for businesses to attract the attention of prospects and to encode information in their minds (Shapiro and Varian 1998). Additionally, purchasing decisions are usually made very fast, such as consumers sometimes reducing the dimensions they think when choosing a brand because of time pressure (Wright 1974, see Ratneshwar, Mike and Reitinger 1990). At this phase, it is essential to outbreak the noise/confusion. People' attention needs to be drawn to the incoming data (Sliverman 2001, 69), in which awareness serves as a necessary "tuning" mechanism in the active choice of data for further processing (Kahneman 1973; Broadbent 1977; Neisser 1976; Bargh and Pietromonaco 1982; see Ratneshwar et al. 1990).

The truth that humans have a low ability to process data is a significant thought because it affects the different elements in the decision process, such as attention, information search,

and retrieval, motivation, are the limitations imposed by the processing ability limitation (Bettman 1979, p. 13).

3.3.2 Motivation

Bettman (1979, p. 36) has hypothesized that the decisions people make to achieve specific purposes are fundamental concepts in any theory of consumer performance. Since people make decisions frequently, motivation affects not only the direction (impact on the choice of one behavior above another) but also the strength of behavior (the ability allocations on a particular activity).

3.3.3 Attention and Perceptual Encoding

Perception and attention are essential elements in defining, partially, the information selection. When a person is physically exposed to the given information, the information reception's extent depends on the recipient's awareness regarding the incoming data (Sternthal and Craig 1982, 88). In psychology, attention is related to the amount of thinking effort or mental space allotted by a person to the motive environment or job he is working on (Foxall et al. 1998, p. 80).

According to Sliverman (2001), to process the information, the receiver needs to give attention to it; like selective information exposure, attention is a choice. People are incredibly picky in the kinds of motives that they pay attention to – focal attention and lead to disregard stimuli that are non-focal (Fennis and Stroebe 2010, p. 51).

Focal attention is divided into two types – voluntary and involuntary (Kahneman 1973). Voluntary distribution of attention is, often, motivated by the need to achieve some purpose or is driven by long involvement in the product area (Foxall et al. 1998), for example, when

people are hungry, and they tend to give attention to ideas or seek related data in the food environment (Fennis and Stroebe 2010, p. 51).

Because voluntary attention is highly selective, marketers commonly devote a vast amount of money and time to reach involved consumers (Foxall et al. 1998). On the other hand, environmental stimuli can attract involuntary attention (Foxall et al. 1998), such as novelty, vividness, and salience (Fennis and Stroebe 2010, p. 51).

Sternthal and Craig (1982, p. 19) define attention can be improved by applying a more powerful signal to engage focal attention, such as in a marketing perspective, using frequent advertising, or concentrating distribution (create louder noise).

The individual tends to see what they have assumed because descriptions of information are constructed quickly, inconsistent with their minds' ideas. Understanding of stimuli needs a functional analysis using data stored in the mind (Bettman 1979, p. 25). Individuals tend to draw towards an environment where a disproportionate amount of information is compatible with their original opinion. Namely, people typically live in a society with people who have similar conditions and perspectives. It caters to their lifestyle; therefore, it is not unexpected that people are unlikely to be conscious of data contradicted their lifestyles.

Perceptual understanding of motives will often affect the following direction of attention – they are frequently interacting. Because consumers responding to a louder noise are expected, such as a novel motive, such events lead to current data processing interruptions. Bettman (1979, p. 41) has additionally proposed two kinds of interrupting events, which seem most related to attention and perceptual encoding – learning about the environment and conflicts.

Individuals can have different responses to conflicts, such as ignoring them, shifting emphasis on specific criteria, searching for further information, and so on. The second significant interruption confirms that people may regularly learn about the buying environment, even if it may not be related to the current purchasing decision. Learning about

the environment is stimulated when a particular external factor happens to bring the consumer's attention; for example, a consumer may be attracted by an "interesting" set (Bettman 1979, p. 49).

Several researchers (Krugman 1965; Posner 1973; McLaughlin 1965) have studied the phenomenon of learning about the environment (see Bettman 1979). It can be both with sharing voluntary attention and with a little conscious attention. However, all results refer to the central idea that learning about the environment is intimately tied to current goals (Bettman 1979).

3.3.4 Information Acquisition and Evaluation

Howard and Ostlund (1973, p. 30) have said that often the consumers' media choices of the data source are information determinants, which will be shown to consumers (see in Healey 1974); in the situation, consumers may have their favorites regarding which blogs or online communities or so on whenever they seek for data.

Sternthal and Craig (1982, p. 83) have also stated that the exposure of consumers' information is very selective during the first stage of information collection. When data is queried externally – for example, from packages, advertising, friends, etc., the actual external information obtained would significantly affect the search's future course, including changing the purpose and redirecting the attention perceptual encoding.

Many circumstances will influence the choice regarding when the information search must be stopped, for instance, the effort required, time costs, financial costs, the availability of information, and the value of the data to make a decision (e.g., experts' advice, credibility). As explained previously, people may frequently learn about the environment, which automatically results in information absorption; in other words, individuals are not actively searching for information. In this case, promotion is considered an interruption that drives to a purpose reordering – for example, consumers may buy a product broadcasted on TV.

Organizing the collected information requires combining the bits of information that the consumer has received (Sternthal and Craig 1982, p. 89). During these phases, consumers compare incoming information to their current values and beliefs (Bettman 1979). Several studies (Fennis and Stroebe 2010; Bettman 1979; Sternthal and Craig 1982) have stated that the consumers' reactions and responses to the incoming information can change the future result of the information on the current structure, in which whether the piece of data will be distorted, integrated, ignored, and so on.

Howard (1977, p. 15) assumed (see in Sternthal and Craig 1982) that if the desired alternative is identified, the consumer may seek information about stores and prices where that alternative is available, such as the locations, price levels, and service abilities, and so on. Bettman (1979) has stated that the availability of related information within the appropriate choice environment influences the kind of information the consumer seeks for. For instance, he said that particular alternatives might be only possible at specific stores or the opposite, making the dealer's search extensive (120).

3.3.5 Decision Processes

In general, the decision process takes place during comparing purchase alternatives and selecting information. Bettman (1979, p. 20) has stated that the decision process does not support a sequential movement, but a cycling process; if a conflict occurs, individuals may redirect attention and perceptual encoding regarding the conflict's solution. Finally, it may result in a change in decision choice.

3.3.6 Effects of Consumption and Learning

The usage of the bought products will likely serve as a source of information for future buying decisions. Depending on how consumers define the results they experienced, several

thoughts may develop accordingly about the outcome's cause, resulting in differing actions on later purchases (Bettman 1979).

3.4   FACTORS AFFECTING CONSUMER BEHAVIOR

While consumers decide about buying, it is crucial to understand which factors affect them and how they are affected. Consumer behavior is firstly a human behavior. Hence, each factor that influences the individual will ultimately influence its buying behavior. It is not an action that happens suddenly and at the same speed, but consumer behavior is a process. Some internal and external factors will influence this process (İslamoğlu and Altunışık 2010, p. 30).

Consumer behavior studies investigate how consumers understand these consumptions while consuming money, energy, and time. It examines what individuals purchase when they are buying, why they buy, how they buy, where and how often they buy it (Kanuk and Schiffman 1987, pp. 5-7).

Factors influencing the consumer can be divided into four main groups. These are personal factors, social factors, cultural factors, psychological factors.

3.4.1   Personal Factors

Many personal factors have great effect on consumer-purchasing behavior. These factors are demographic factors such as education level, age, gender, geographic location factors and income group. (Uzgören 2015, p. 15; Olgun 2014, pp. 47-48; Cömert and Durmaz 2006, p. 6; Parlak 2010, pp. 57-59):

Age: It is one of the main variables in marketing activities. Consumers in the same age group commonly have familiar and similar preferences. Each age group has specific tastes, and

marketing strategies are formed in line with this knowledge. There is a particular need for individuals of a specific age. When the age difference is detected, the demand for these requirements is decreasing or the opposite. The age factor changes people's buying behavior, mainly that individuals over the age of 25 are present in market life, achieving profit and showing their economic freedom. In this case, people have a different consumption need, and they are making a buying action to compensate them.

Gender: It is a common fact that women go for shopping more than men. Women follow fashion and trends and change their favorites on a yearly or seasonal basis. The gender sharply separates preferred products, price ranges, and shopping frequency. Gender is the most significant characteristic that influences consumer-buying behaviors. According to the product variety, men are more likely to purchase, but the whole world accepts that women shop more frequently. Mainly when it is related to clothes shopping, health, and personal care, women are shopping more.

Educational level: Depending on the level of education, people's tastes, preferences and needs are change. It is a fact that personal awareness increases as the educational level increases. Believing that the income levels of those with a high degree of the profession are high, the buying power will be higher.

Profession and income group: The individuals' career has a direct influence on his life. While a person with high-income levels can consume on their private needs as well as their essential needs. The most significant for the low-income individual is to achieve their basic needs. The low buying power of individuals with a low-income level have led to limitations or savings on their requirements. On the opposite, because of the high level of income, the buying power of the individuals is increasing, and they are buying together with the right actions of their needs. The rise in income level makes consumers favor products with higher price or higher image quality products in their shopping.

Geographical location: Firms consider the countries' social features where consumers exist while developing their marketing activities. Especially the big brands constitute the product variation regionally.

3.4.2 Socio-Cultural and Economic Factors

Socio-cultural and economic factors are influential on individuals' decision while purchasing (Odabaşı and Barış 2002, p. 2).

Socio-cultural factors influencing consumer behavior can be defined by; family, culture, and social class (Swaidan et al. 2006, p. 64; İşlek 2012, p. 22; Mucuk 2010, pp. 13-16; Odabaşı and Barış 2002, pp. 2-7).

Family: It is the smallest part of society. The family's needs are changed into individuals' needs and have a direct impact on buying behavior. For instance, a family with a new baby would prefer products for the baby's needs, while a newlywed couple would purchase furniture and so on.

Social Class: Each individual is included in the social classes according to their education level, profession, and income group. Individuals with familiar pleasure or knowledge can affect each other when they come together, or there may be various needs within that social group. This factor directly influences the buying behavior of consumers.

Culture: Culture is called the material and spiritual collection of a nation, and it has an essential influence on consumer behavior. The material value involves activities such as a nation's livelihood, eating, drinking, and lifestyle. On the other hand, spiritual values include the nation's thoughts, feelings, morals, customs, and traditions. Consumers carry out their behavior within the structure of the components of culture. Moral research has determined that national culture develops individual ethical behavior.

Otherwise, consumer behavior is also influenced by economic factors. The personal debts, disposable income, the saving opportunities affect buying behavior as economic features. For instance, a consumer who has vehicle loans will significantly decrease spending until the loan debt complete.

3.4.3   Psychological Factors

Emotional changes occur as a result of a series of events. In particular, individuals who have passed through a psychologically painful period seek to defeat this process by switching to products and services to make them happy.

Apart from the requirements, the needs resulting from emotional changes influence buying behavior. Psychological factors influencing consumers' purchasing behavior are motivation, learning, perception, beliefs, personality, and attitudes (İslamoğlu 2003; Mucuk 2010, p. 10). It is also related to the motive when they can consciously track their purposes in the event of a pressure impulse, in which methods and tools they can meet their needs. Companies must begin marketing efforts to positively analyze individuals' motives and direct these motives (Parlak 2010, pp. 60-62).

4. SOCIAL MEDIA ADVERTISING IN AUTOMOTIVE INDUSTRY

In this chapter, the relation between social media and advertising will be highlighted, starting from briefing the marketing methods and characteristics in social media, going through the main channels of advertising in social media (search engine registration, banners, Pop-Ups, and applications).

4.1 SOCIAL MEDIA AND MARKETING

Social Media Marketing is a public expression that can be defined as social media utilization platforms as marketing tools. Weinberg (2009, p. 32) refers to social media marketing as leveraging the 'social' through the 'media' to 'market' businesses' constituents. In other words, a method is allowing people to advertise their websites, goods, and services via online social channels to tap and to interact with into a significantly wider community that may not have been possible via regular promotion channels.

It is no longer a surprising fact that many advertisements through media are not as effective as during the past because advertising through media can make the message reaching far more individuals than the potential customer expected to reach (Weber 2009, p. 22; Weinberg 2009, p. 34).

The social Web is where individuals with a mutual interest can gather to share ideas, comments, opinions rather than continuing as broadcasters. The Web must not be treated as a just promoting channel. However, it is a station where marketers can review content, hear and reply to communities, and promote a particular section of content within the enormous social sphere (community building) (Weber 2009, p. 11).

4.2   CHARACTERISTICS OF SOCIAL MEDIA MARKETING

Due to the faulty promotion budget that corporations usually face through regular channels, social media marketing might be exceedingly more effective and more comfortable for small and medium-sized firms to catch the most significant benefit. Whereas social media marketing is developing technology including many potentials, marketing's role still tells the same (defining the target market, communicating with candidates, creating loyalty, customer commitment, etc. (Weber 2009, p. 19).

There are several reasons to benefit from social media strategy and the regular ones: simplification in the natural discovery of brand-new content, increased traffic numbers, building a healthy relationship, and give traditional marketing and an alternative with a low-cost (Weinberg 2009, p. 43).

Various from classic advertising, people in the social media age have access to content that is not associated with trading intention. Consequently, if a person likes content, he is probably going through it on to their rivals, families, and others through social sites, then content will be spread out quickly without interfering with regular marketing (Weinberg 2009, p. 51).

Social media gives possibilities to reach communities; once a company has built its existence as a community member deserving following, others will ultimately be interested in what it shares (Weber 2009, p. 22).

Besides, in the new marketing era, building the brand depends solely upon community engagement (Weber 2009; Silverman 2001). As a result, if the corporation is genuinely considering the society members, it can build a strong relationship through replying to feedback and concerns (Weinberg 2009, p. 10).

Mass media audience becomes tougher to purchase,' said Martin Sorrel (1996) of WPP (Smith and Zook 2011, 282). The chances of promotion have increased beside the increase of mass media; however, this increase has ended these years (Smith and Zook 2011).

Many sports names in the marketplace use social media marketing as a necessary segment in their businesses. They look at practical methods to obtain an extra detailed understanding of their social media fan base. Nike has been putting more marketing muscle following its digital ambitions, for example, by using social media advertising in-house, claiming that online ways are more helpful to its trading strategy than regular marketing (Joseph 2013).

4.3   SOCIAL MEDIA: THE NEW MINDSET

To get a better place in transforming from a regular marketing program to social media marketing, marketers should improve their marketing mindset. Social media platforms have completely changed the method of segmentation in inserting marketing strategy, rather than easily known demographics, such as gender, age, and income is less valuable, it classifies individuals by what they think, do, like, and dislike, and also importantly by their actions, which also known as behavioral targeting (Weber 2009).

Several marketing experts (Mayfield 2008; Drury 2008; Weinberg 2009; Weber 2009) have always maintained that since marketing through social media is about collecting and transferring ideas and perceptions, which makes social media marketing rather than one dimensional but a two-way process engaging between an audience and a brand (also making frequently visualize contents (Drury 2008, pp. 274-277).

Usually, content is a crucial factor in obtaining efficient marketing through social media; but corporations appear to face challenges in making original content, having time to make it, and gaining high-quality content (Jacobs 2013).

Additionally, with social media, corporations can build the platform of real interactivity. The American Express' OPEN Forum is undoubtedly a particular case, which has surly exceeded customer expectations when it comes to placing a customer-first; because rather of heavily advertising their standard financial donations on the society, the firm has recognized its consumers and their needs and interests while presenting knowledge about their services (Weinberg 2009, p. 22).

Social media platforms work as a tool for consumers who may not have access or support methods to find each other. Brands like Nike Women and Weight Watchers have explained how worthy social media sites can connect people who are facing similar daily obstructions (Young Entrepreneur Council 2012).

4.4 SOCIAL MEDIA ADVERTISING

Advertising is an essential tool in the promotion mix for all kinds of organizations; it usually refers to one-way communication in any mass media. The American Marketing Association define it as "the placement of announcement and effective messages in time or space bought in any of the mass media by government agencies, on-profit organizations, business firms, and individuals who seek to persuade and/or inform members of particular target market about their products, services, organizations, or ideas," but, with the internet development mostly social media environment, many changes occurred in promotion, in its functions and abilities that require a new model (L.Tuten 2008, p. 2).

Regarding L.Tuten (2008, pp. 3-5), there are many differences between social media advertising and traditional advertising:

First, the difference in media style, while traditional advertising matched with the "mass media" includes radio, television, print. Promoting by social media might involve both one-to-one advertisings by permission-based and targeted messages, or it could be mass coverage

using a display ad. When defining advertising for online media, the audience's size should not be used as a defining factor of advertising.

Second, traditional advertising needs to be paid; since this concept appears it is a fact in every definition of ads; on the other hand, social media promotion could be free, or it can be indirectly paid as the case of a social network advertising like paid advertisements on Facebook.

Third, traditional advertising has always viewed as on-way communication from the marketers to the target audience through some conventional media, but with the world of web 2.0, it is become indeed enable for two-way or even multi-way communication between firms and consumers, and this is the case in social media advertising and online advertising in general.

Forth, traditional advertising relied on a model of interrupting consumers' lives, but consumers accepted this interrupting sometimes because it represents a free tool to know about brands via television or radio ads, for example. However, this type of a must model is dying in the world of web 2.0, where consumers can control or even create their content of what we called "The State of Media Democracy" consumers interact very well regarding this model, which gave them control, and firms found themselves in a position that they have to accept this shifting of power and start even encouraging consumers to create and co-create content, the old paradigm is too limiting for what is now possible because of technological advances and social trends of the internet.

Consequently, the online advertising and social media advertising spending have grown because of three main reasons: (1) measurement and accountability by tracking consumer behavior online, which help marketers to use their advertising to the best sufficient degree, (2) consumers reach especially demographically, and (3) technology-driven engagement opportunities as well as how consumers interact with those opportunities (L.Tuten 2008, pp. 10-15).

Social Media Advertising literature is so limited while most of the researchers focus in their research on online and interactive advertising in general, Nopanen (2010, pp. 23-28) introduce four methods or types of social media advertising as follows:

4.4.1 Search Engine Registration

This kind of advertising means that users search for some specific words in the search area in the platform, he/she will see the advertising as a link to the firm website in the top and right side of the page. However, this kind of advertising is not used in social media platforms, as we can see in other search engine sites like google or yahoo because Most users on social media platforms are searching for other people's profiles.

4.4.2 Banners

It is the type of advertising which appear on the side of the user profile page; it could be static or animated or what called tickers, like search engine registration when a user clicks on it would transfer his/her to the advertiser's webpage. The effectiveness of this method of advertising measured by the rate of numbers of clicking regarding the numbers of appears, actually social networking site is the most type of social media platforms where we can see this kind of advertising. However, the response to this method has declined over the years because of what called 'banner blindness' for several reasons, users might do not pay attention to anything that could look like advertising. Maybe because of the idea of the platform itself where people using social media to communicate with their relatives or friends and have no time or no willingness to move to other pages, or even because of a safety issue if users are not familiar with the other page, they will be afraid to be viruses or spyware might get into their computers.

4.4.3 Pop-Ups

It is the kind of advertising that literally pop-ups on the screen when browsing through another webpage; it can be divided into two different types: (1) interstitials: it is the advertising that appears when the user waiting for the next page to load and the user have the choice whether to keep it and see the advertising or disappear it. YouTube is using this method for its videos where sometimes when the user opens a video, he/she will take the first five seconds of the advertising then they will choose to complete it or move forward to the original video. (2) supertitles: it could be pop-ups in the top of the page when the user opens it, or pop-under in the bottom of the page when the user closes it, this kind of advertising reported as unpopular because it requires an action from users to remove them, but even of that some advertisers consider them as an effective method.

4.4.4 Applications

This method of advertising can be in the form of games, or entertaining barometers that people can add to their profiles. The most advantageous point in this type is that users have the choice to add like these applications if they find it interesting to them, which mean that firms do not interrupt users and that give positive attitude for them. For example, the H&M Eye application where users can upload their pictures and create their styles then other users will give points to the techniques. The highest rank user will get prizes; another example is the Heineken Star Player application, users will play a football game and try to score a winning goal, winners can have tickets to UEFA champion's league. In this method, we can see that if firms design the application in a creative and useful way, it will guarantee maximum engagement between consumers and its brands; if users did not like the application, they could easily ignore it without any annoyance.

After getting through the differentiation between traditional and social media advertising, with the definition and methods of the last one, it is become essential to represent some

studies for other researchers to indicate the importance of social media advertising on consumer behavior, which can support the main aim of this project.

In a study conducted by Bond et al. (2010, p. 49), qualitative research was conducted on three focus groups to analyze if using social media advertising as a communication tool will affect perception, attitudes. The level of brand engagement for consumers by showing them two social media advertising campaigns in Facebook and Twitter. Findings suggest that use of social media advertising could have a powerful impact on brand loyalty and engagement. However, the perception and attitude had opposite results were respondents see social media site like Facebook and Twitter not seen as the suitable stage for advertising because of the personal nature of this platforms. However, there were general willingness to receive this kind of advertising if it was in the form of creative applications via Facebook or banners if they were explicitly relevant at an individual level.

Nopanen (2010, p. 61) determined the types and methods of advertising used in social media platforms, then decided if these methods reflect a significant way advertiser can use it as a part of the promotion mix. The study made by secondary data from academic literature and business reports with consulting and advertising expert, results showed that social media, in general, is useful as a marketing channel. Nevertheless, using social media advertising alone without other possibilities of social media will not have a positive effect for firms, in other words, advertisers should take the advantages of all efficient promotional tools in social media like word-of-mouth along with advertising to be able to guarantee a significant result from this promotion strategy.

Olakunk (2012, p. 11-21), in a part of his study, asked the question if it is predictable that individuals see social media promotion as a beneficial channel in getting information about products and services; with an online survey of Nigerian consumers, he found that 47% see social media advertising as a proper channel, 48% the opposite see it is not, while only 5% responded that they could not remember.

Dehghani, Nourani, and Abradeh (2012, pp. 774-787) conducted a study to identify the role of social media advertising in motivating customers in banking services, they applied their research in IS bank in Turkey using a report advertising system along with questionnaires to customers in both Facebook and Twitter social media platforms and email applications. With the main idea by determining the advertising system IS bank use it by social media to keep their customers satisfaction and encouraging them to search for new events and new services available findings showed that using social media for marketing could be a risky strategy in the efforts to establish relationships with clients; however, there are pieces of evidence that using this strategy for both free word-of-mouth and indirect paid advertising will lead to customers satisfaction and visiting social media page of the bank which mean get better feedback about them.

Finally, in a study to Natarajan, Balasubramanian, Balakrishnan, and Manickavasagam (2013, pp. 698-705) with the main object which identifies the differences in the way that student and working professional will accepting social media advertisements regarding their belief in seven factors, product information, hedonic/pleasure, good for the economy, social role, value corruption, materialism, and falsity/nonsense, by online data collection to 610 responses results showed that four factors of seven significantly differ between the two consumer segment which is falsity/nonsense, hedonic/pleasure, social role, and good for the economy, which mean that social media advertisers should position their advertisement in direct response to consumer characteristics.

Regarding studies previously, we can see how social media advertising become an essential tool as a paid social media marketing model; we saw that most of the time, Facebook and Twitter still the best platforms for social media advertising studies and even for general social media studies significantly when the research about consumer whether his/her buying behavior or other internal and external factors influence his/her behavior. Moreover, tow of studies clarified that to have a great social media strategy, and you should focus on both free and paid social media methods.

5. RESEARCH METHODOLOGY

This part discusses the methods, techniques and tools employed in this project for conducting the research and getting the findings and analysis. The methodology section will clarify the research strategy, type of research method, questions, hypothesis, and the used instrument tool with the justifications needed.

Each study or analysis is characterized by its methodology, the researcher selects the method based on the essence of the study and its variables, society, and sample to which study will be applied, to accomplish the study's goals and achieve the intended results (Shawish, 2015).

The research design alternative employed in this study is majorly the survey questionnaire that will be scored using a 5-point Likert scale. The survey will target a large sample size (more than 300 respondents). The respondents will be people from social media sites who are living in Erbil. The survey will be distributed via email and by leaving it on the online survey website, and social media platforms.

5.1 RESEARCH PROBLEM

Internet marketing in general and social media in specific becomes the best marketing environment for all companies because of what it can provide for them, from low-cost promotion, targeting the specific segment, and detailed feedback (Chi 2001).

This advancement of technology affected consumers' lifestyles including their purchasing behavior, as most of them try to find the easiest way with no limit of time to buy (Manzano 2012).

The automotive industry is one of the affected fields, as automotive companies utilize social media sites with both paid and free advertising products. Thus, in this study, the researcher

will try to analyze how one of social media marketing tools, which is, paid social media advertising, influences the buying behavior of automotive end-users in Erbil. About this, the research problem of this study can be formulated as the following question:

Is there a role of social media advertising on consumer buying behavior in the automotive industry in Erbil?

5.2   RESEARCH QUESTIONS & HYPOTHESIS

The following research question will help to solve the main problem:

5.2.1   Research Question One:

The first question will study how social media advertising act as an important marketing communication tool for the automotive industry in Erbil, so we can formulate the first question and hypothesis as follows:

RQ1: Is it important to use social media advertising as a marketing communication tool for companies working in the automotive industry in Erbil?

H1: (Social media advertising as a marketing communication tool is important for companies working in the automotive industry in Erbil)

5.2.2   Research Question Two:

This question will study the impact of social media advertising on consumer buying behavior through each step of the need recognition five steps (need recognition, search for alternative, evaluate the alternatives, take the decision, and evaluate the decision). Regarding that, there will be main research question but some sub-hypotheses as following:

RQ2: What is the impact of social media advertising on consumer buying behavior in the automotive industry in Erbil?

H2: (there are meaningful relation between social media advertising and consumer buying behavior in the automotive industry in Erbil)

H2.1: (there are meaningful relation between social media advertising and consumer need recognition in the automotive industry in Erbil)

H2.2: (there is a meaningful relation between social media advertising and searching for information in the automotive industry in Erbil)

H2.3: (there is a meaningful relation between social media advertising and evaluating the alternatives in the automotive industry in Erbil)

H2.4: (there are meaningful relation between social media advertising and consumer buying decision in the automotive industry in Erbil)

H2.5: (there are meaningful relation between social media advertising and post-purchase evaluation in the automotive industry in Erbil)

5.2.3 Research Question Three:

This question will study the impact of brands on consumer decision, and regarding that, the effect of social media advertising could be changed, so the third question will be:

RQ3: Are there any differences in the way that social media advertising will influence consumer-buying behavior regarding the brand name in the automotive industry in Erbil?

H3: (there are differences in the way that social media advertising will affect consumer-buying behavior regarding the name of the brand in the automotive industry in Erbil)

5.2.4   Research Question Four:

This question will study the impact of social media advertising on consumer buying behavior regarding demographics factors like Age, Gender, income, education level…etc.

RQ4: Are there differences in the way that social media advertising will influence consumer-buying behavior regarding the demographic factors of consumers in the automotive industry in Erbil?

H4: (there are differences in the way that social media advertising will affect consumer-buying behavior regarding the consumer's demographic factors in the automotive industry in Erbil)

H4.1: (there are differences in the way that social media advertising will affect consumer-buying behavior regarding consumers Gender in the automotive industry in Erbil)

H4.2: (there are differences in the way that social media advertising will affect consumer-buying behavior regarding consumers Age in the automotive industry in Erbil)

H4.3: (there are differences in the way that social media advertising will affect consumer-buying behavior regarding consumers Education level in the automotive industry in Erbil)

H4.4: (there are differences in the way that social media advertising will affect consumer buying behavior regarding consumers Income in the automotive industry in Erbil)

5.2.5 Hypothesis Model

Figure 5-1: Hypothesis model
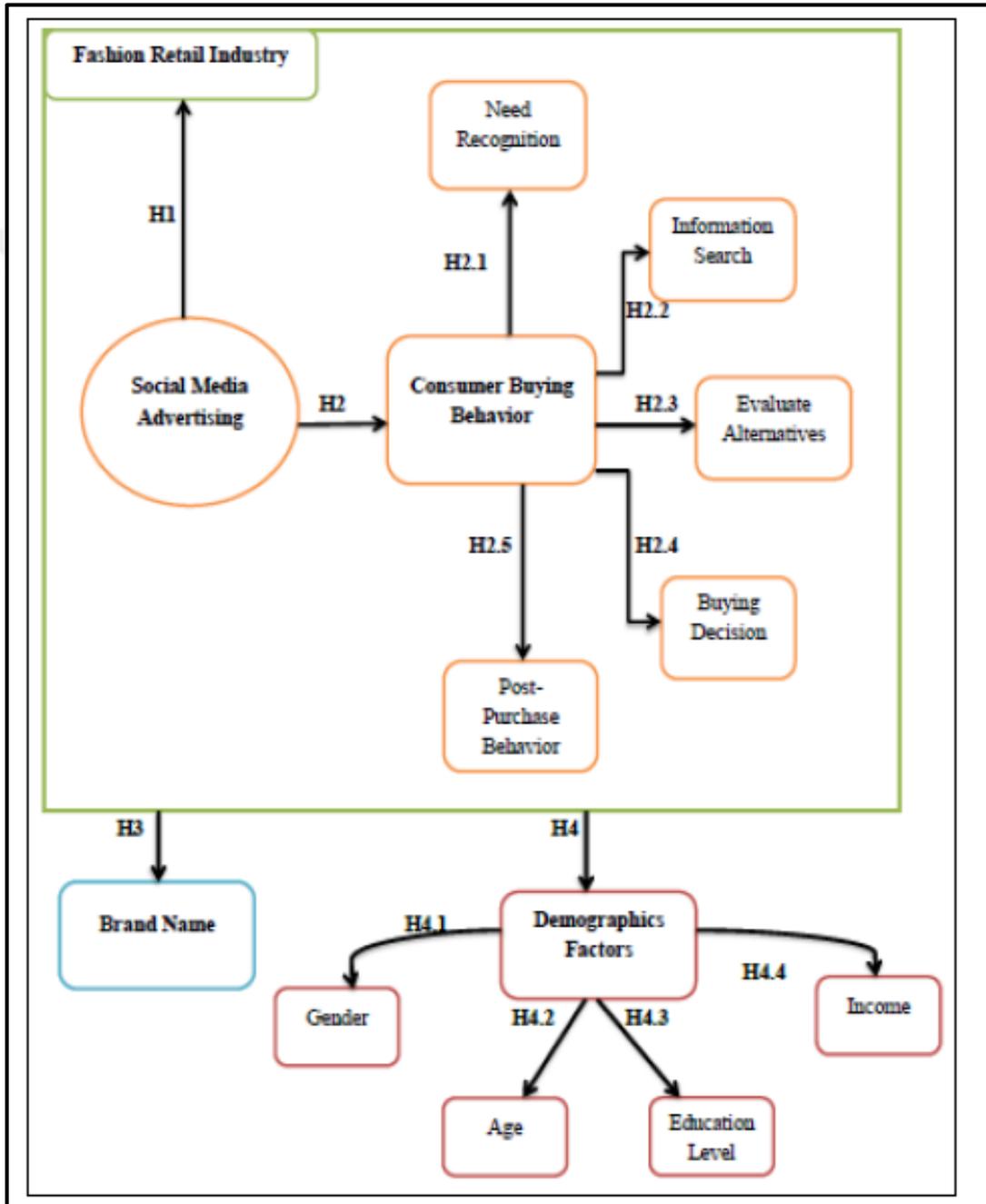
Source: Hypothesis Model (Ammura 2015)

5.3 RESEARCH STRATEGY

Regarding the study design and approach, this study implemented the quantitative method. So, a quantitative approach reveals suitable for the study is to investigate the impact of social media advertising on consumer buying behavior in the automotive industry in Erbil. The quantitative method usually practiced in the study when working with statistical data. Quantitative research includes typically quantities and analytical measures that support explain, describe, search and brighten the relationships among the study topics. (Bryman 2007)

The survey will target automotive consumers in Erbil through media sites: Facebook, Linked In, Instagram and Twitter. The population size will be 300 participants. The filled forms will be received via email and 'Drive' application of docs-google. No personal information such as name or ID number will be asked in the survey thus the confidentiality of each candidate will be maintained.

5.4 MEASUREMENT INSTRUMENT:

To investigate the impact of social media advertising on consumer buying behavior questionnaire with Five degrees Likert Scale using (Ammoura 2015, p. 27) and (Lee 2013, p. 34) scales will be used (See Appendix A).

6. DATA ANALYSINS

The impact of social media on consumer buying behavior will be analyzed in this chapter through a prepared questionnaire of twenty-four questions. The demographic factors have been collected such as age, gender, age, income, and level of education to understand how these affecting the buying decision.

This model applied to car consumers living in Erbil, each step of the model five steps will be analyzed individually, and the most affected step will be highlighted.

6.1 PRELIMINARY DETAILS

The target of the research is to reach at least 300 participants from Erbil, for this, the researcher reached 396 participants out of the 363 are from Erbil, so the total accepted records are 363 from Erbil in which all the analysis will be done.

Table 6-1: Responses received from different locations

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Erbil	363	91.7	91.7	91.7
	Other	33	8.3	8.3	100.0
	Total	396	100.0	100.0	

The data of other locations have been ignored, and were not used in the analysis, only the 363 participants from Erbil used.

The survey was distributed in three languages; Arabic, English, and Kurdish, to give more diversity of the participants and not to give any barrier of contributing this survey, the majority of participants used the Arabic language survey, then it was almost the same for English and Kurdish.

Table 6-2: Responses received from different languages

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Arabic	257	70.8	70.8	70.8
	English	55	15.2	15.2	86.0
	Kurdish	51	14.0	14.0	100.0
	Total	363	100.0	100.0	

257 of the participants used Arabic language contributing to 70.8% of the total participants, English language users take the second contribution of 15.2% by 55 participants, and finally, the Kurdish language participants contributed to 14% by 51 participants.

Reaching to participants with different languages gave the data more reliable and allowed the researcher to reach more participants and to collect more surveys.

6.2 RELIABILITY TEST

The reliability test is taking place to ensure that the questionnaire has the reliability and validity of testing the hypothesis, which means even the survey is distributed again the result will stay the same. The researcher is conducting the reliability test even though the majority of the survey was taken from Lee (2013, p. 41).

Table 6-3: Reliability statistics

Cronbach's Alpha	N of Items
.876	15

Table 3 shows that after conducting the Cronbach's Alpha statistic test the reliability is 87.6%, which is more than 60% and we can say that the survey is reliable for the search is made for.

Moreover, table 4 shows that if one of the items deleted, the reliability percentage will stay the same, as all of the values in the fourth column are less than the main recorded percentage, which is 87.6%.

Table 6-4: Scale if item deleted

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Social Media AD1	44.83	77.205	.498	.870
Social Media AD2	44.59	77.011	.546	.868
Need recognition 1	44.68	76.004	.616	.865
Need recognition 2	44.80	76.209	.617	.865
Need recognition 3	44.50	74.864	.612	.865
Info Search	44.57	74.930	.624	.864
Info Search 2	44.59	74.271	.602	.865
Evaluate Alt 1	45.17	75.102	.577	.866
Evaluate Alt 2	45.23	74.884	.504	.871
Buying Decision1	44.74	75.278	.672	.862
Buying Decision2	44.90	73.414	.714	.860
Post Purchase 1	44.66	76.851	.614	.865

6.3   THE DEMOGRAPHICS FACTORS

The demographic factors have been determined in the survey, which is important information to measure where the sample applied. The collected four main factors are gender, age, education level, and income. Results are as the following:

6.3.1   Gender

Gender is an important factor in the buying decision; this was clear in the analysis. The majority of the participants were male contributing to 64.7% of the total participants and with 35.3% of the female contribution.

Table 6-5: Gender frequencies

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	128	35.3	35.3	35.3
	Male	235	64.7	64.7	100.0
	Total	363	100.0	100.0	

6.3.2   Age

Five different ranges of respondents recorded in this survey, that were in teenage, above eighteen and less than twenty-six, and going gradually to above forty years old. The maturity of the participants was from the two ranges between 18-30 years old, with a contribution of 64.7% of the total participants.

Table 6-6: Age frequencies

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Under 18	13	3.6	3.6	3.6
	18-25	133	36.6	36.6	40.2
	26-30	102	28.1	28.1	68.3
	31-40	76	20.9	20.9	89.3
	Above 40	39	10.7	10.7	100.0
	Total	363	100.0	100.0	

Table 6-7: Age * Gender Cross-tabulation

			Gender		Total
			Female	Male	
Age	Under 18	Count	4	9	13
		% within Age	30.8%	69.2%	100.0%
		% within Gender	3.1%	3.8%	3.6%
		% of Total	1.1%	2.5%	3.6%
	18-25	Count	63	70	133
		% within Age	47.4%	52.6%	100.0%
		% within Gender	49.2%	29.8%	36.6%
		% of Total	17.4%	19.3%	36.6%
	26-30	Count	25	77	102
		% within Age	24.5%	75.5%	100.0%
		% within Gender	19.5%	32.8%	28.1%
		% of Total	6.9%	21.2%	28.1%
	31-40	Count	19	57	76
		% within Age	25.0%	75.0%	100.0%
		% within Gender	14.8%	24.3%	20.9%
		% of Total	5.2%	15.7%	20.9%
	Above 40	Count	17	22	39
		% within Age	43.6%	56.4%	100.0%
		% within Gender	13.3%	9.4%	10.7%
		% of Total	4.7%	6.1%	10.7%
Total		Count	128	235	363
		% within Age	35.3%	64.7%	100.0%

% within Gender		100.0%	100.0%	100.0%
% of Total		35.3%	64.7%	100.0%

The less age range contribution was for the ages less than 18 with 3.6% contribution, and the range above 40 with 10.7% contribution as shown in the below figures:

6.3.3   Education Level

Education level is showed in four categories, noticing that the level of education increases by the age increase. The education level affects the reading of the advertisements and the buying decision including searching the information and evaluating the alternatives.

Table 6-8: Education frequencies

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	High school	48	13.2	13.2	13.2
	Undergraduate	51	14.0	14.0	27.3
	Graduate level	209	57.6	57.6	84.8
	Postgraduate	55	15.2	15.2	100.0
	Total	363	100.0	100.0	

Table 6-9: Education * Gender Cross-tabulation

			Gender		Total
			Female	Male	
Education level	High school	Count	12	36	48
		% within Education level	25.0%	75.0%	100.0%
		% within Gender	9.4%	15.3%	13.2%
		% of Total	3.3%	9.9%	13.2%
	Undergraduate	Count	21	30	51
		% within Education level	41.2%	58.8%	100.0%
		% within Gender	16.4%	12.8%	14.0%
		% of Total	5.8%	8.3%	14.0%

Graduate-level	Count	79	130	209
	% within Education level	37.8%	62.2%	100.0%
	% within Gender	61.7%	55.3%	57.6%
	% of Total	21.8%	35.8%	57.6%
Postgraduate	Count	16	39	55
	% within Education level	29.1%	70.9%	100.0%
	% within Gender	12.5%	16.6%	15.2%
	% of Total	4.4%	10.7%	15.2%
Total	Count	128	235	363
	% within Education level	35.3%	64.7%	100.0%
	% within Gender	100.0%	100.0%	100.0%
	% of Total	35.3%	64.7%	100.0%

The main category was the graduate level with a 57.6% contribution of the total participants. The reaming three categories were similar in distribution with a range from 13.2-15.2% each.

6.3.4   Income

Income is one of the important factors that affect the buying decision and consumer buying behavior. The question of income divided into five categories, starting from the less than 500$, reaching to above than 2000$.

Table 6-10: Income frequencies

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 500$	104	28.7	28.7	28.7
	500$ - 1000$	121	33.3	33.3	62.0
	1000$ - 1500$	54	14.9	14.9	76.9
	1500$ - 2000$	25	6.9	6.9	83.7

			Above 2000$	59	16.3	16.3	100.0
			Total	363	100.0	100.0	

Table 6-11: Income * Gender Crosstabulation

			Gender		Total
			Female	**Male**	
Income	Less than 500$	Count	45	59	104
		% within Income	43.3%	56.7%	100.0%
		% within Gender	35.2%	25.1%	28.7%
		% of Total	12.4%	16.3%	28.7%
	500$ - 1000$	Count	46	75	121
		% within Income	38.0%	62.0%	100.0%
		% within Gender	35.9%	31.9%	33.3%
		% of Total	12.7%	20.7%	33.3%
	1000$ - 1500$	Count	13	41	54
		% within Income	24.1%	75.9%	100.0%
		% within Gender	10.2%	17.4%	14.9%
		% of Total	3.6%	11.3%	14.9%
	1500$ - 2000$	Count	11	14	25
		% within Income	44.0%	56.0%	100.0%
		% within Gender	8.6%	6.0%	6.9%
		% of Total	3.0%	3.9%	6.9%
	Above 2000$	Count	13	46	59
		% within Income	22.0%	78.0%	100.0%
		% within Gender	10.2%	19.6%	16.3%
		% of Total	3.6%	12.7%	16.3%
Total		Count	128	235	363
		% within Income	35.3%	64.7%	100.0%
		% within Gender	100.0%	100.0%	100.0%

	% of Total	35.3%	64.7%	100.0%

The majority of the participant's income is in the range of 500$ - 1000$ with the parentage of 33% of the total participants, of which 62% are male and 38% are female. 19.6% of the male was with a high income above 2000$, however, 35.2% of the female were less than 500$.

6.4   TESTING HYPOTHESIS ONE (H1)

In this research, the researcher aims to study social media advertising for companies working in the automotive industry in Erbil. This will be tested in H1 through descriptive statistics of four directions to the point questions in the survey.

First, the researcher aimed to study the exposure of participants to the social media sites in terms of times of using it per/day/week.

Table 6-12: Spending time in social media *Gender Crosstabulation

		Gender		Total
		Female	**Male**	
Time (approx.) spent on social media sites per week.	Once a week	5	8	13
	Once a day	7	8	15
	2-3 times a week	0	11	11
	2 -3 times a day	31	44	75
	Too many times	85	163	248
	Not at all	0	1	1
Total		128	235	363

The majority of the participants reported high exposure to social media, as 248 reported they are using it too many times per day, followed by 75 using it 2-3 times per day. Only 23 participants reported they are using it once a week.

The below graph analysis shows that there is no big difference between males and females in using social media, however, males are more users in most of the categories.

After recognizing the participant's exposure to social media in terms of time, the next question was about the most used social media platform by the participants, the main proposed categories were Facebook, Twitter, Instagram, YouTube, LinkedIn, and others. The question gave the flexibility to choose more than one option, in which most of the participant choose three options that mean they have three different accounts and using them at the same time.

Table 6-13: Social media platforms frequencies

		Responses		Percent of Cases
		N	Percent	
Social Media	Facebook	272	37.7%	74.9%
	Twitter	58	8.0%	16.0%
	LinkedIn	32	4.4%	8.8%
	Instagram	189	26.2%	52.1%
	YouTube	141	19.5%	38.8%
	Other	30	4.2%	8.3%
Total		722	100.0%	198.9%

From table 13 we can notice that the major used platform is Facebook with a percentage of 37.7%, followed by Instagram with a contribution of 26.2%, the less used platform was LinkedIn with only 4.4%.

From the previous two questions, it is clear that more than 99% of the participants using social media at least once a week, and their preferences of social media platforms. After that, the researcher asked the participants about the best method they like to watch advertising on especially when it is about automotive products.

Table 6-14: Ads source * Gender Crosstabulation

	Gender		Total
	Female	Male	

The best method you like to watch advertising on especially when it is about automotive products	Magazines	5	9	14
	Automotive Blogs	19	42	61
	Ads on social media sites	79	165	244
	Ads on TV	15	9	24
	Celebrities	10	10	20
Total		128	235	363

The majority of the participants mentioned that the Ads most social media sites are their preference for automotive products, which recorded 244 of the participants with 67% of the total responses; however, the fewer records were for the magazines with a total of 14 records only.

Males and females' distribution on the preferences were almost similar as shown in the figure below.

By answering the above three questions and testing the exposure of participants to the social media, navigating the social media platforms they most use, and reporting their preference of using social media adds for automotive products, now the researcher can test the importance of social media adds on automotive products on the two following questions.

Table 6-15: Descriptive statistics for testing Hypothesis One (H1)

Question	N	Mean	Std. Deviation
Advertising of automotive products at the top and the side of my social media page can take my attention.	363	3.46	1.072
I like to get into some applications related to the automotive product in social media if I found it attractive.	363	3.71	1.013
Valid N (listwise)	363		

It is noticeable that the mean of the two questions is above 3.4 which supports our hypothesis that social media advertisements are important for automotive products, therefore first hypothesis (H1) is supported, and social media advertising is important as a marketing communication for companies working in the automotive industry.

6.5   TESTING HYPOTHESIS TWO (H2)

In this hypothesis, the researcher will analyze the influence of the independent variable which is (Social Media Advertising, Y), on the five sub-dependent variables that are (Need Recognition X1, Information Search X2, evaluate alternatives X3, Buying Decision X4, Post-purchase Behavior X5) by using Linear Regression Analysis. The decision of the output will be done regarding the output of (calculated t) comparing it with the value of (scheduled t), putting the confidence interval of 95%. In case (calculated t) is bigger than (scheduled t) with the level of significance less than (0.05), then the null hypothesis (H0) will be rejected.

Table 6-16: Descriptive statistics result for variables of the thesis

#	Question	Mean	Std. Deviation	Agreement Level
Y	SOCIAL MEDIA ADVERTISING	3.582	.90352	High
8	Advertising of automotive products at the top and the side of my social media page can take my attention.	3.46	1.072	High
9	I like to get into some applications related to the automotive product in social media if I found it attractive.	3.71	1.013	High
X1	NEED RECOGNITION	3.6345	.79856	High
10	Social Media advertising influences you as a consumer by creating a need to purchase from the automotive retail industry.	3.62	1.000	High
11	Buying automotive products helping me to satisfy my needs.	3.49	.982	High

12	Social media advertising provided a more effective way to draw consumer's attention than mass advertising.	3.79	1.102	High
X2	INFORMATION SEARCH	3.7149	1.00858	High
13	Social media advertising helps to search for information related to the automotive retail industry.	3.72	1.078	High
14	Information searching is easier via social media advertising comparing to mass advertising.	3.71	1.167	High
X3	EVALUATE ALTERNATIVES	3.0964	1.00362	Good
15	Social media advertising has higher credibility than mass advertising.	3.13	1.135	Good
16	Rely on information available on social media advertising if you have uncertainties regarding a purchase automotive product	3.07	1.286	Good
X4	BUYING DECISION	3.4793	.90897	High
17	Social media advertising in automotive retail industry has a high impact on your buying decisions.	3.56	.985	High
18	Deciding to buy after getting through social media advertising is faster regarding other advertising types.	3.40	1.076	High
X5	POST-PURCHASE DECISION BEHAVIOR	3.5882	.86472	High
19	Feel encouraged to voice out your opinion after purchase an automotive product because of social media advertising.	3.64	.931	High
20	Change your attitude towards an automotive brand after seeing good social media advertising about it.	3.54	1.070	High
X	Consumer Buying Behavior	3.5027	.75252	High

From table 16 we can notice that means of the need recognition, information search, buying decision, and post-purchase behavior more than 3.4, which indicates that there is a high level of agreement regarding these variables. However, the means of evaluating alternatives is 3.09, which indicates a good level of agreement. Moreover, the mean of the independent variable social media advertising is 3.58, and for the general dependent variable 'consumer

buying behavior' is 3.5, which indicates a high level of agreement for both as it is more than 3.4.

6.5.1 Testing Hypothesis H2.1

In this hypothesis, the researcher is studying the role of social media advertising in creating a consumer need recognition in automotive products. Therefore, we can form the null and alternative hypotheses as follows:

(H2.1.0: there is no significant relationship between social media advertising and consumer need recognition regarding automotive products).

 (H2.1.1: there is a significant relationship between social media advertising and consumer need recognition regarding automotive products).

Table 6-17: Results of testing Null Hypothesis H2.1.0

Sig.	Calculated T	Scheduled T	Correlation R	R Square	F	Decision
.000[b]	15.06	12.38	.621[a]	0.386	227.053	Rejected Null Hypothesis H2.1.0

Table 17 shows that calculated (t) is bigger than scheduled (t), and the probability of (F) statistics (P<0.001) is less than the level of significance (0.05), based on this we can reject the null hypothesis, and we can say that there is a significant relationship between social media advertising and consumer need recognition regarding automotive products. Moreover, from the same table, we can see that the correlation coefficient (R) between social media advertising and consumer need recognition is moderate at (0.621). This is based on Goodwin & Leech (2006) which says the correlation coefficient determine the strength of the correlation between the variables, and they offer three guidelines as scale for this strength $(0< |r| < 0.3)$ weak

correlation, (0.3< |r| < 0.7) moderate correlation, and (|r| > 0.7) strong correlation. Therefore, we can say that social media advertising has a positive role in creating consumers' needs and this role is moderate.

6.5.2 Testing Hypothesis H2.2

In this hypothesis, the researcher is studying the role of social media advertising in the search for information about the automotive product. Thus, we can form the null and alternative hypotheses as follows:

(H2.2.0: there is no significant relationship between social media advertising and information search for the automotive product).

(H2.2.1: there is a significant relationship between social media advertising and information search for the automotive product).

Table 6-18: Results of testing Null Hypothesis H2.2.0

Sig.	Calculated T	Scheduled T	Correlation R	R Square	F	Decision
.06[b]	7.07	11.4	.349[a]	0.122	49.994	Accept Null Hypothesis H2.2.0

Table 18 shows that calculated (t) is smaller than scheduled (t), and the probability of (F) statistics (P = 0.06) is larger than the level of significance (0.05), regarding that we can accept the null hypothesis. Thus, we can say that social media advertising has no role in searching for information about the automotive product.

6.5.3   Testing Hypothesis H2.3

In this hypothesis, the researcher studies the role of social media advertising in evaluating the alternatives of automotive products. Thus, we can form the null and alternative hypotheses as follows:

(H2.3.0: there is no significant relationship between social media advertising and evaluate the automotive product alternatives).

 (H2.3.1: there is a significant relationship between social media advertising and evaluate automotive product alternatives).

Table 6-19: Results of testing Null Hypothesis H2.3.0

Sig.	Calculated T	Scheduled T	Correlation R	R Square	F	Decision
.000^b	9.48	6.82	.447^a	0.199	89.95	Rejected Null Hypothesis H2.3.0

Table 19 shows that calculated (t) is bigger than scheduled (t), and the probability of (F) statistics (P<0.001) is less than the level of significance (0.05), regarding that we can reject the null hypothesis, and we can say that there is a significant relationship between social media advertising and evaluate automotive product alternatives. Moreover, the same table shows that the correlation coefficient (R) between social media advertising and evaluate alternatives is moderate at (0.447). Thus, we can say that social media advertising has a moderate positive role in evaluating automotive product alternatives.

6.5.4   Testing Hypothesis H2.4

In this hypothesis, the researcher is studying the role of social media advertising in buying automotive products decision. Thus, we can form the null and alternative hypotheses as follows:

(H2.4.0: there is no significant relationship between social media advertising and buying automotive products decision).

 (H2.4.1: there is a significant relationship between social media advertising and buying automotive product decision).

Table 6-20: Results of testing Null Hypothesis H2.4.0

Sig.	Calculated T	Scheduled T	Correlation R	R Square	F	Decision
.000[b]	10.87	9.95	.497[a]	0.247	118.125	Rejected Null Hypothesis H2.4.0

Table 19 shows that calculated (t) is bigger than scheduled (t), and the probability of (F) statistics (P<0.001) is less than the level of significance (0.05), regarding that, we can reject the null hypothesis and we can say that there is a significant relationship between social media advertising and buying automotive product decision. Moreover, from the same table, we notice that the correlation coefficient (R) between social media advertising and buying automotive products decision is moderate at (0.497). Thus, we can say that social media advertising has a moderate positive role in buying automotive products decision.

6.5.5 Testing Hypothesis H2.5

In this hypothesis, researcher studies the role of social media advertising in post-purchase behavior about an automotive product, regarding that, we can form the null and alternative hypotheses as follows:

(H2.5.0: there is no significant relationship between social media advertising and post-purchase behavior regarding automotive products).

 (H2.5.1: there is a significant relationship between social media advertising and buying and post-purchase behavior regarding automotive products).

Table 6-21: Results of testing Null Hypothesis H2.5.0

Sig.	Calculated T	Scheduled T	Correlation R	R Square	F	Decision
.000[b]	12.64	8.93	.426[a]	0.181	79.829	Rejected Null Hypothesis H2.5.0

Table 20 shows that calculated (t) is bigger than scheduled (t), and the probability of (F) statistics (P<0.001) is less than the level of significance (0.05), regarding that we can reject the null hypothesis and we can say that there is a significant relationship between social media advertising and post-purchase behavior regarding automotive products. Moreover, from the same table, we will see that the correlation coefficient (R) between social media advertising and buying automotive products decision is moderate at (0.426). Thus, we can say that social media advertising has a moderate positive role in post-purchase behavior regarding automotive products.

6.5.6 Testing General Hypothesis H2

A researcher aims to study the general role of social media advertising on consumer buying behavior in the automotive industry. In addition, regarding that, we can form the main null and main alternative hypothesis as follows:

(H2.0: there is no significant relationship between social media advertising and consumer buying behavior in the automotive industry).

(H2.1: there is a significant relationship between social media advertising and consumer buying behavior in the automotive industry).

Table 6-22: Results of testing the main Null Hypothesis H2.0

Sig.	Calculated T	Scheduled T	Correlation R	R Square	F	Decision
.000[b]	13.63	12.91	.562[a]	0.316	166.87	Rejected Null Hypothesis H2.0

Table 22 shows that calculated (t) is bigger than scheduled (t), and the probability of (F) statistics ($P<0.001$) is less than the level of significance (0.05), based on this we can reject the null hypothesis and we can say that there is a significant relationship between social media advertising and consumer buying behavior. Moreover, the correlation coefficient (R) between social media advertising and consumer buying behavior is moderate at (0.562), thus the researcher finds that social media advertising has a moderate positive role in consumer buying behavior.

6.6   TESTING HYPOTHESIS THREE (H3)

Brand plays a vital rule in buying decision and in consumer buying behavior. Social media adds effect can't be determined without looking at the brand appeared in this add. In this hypothesis, the researcher studies the influence of social media advertising on consumer buying behavior based on the name of the brand displays. To do this On-Way ANOVA compare means test is used, through comparing P-value with the level, of significance (0.05), if P-value is larger than the level of significance then the null hypothesis is accepted, however, if P-value is less than the level of significance that means there are differences, and the null hypothesis is rejected.

The researcher forms both null and alternative hypotheses as follows:

 (H3.0: there are no differences in the role of social media advertising in consumer buying behavior regarding the brand name).

(H3.1: there are differences in the role of social media advertising in consumer buying behavior regarding the brand name).

At the first stage, the researcher asked the participants if they are loyal consumers of specific automotive brand or not.

Table 6-23: Brand loyalty of consumers

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	152	41.9	41.9	41.9
	Yes	211	58.1	58.1	100.0
	Total	363	100.0	100.0	

Participants are more likely to be loyal to one of the automotive brands, as 58.1% of them reported yes and 41.9% reported they are not brand loyal. The level of advertising

effectiveness could be moderate or even weak in the case of brand loyalty, which means consumers who are loyal to another brand could not give attention to the advertiser one.

From the below figure we can notice that loyalty is not much affected by gender, with noticing that males are more loyal to the brand than females.

Figure 6-1: Loyalty frequencies regarding genders
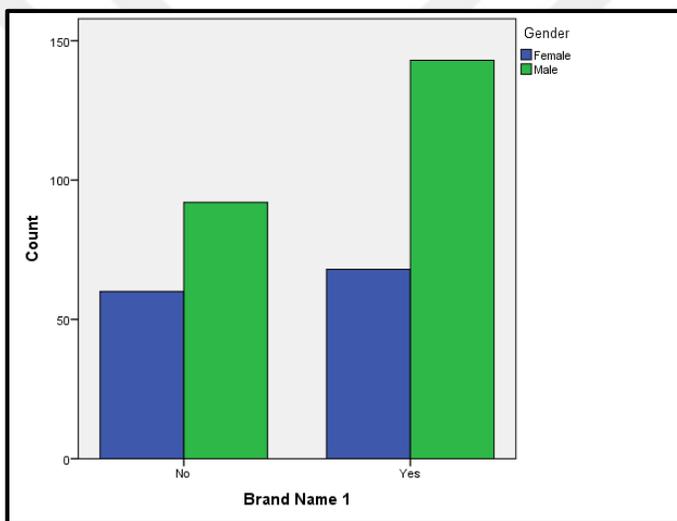
Then the researcher asked the participants to which they are mostly giving wight when buying the automotive product, if its design of the product, brand name, price of the product, or behavior of the sale person.

Table 6-24: Factors of buying automotive product frequencies

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Design of the product	152	41.9	41.9	41.9
	Name of the brand	109	30.0	30.0	71.9
	Price of the product	93	25.6	25.6	97.5
	Behavior of salesperson	9	2.5	2.5	100.0
	Total	363	100.0	100.0	

The main factors that participants choose are the design of the product with the parentage of 41.9%, followed by the name of the brand by 30%, the less effective factor was the behavior of the salesperson with 2.5% only.

Figure 6-2: Bra factors of buying automotive product * Gender Crosstabulation
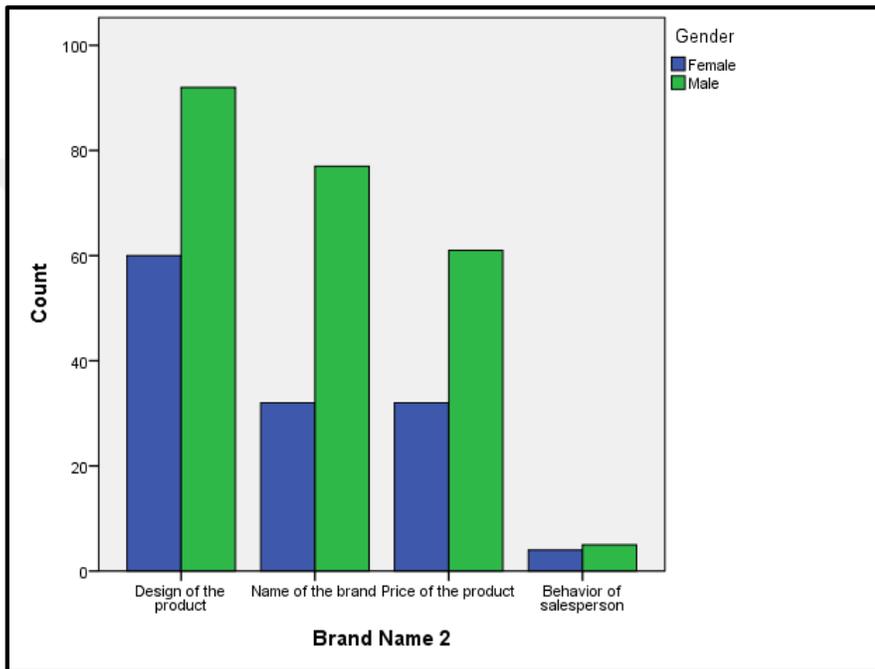
Figure 20 shows the gender-based preferences on the factors; we can notice the similarity in distribution between males and females on the affecting factors.

Following up on the above two questions and noting that the sample can reflect the best result of this hypothesis, we can start testing the hypothesis by the below table.

Table 25 shows that the probability of (F) statistic (P<0.001) less than the level of significance (0.05), and regarding decision base we will reject the null hypothesis (H3.0) and we will say that there are differences in the role of social media advertising in consumer buying behavior regarding the name of the brand.

Table 6-25: Results of testing Null Hypothesis H3.0 by One-Way ANOVA

Consumer Buying Behavior					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	74.931	8	9.366	25.493	.000
Within Groups	130.063	354	.367		
Total	204.994	362			

Now the one-way ANOVA test is be applied on each sub-dependent variable. From table 26 we can reject the null hypothesis and say that there are differences in the role of social media advertising in all sub-dependent variables including need recognition, information search, evaluate the alternatives buying decision, and Post Purchase Decision Behavior, as the probability of (F) statistic for them statistic ($P<0.001$) less than the level of significant (0.05).

Table 6-26: One-way ANOVA test for consumer buying behavior steps regarding the brand name

		Sum of Squares	df	Mean Square	F	Sig.
Need Recognition	Between Groups	98.224	8	12.278	32.773	.000
	Within Groups	132.623	354	.375		
	Total	230.847	362			
Information Search	Between Groups	65.677	8	8.210	9.605	.000
	Within Groups	302.562	354	.855		
	Total	368.240	362			
Evaluate Alternatives	Between Groups	88.670	8	11.084	14.218	.000
	Within Groups	275.956	354	.780		
	Total	364.625	362			
Buying Decision	Between Groups	85.367	8	10.671	17.674	.000
	Within Groups	213.728	354	.604		
	Total	299.095	362			

Post	Between Groups	64.729	8	8.091	13.907	.000
Purchase	Within Groups	205.951	354	.582		
Decision	Total	270.679	362			
Behavior						

6.7 TESTING HYPOTHESIS FOUR (H4):

In this hypothesis, the researcher aims to study the relation of social media advertising on consumer buying behavior regarding the changes in consumer demographics factors. The main demographics factors that will be tested are Gender, Age, Education Level, and Income.

On-Way ANOVA compares means test will be used for testing Age, Education Level, and Income, however for gender T-Test will be used as the gender factor just contains two value (male or female).

On-Way ANOVA compares means test will compare P-value with the level of significance (0.05) and a decision will be supporting the null hypothesis if the P-value is bigger than the level of significance, which mean there are no differences, or reject the null hypothesis if P-value is less than the level of significance, which mean there are differences.

6.7.1 Testing Hypothesis (H4.1) about Gender

In this hypothesis, the researcher studies the differences if existing or not in the role of social media advertising in consumer buying behavior regarding consumers' gender.

The null and alternative hypotheses will be formed like the following:

(H4.1.0: there are no differences in the role of social media advertising in consumer buying behavior regarding their gender).

71

(H4.1.1: there are differences in the role of social media advertising in consumer buying behavior regarding their gender).

Table 6-27: Testing Null Hypothesis H4.1.0 (T-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
Consumer Buying Behavior	Equal variances assumed	10.74	0.001	-2.029	361	0.043	-0.16703	0.0823
	Equal variances not assumed			-2.288	349.63	0.023	-0.16703	0.073

Table 27 shows that that the probability for (T) test is (P=0.001) less than the level of significance (0.05), thus we can reject the null hypothesis and there are differences in the role of social media advertising in consumer buying behavior regarding consumers' gender.

Table 6-28: Independent T-test for consumer buying behavior steps regarding their gender

	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

Need Recognition	Equal variances assumed	1.441	0.231	-2.244	361	0.025	-0.19573	0.0872
	Equal variances not assumed			-2.376	306.23	0.018	-0.19573	0.0824
Information Search	Equal variances assumed	14.75	0	-0.599	361	0.55	-0.06642	0.1109
	Equal variances not assumed			-0.678	351.43	0.498	-0.06642	0.098
Evaluate Alternatives	Equal variances assumed	2.34	0.127	-2.239	361	0.026	-0.24548	0.1097
	Equal variances not assumed			-2.327	291.15	0.021	-0.24548	0.1055
Buying Decision	Equal variances assumed	8.372	0.004	-2.23	361	0.026	-0.22151	0.0993
	Equal variances not assumed			-2.436	329.78	0.015	-0.22151	0.0909
Post Purchase Decision Behavior	Equal variances assumed	11.1	0.001	-1.116	361	0.265	-0.106	0.095
	Equal variances not assumed			-1.216	327.94	0.225	-0.106	0.0872

T-test is applied as well to each step of the consumer buying behavior process. Table 28 shows that for steps numbers one and three; the probability of (T) test is in order (P= 0.231), (P= 0.127), which is more than the level of significance (0.05). Therefore, we can say in all these steps that we accept the null hypothesis and there are there are no differences in the role of social media advertising in need recognition and evaluate alternatives. However, for

steps number two, four, and five; the probability of (T) test is in order (P= 0.000), (P= 0.004), and (P= 0.004) which is less than the level of significant (0.05). Therefore, we can say in all these steps that we reject the null hypothesis and there are differences in the role of social media advertising in information search, buying decision, and post-purchase decision behavior.

6.7.2 Testing Hypothesis (H4.2) about Age

In this hypothesis, we will try to determine if there are differences or not in the role of social media advertising in consumer buying behavior regarding consumers' age.

The researcher will form the null and alternative hypotheses like the following:

(H4.2.0: there are no differences in the role of social media advertising in consumer buying behavior regarding their age).

(H4.2.1: there are differences in the role of social media advertising in consumer buying behavior regarding their age).

Table 6-29: Testing Null Hypothesis H4.2 (ANOVA)

Consumer Buying Behavior					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.290	4	.073	.127	.973
Within Groups	204.704	358	.572		
Total	204.994	362			

Table 29 shows that the probability for (F) test is (P=0.973) more than the level of significance (0.05), thus we can accept the null hypothesis and there are no differences in the role of social media advertising in consumer buying behavior regarding consumers' age.

The same test was applied to them at each step of the consumer buying behavior process. Results in Table 5.30 shows that the probability of (F) test for the five consumer behavior steps are in order (P= 0.786), (P= 0...057), (P= 0.595), (P= 0.892), and (p= 0.620) all of them are more than the level of significant (0.05). Therefore, we can say in all steps we accept the null hypothesis are rejected and there are no differences in the role of social media advertising in consumer need recognition, information search, evaluation alternatives, buying decision, and consumer post-purchase behavior regarding consumer's age.

Table 6-30: One-way ANOVA test for consumer buying behavior steps regarding their Age

		Sum of Squares	df	Mean Square	F	Sig.
Need Recognition	Between Groups	1.107	4	.277	.431	.786
	Within Groups	229.741	358	.642		
	Total	230.847	362			
Information Search	Between Groups	9.779	4	2.445	2.441	.057
	Within Groups	358.461	358	1.001		
	Total	368.240	362			
Evaluate Alternatives	Between Groups	2.812	4	.703	.696	.595
	Within Groups	361.813	358	1.011		
	Total	364.625	362			
Buying Decision	Between Groups	.929	4	.232	.279	.892
	Within Groups	298.166	358	.833		
	Total	299.095	362			
Post Purchase Decision Behavior	Between Groups	1.983	4	.496	.660	.620
	Within Groups	268.696	358	.751		
	Total	270.679	362			

6.7.3 Testing Hypothesis (H4.3) about Education Level

In this hypothesis, the researcher determines if there are differences or not in the role of social media advertising in consumer buying behavior regarding consumers' education level.

The null and alternative hypotheses will be as following:

(H4.3.0: there are no differences in the role of social media advertising in consumer buying behavior regarding their education level).

(H4.3.1: there are differences in the role of social media advertising in consumer buying behavior regarding their education level).

Table 6-31: Testing Null Hypothesis H4.3 (ANOVA)

Consumer Buying Behavior					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	44.769	3	14.923	33.436	.000
Within Groups	160.225	359	.446		
Total	204.994	362			

Table 31 shows that the probability for (F) test is (P<0.001) less than the level of significance (0.05), thus we can reject the null hypothesis and there a difference in the role of social media advertising in consumer buying behavior regarding consumers education level.

Moreover, the same test applied to each step of the five steps and the probability for (F) test is (P<0.001) less than the level of significance (0.05) as shown in table 32. Therefore, we reject the null hypothesis and there are differences in the role of social media advertising in consumer need recognition, information search, evaluation alternatives, buying decision, and consumer post-purchase behavior regarding consumers' education level.

Table 6-32: One-way ANOVA test for consumer buying behavior steps regarding their education leve

		Sum of Squares	df	Mean Square	F	Sig.
Need Recognition	Between Groups	38.157	3	12.719	23.697	.000
	Within Groups	192.690	359	.537		
	Total	230.847	362			

Information Search	Between Groups	56.606	3	18.869	21.736	.000
	Within Groups	311.634	359	.868		
	Total	368.240	362			
Evaluate Alternatives	Between Groups	49.958	3	16.653	18.999	.000
	Within Groups	314.668	359	.877		
	Total	364.625	362			
Buying Decision	Between Groups	49.651	3	16.550	23.819	.000
	Within Groups	249.444	359	.695		
	Total	299.095	362			
Post Purchase Decision Behavior	Between Groups	34.011	3	11.337	17.197	.000
	Within Groups	236.668	359	.659		
	Total	270.679	362			

6.7.4 Testing Hypothesis (H4.4) about Income

In this hypothesis, the researcher is determining if there are differences or not in the role of social media advertising in consumer buying behavior regarding consumers Income.

Null and alternative hypotheses will be like the following.

(H4.4.0: there are no differences in the role of social media advertising in consumer buying behavior regarding their income).

(H4.4.1: there are differences in the role of social media advertising in consumer buying behavior regarding their education income).

TABLE 33 SHOWS that the probability for (F) test is (P=0.097) more than the level of significance (0.05), therefore, we can accept the null hypothesis and we can say that there are no differences in the role of social media advertising in consumer buying behavior regarding consumers income.

Table 6-33: Table 33: Testing Null Hypothesis H4.4 (ANOVA)

Consumer Buying Behavior					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	4.435	4	1.109	1.979	.097
Within Groups	200.559	358	.560		
Total	204.994	362			

Moreover, the same test is applied in each step of the consumer buying behavior process. Results in table 34 show that for steps one, two, four, and five; (F) test are in order (P= 0.146), (P= 0.015), (P= 0.584), and (P= 0.064), all of them are more than the level of significant (0.05). Therefore, we can say in all these steps that we accept the null hypothesis and there are no differences in the role of social media advertising in consumer need recognition, search for information, buying decision, and consumer post-purchase behavior regarding consumer's income.

Table 6-34: One-way ANOVA test for consumer buying behavior steps regarding their income

		Sum of Squares	df	Mean Square	F	Sig.
Need Recognition	Between Groups	4.335	4	1.084	1.713	.146
	Within Groups	226.512	358	.633		
	Total	230.847	362			
Information Search	Between Groups	12.379	4	3.095	3.113	.015
	Within Groups	355.861	358	.994		
	Total	368.240	362			
	Between Groups	10.037	4	2.509	2.533	.040

Evaluate Alternatives	Within Groups	354.588	358	.990		
	Total	364.625	362			
Buying Decision	Between Groups	2.361	4	.590	.712	.584
	Within Groups	296.734	358	.829		
	Total	299.095	362			
Post Purchase Decision Behavior	Between Groups	6.619	4	1.655	2.243	.064
	Within Groups	264.060	358	.738		
	Total	270.679	362			

However, for step number three the probability of (F) test is (p= 0.04) less than the level of significance (0.05), so we can reject the null hypothesis for this step and say there are differences in the role of social media advertising in evaluating alternatives regarding consumers income.

7. DISCUSSION & FINDINGS

This research applied to the automotive industry in Erbil, discovering the relation of social media advertising on consumer buying behavior. The researcher chooses the automotive industry to be the field where this thesis applied because this field is very active in Erbil especially in advertising activities.

Therefore, before start answering the main question about the impact of social media advertising on consumer buying behavior, it was very important to determine if this kind of advertising is important for this field or not. Researchers believe regarding the results that this kind of advertising is very important for the automotive industry, as the answers showed that more than 99.7% of the contributed participants using social media regularly at least once a week. This shows the importance and effectiveness of social media as a marketing platform. The importance of social media also showed clearly, when 67% of the participants preferred social media platforms for advertisings related to the automotive industry in Erbil.

Moreover, social media advertising is important for the automotive industry in Erbil, as participant answers showed they are looking positively to automotive advertising in social media, with a mean greater than 3.4 from the total participants, as well as the participants preferred social media platforms for automotive advertising over the other platforms such as blogs, magazines, and TV.

Thus, social media advertising is important for companies who is working in the automotive industry in Erbil, as well as consumers who still look positively to this type of advertising and have a positive attitude towards automotive advertising on social media platforms.

The relation of social media advertising and buying decision applied to each step of five buying steps to clarify the strength of relationships in each step, as each step has a special situation and rule to deal with it. The results become the following:

Need recognition is the first step of buying decision, in step the study gave proof that there is a relation between social media advertising and need recognition, and the level of this relationship is moderate, which means social media advertising plays a moderate role in creating the need for customers to buying automotive products. This links to Kotler and Keller (2009), who mentioned that the external triggers initiating the chance of making a buying, reaching to satisfying their unmet needs (Kotler and Keller 2009).

In the second step of the search for information, the study showed that there is no relationship between social media advertising and searching for information for automotive products in Erbil, this means that customers depend on other resources and platforms to know more about automotive specifications and details. This links with what was mentioned in the literature review part, especially with what was mentioned by Sullivon (2002) about external information research. Customers are looking for external resources to navigate more information about the products when there is a lack of internal information, as they are looking for full valuable information and preparing to allow them to move towards a buying decision, this includes prior information and past personal experiences (Sullivon 2002). External Information Search is important for achieving customers' confidence before taking the buying decision (Semenik 2002).

The study showed a moderate relationship between social media advertising and evaluate alternatives which is the third step of the buying process, this means that customers using social media platforms in navigating alternatives and compare them in the automotive industry. The customers are comparing the offers between companies within the same cluster, trying to reach the buying decision. Therefore, it is recommended for automotive companies to do advertising on social media that contains special offers that do attention to the customers and encourage them to do an action. Silverman (2001) mentioned that; to guarantee the result within the expectation, people require relevance of practice direct and indirect experience, which people use as indicators through the purchasing process, in which social media plays a vital role (Silverman 2001).

In the fourth step, which is a buying decision, the study showed a moderate relationship between it and social media advertising. That means social media advertising plays a moderate effect on customers buying decisions for automotive products in Erbil. Kotler (2009) has also said that consumers affected by the infomediaries who publish their valuation on social media sites, and people buy intentions and favorites cannot be used as utterly reliable predictors of buying behavior (Kotler and Keller 2009).

This goes similar to the fifth step, which is post-purchase behavior. The study showed a moderate positive relationship between social media advertising and post-purchase behavior. That means social media advertising plays a moderate role in customers' post-purchase behavior for automotive products in Erbil. This matched what Sullivon Adcock (2002) said, once the customer has purchased a product, evaluations continue so the consumer can feel he made the best decision that satisfies the expectations, in which social media plays a vital role (Sullivon, Adcock 2002).

Thus, we can say that customers could take the buying decision of automotive products because of social media advertising. As well as this kind of advertising has a role in feedback about automotive brands. In other words, if a consumer saw advertising about the automotive brand that he/she bought before, no matter what the degree of the regret was, this kind of advertising has a role in this regret and feedback in the user's mind but in a moderate level.

In general, we can say that there is a moderate positive relationship between social media advertising and consumer-buying decision for automotive products, this relation appeared in the different steps of the buying process.

Regarding the degree of effectiveness through the five steps of buying decision, the most affected step is the first step, which is the need recognition; that means social media is most effective in creating the buying need for automotive customers in Erbil. However, the least affected step is the second step, which is searching for information with no relation between

them, and customers looking for external resources for taking technical information about automotive products.

The researcher measured the relationship as well between social media advertising and consumer buying behavior in the light of brand name, and if this relation differs from one brand to another while buying automotive products. The results showed that there is there are differences in the role of social media advertising based on the brand name in all sub-dependent variables; including need recognition, information search, evaluate the alternatives buying decision, and post-purchase decision behavior.

This means that brand name could cause the customer initiative for buying an automotive product when seeing a new product advertising for the favorite brand. The brand also plays a role while searching for information about the automotive product on the social media site, the customer experience and attitude towards the brand affect the acceptance of information read on this brand. Moreover, the brand is an effective factor when evaluating automotive alternatives and reaching the buying decision. Finally, the customer's feedback toward the brand and relatives' recommendations on social media sites is an effective factor as well for when buying an automotive product.

The last objective was to study the relation of social media advertising and consumer buying behavior in light of four demographical variables including gender, age, education level, and income.

For gender, the study showed that there are differences regarding gender in the role of social media advertising in consumer buying behavior regarding consumer's gender. The difference regarding gender appeared in in the role of social media advertising in information search, buying decision, and post-purchase decision behavior, however, there are no differences regarding gender in the role of social media advertising in need recognition and evaluation alternatives steps. This means social media advertising for automotive products varies regarding the gender while searching for information, buying decision, and post-purchase

decision behavior; this refers to the difference in interest and reactions between males and females while buying an automotive product.

For testing age, the study showed that there are no differences in the role of social media advertising in consumer buying behavior regarding consumers' age. This appeared in all the five steps of the buying process and there are no differences in the role of social media advertising in consumer need recognition, information search, evaluation alternatives, buying decision, and consumer post-purchase behavior regarding consumer's gender.

Regarding the education level, the study showed that there a difference in the role of social media advertising in consumer buying behavior regarding consumers' education level. This difference in the role of social media advertising regarding consumers' education level appeared in all steps including consumer need recognition, information search, evaluation alternatives, buying decision, and consumer post-purchase behavior. This means education level affects the customer reaction regarding social media automotive advertising; therefore, automotive companies shall take into consideration the targeted customer's education level, and design suitable advertising for this segment accordingly.

For income, the results showed that there are no differences in the role of social media advertising in consumer buying behavior regarding consumers' income. Noting that there are no differences in the role of social media advertising in consumer need recognition, search for information, buying decision, and consumer post-purchase behavior regarding consumers income, however, there is a difference in evaluating alternatives step.

The difference in the evaluation step regarding the income related to the consumer's sensitivity to the price and customers will select the automotive product the much suitable to their income level and budget. This made the researcher think that this differentiation should even excite in the fourth step which is buying decision; as when we are looking at the whole process, the customer in the third step put all the factors related to the price and make the evaluation process. This moved to the fourth step automatically 'buying decision', and it is

affected by the previous evaluation inputs, this led the researcher to think that there are differences in the role of social media advertising in consumer buying decision regarding consumer's income.

8. CONCLUSION & RECOMMENDATIONS

The main interest for the researcher is to examine the relationship between paid social media advertising and consumer buying behavior in the automotive industry for all the five process steps. Therefore, the researcher developed this model to measure the existence of this relation and its strength, the model applied in a vital sector in Erbil, which is automotive products.

The results showed a moderate relation in general between paid social media advertising and consumer-buying behavior; however, there is no relation in the second step of the process, which is research information.

Based on this, the researcher believes that social media advertising has an impact on consumer buying behavior. As well as the researcher recommends marketing managers and decision-makers in the automotive companies effectively use social media advertising as it affects consumer buying behavior, however, the design of advertising shall not concentrate on providing information as customers depends on other resources for searching more information about automotive products. Moreover, the differences in demographical factors shown in the above part shall be taken into concertation while designing the advertisements.

Research has limits and the results shouldn't be generalized to all cases, there are many limits for this study; the first one is the geographical area as the research applied in Erbil one of the main cities in Iraq, and the second one is the sector as it applied specifically to the automotive industry. The third is the sample size, as the research applied to only hundreds of Erbil population, not all the populations. Finally, is the time, as this research conducted in the COVID-19 pandemic time, in which customer's behavior, attitude, and interest affected due to the change of priorities and due to changes in the economic factors. Therefore, these results should not generalize to all applications and industries, or the results could differ in other cities rather than Erbil, moreover, the sample size and timing of conducting the research could affect the results as well.

Researchers recommend as well future studies to make a concentrate on each step alone, as the research showed no relation to the second step of information research. As well as to apply the study for different geographical areas rather than Erbil, targeting different products and industries, reaching more population and participants, besides, to have wider time in surveying different economic environment out of the COVID-19. Considering the limited time and scope of this research, it would be undoubtedly interesting and useful to conduct a case study for an automotive company and apply social media advertising for it, using different platforms and scenarios comparing the results done in these platforms and scenarios.

Finally, in this thesis researcher aimed to guide automotive companies in Erbil to design their advertisements on social media, and to clarify the relation and strength of this relationship between social media advertising and consumer buying behavior.

REFERENCES

Books

Bailey A, Johnson, G. and Daniel, K. (2000), "Validation of a Multi-Dimensional Measure of Strategic Development Process", BMJ, 2(22), pp.151-162.

Bettman, J. R. 1979. An Information Processing Theory of Consumer Choice. USA and Canada: Addison-Wesley Publishing Company, Inc.

Blackwell R. D., & Miniard W. P., & Engel F. J., 2003. Consumer Behavior. Vikas

Caulkin, S, (2005), "Escape from the budget straightjackets", Management Today, January, pp.47-49.

Erdem, A. (2006). Tüketici Odaklı Bütünleşik Pazarlama İletişimi. Ankara: Nobel Yayınevi

Howard. John A. and Lyman E. Ostlund. "The Model: Current Status of Buyer Behavior Theory." in John A. Howard and Lyman E. Ostlund. eds... Buyer Behavior. New York: Alfred A. Knopf. 1973, pp. 3-32.

Kanuk, L. L. & Schiffman, L. G. (1987). Consumer Behavior. London: Prentice-Hall

Kaplan, A. M. and Haenlein, M., 2010. Users of the world, unite! The challenges and opportunities of Social Media. Business Horizons, 53 (1), 59-68.

Kim, W. G., Jeong, O. R. and Lee, S. W., 2010. On social Web sites. Information Systems, 35 (2), 215-236.

Kollatt, D.J., Blackwell, R.D. and Robeson, J.F. (1972) Strategic Marketing, New York: Holt, Rinehart & Winston. (Standard textbook on strategy)

Leighton, D.S.R. (1966), International Marketing: Text and Cases, New York: McGraw-Hill.

Manzano, N., 2012. Explanatory Models of Change of Consumer Behavior. Journal of I-Business. 4, PP. 246-255.

McDonald, M. (1996) "Strategic Marketing Planning: Theory; Practice; and Research Agendas", *Journal of Marketing Management, 12*(1–3), pp.5–27.

McDonald, M.H.B. (1984), "The Theory and Practice of Marketing Planning for Industrial Goods in International Markets", Ph.D. thesis, Cranfield: Cranfield Institute of Technology.

Piercy, N.F. (1997), Market-led Strategic Change – Transforming the Process of Going to Market, third edition, Oxford: Butterworth-Heinemann.

Schiffman, L.G., & Kanuk, L.L. (1987). "Consumer Behaviour"; Third Edition; Prentice Hall International, Inc.

Smith, PR & Zook, Z. 2011. Marketing Communications: Integrating Offline and Online with Social Media. Fifth Edition. London, U.K: Kogan Page Ltd.

Walters, C. G. (1974) "Organizational Behavior - Human Behavior at work", 9th edition Watt University.

Weber, L. 2009. Marketing to the Social Web: How digital customer communities build your business. Second Edition. N.J, USA: John Wiley and Sons.

Periodicals

Ansoff, H.I. (1977), "The state and practice of planning systems", Sloan Management Review, 18 (2), pp. 1-24. (Article on planning systems by a leading writer on strategy).

Baker, W. E., Honea, H., & Russell, C. A. (2004). The effect of brand name placement on television advertising effectiveness. Journal of Advertising, 33(3), pp. 77-85.

Brown, S. (1996) "Art or Science. Fifty Years of Marketing Debate", Journal of Marketing Management, 12, pp. 243–267.

Bryman, A., & Bell, E. (2007). Research designs: business research methods. New York: Oxford university press.

Chi, H.H., 2011. International Digital Advertising vs. Virtual Brand Community: an exploratory study of user motivation and social media marketing responses in Taiwan. Journal of Interactive Advertising. 12(1), PP. 44-61.

Cox, R. & Brittan, Paul., 2004. Retailing: an Introduction. Issue no: 5. London: Pearson Education.

Cömert, Y., Durmaz, Y., 2006. Tüketicinin tatmini ile satın alma davranışlarını etkileyen faktörlere bütünleşik yaklaşım ve Adıyaman ilinde bir alan çalışması. Journal of Yasar University.

Dehghani, M., Nourani, S. & Abradeh, E.M., 2012. The Role of Social Media Advertising in Motivating consumer in Banking Services. Interdisciplinary Journal of Contemporary Research Business. 4(8), PP. 774-787.

Drury, G.n. 2008. Social Media: Should marketers engage and how can it be done effectively". Journal of Direct, Data and Digital Marketing Practice 9 (3): pp. 274-277. USA: Palgrave Macmillan.

Evans, M., 2006. Consumer Behavior towards Fashion. European Journal of Marketing. 23(7), PP. 7-16.

Greenley, G. (1984) "An exposition into empirical research into marketing planning", Journal of Marketing Management.

Guez, W., & Allen, J. (2000). Module 4: Behavior Modification. Regional Training

Hanna N., & Wozniak R., & Hanna M., 2013. Consumer Behavior: An Applied

İslamoğlu, A., H., Altunışık, R., 2010. Tüketici davranışları. Beta Basım.

Jacobs, D. L. 2013. Social Media Marketing: How To Turn Satisfied Customers Into 'Brand Advocates'. (http://www.forbes.com/sites/deborahljacobs/2013/02/15/social-media-marketing-how-to-turn-satisfied-customers-into-brand-advocates/ [Retrieved 16.3.2013]).

Jansen, B. J., Zhang, M., Sobel, K. and Chowdury, A., 2009. Twitter power: tweets as electronic word of mouth. Journal of the American Society for Information Science & Technology, 60 (11), 2169-2188.

Natarajan, T., Balasubramanian, S., Balakrishnan, J. & Manickavasagam, J., 2013. Examining Beliefs towards Social Media Advertisements among Students & Working Professionals: An Application of Discriminant Analyzing. Australian Journal of Basic & Applied Sciences. 7(8), PP. 697-705.

Other Publications

Al-Jeraisy, K., 2008. Consumer Behavior: an Analytical Study of the Saudi Family's Purchase Decision, Riyadh: King Saud University.

AMMOURA, A. (2015). THE IMPACT OF SOCIAL MEDIA ADVERTISING ON CONSUMER BUYING BEHAVIOR (APPLIED ON FASHION RETAIL INDUSTRY). Istanbul: BAHCESEHIR UNIVERSITY

Arpacı, T. (1994). Pazarlama. Ankara: Gazi Büro Kitapevi

Baekdal, T. 2009. Web Trends 2009. (http://www.baekdal.com/Trends/web-trends-2009 [Retrieved 16.3.2013]).

Bond, C., Ferraro, C., Luxton, S. & Sands, S., 2010. Social Media Advertising: An Investigation of Consumer Perceptions, Attitudes, & Preferences for Engagement. Melbourne: Monash University ANZMAC

Darwish, M. A. (2017). Research methods in the humanities. Egypt: Minia University.

Erickson, F., 2012. Qualitative Research Methods for Science Education. Netherlands: Springer

İşlek, M., S., 2012. Sosyal medyanın tüketici davranışlarına etkileri: Türkiye'deki sosyal medya kullanıcıları üzerine bir araştırma. Yayımlanmış Yüksek Lisans Tezi. Karamanoğlu Mehmetbey Üniversitesi Sosyal Bilimler Enstitüsü.

Johansson, M., (2010). Social Media & Brand Awareness. Unpublished Bachelor's Thesis. Lulea: Lulea University of Technology LTU.

Joseph, S. 2013. Nike Takes Social Media In-House. http://www.marketingweek.co.uk/sectors/sport/nike-takes-social-media-in-house/4005240.article [Retrieved 16.3.2013]).

Koç, E. (2012). Tüketici Davranışı ve Pazarlama Stratejileri Global ve Yerel Yaklaşım. Ankara: Seçkin Yayıncılık

Korkmaz, M. (2006). Tüketicilerin Tüketim Davranışları ve Tüketim Tercihlerine Etki Eden Faktörler, Yayınlanmamış Yüksek Lisans Tezi. Gazi Üniversitesi Eğitim Bilimleri Enstitüsü.

Kotler, P., & Keller, K. L. 2009. Marketing management. Upper Saddle River, N.J: Pearson

Prentice Hall.

Lee, E., (2013). Impact of Social Media on Consumer Behavior- Decision Making Process. Unpublished Bachelor's Thesis. Finland: Turku University of Applied Sciences.

Levy, M. & Weitz, B., 2004. Retail Management. Issue no: 5. New York: McGraw Hill Irwin.

Logar, S. (2009) " An Exploration of Twitter's Popularity and Usefulness: Effects on the Media Industry, Business World and Beyond", Ohio University, E. W. Scripps School of Journalism ,[pdf], available from www.scripps.ohiou.edu/media/podcasts/j416/papers/logar.pdf (p. 5)

Mucuk, İ. (2001). Pazarlama İlkeleri. İstanbul: Türkmen Kitapevi.

Nopanen, S.L., 2010. Advertising Efforts in Social Media Effective or Not. Amsterdam: Hogeschool INHolland.

O'guinn, Allen, Semenik (2007) Publicidad y comunicación integral de marca. Colombia, Thomson Learning (p 518)

Odabaşı Y., Barış, G., 2002. Tüketici davranışı. Kapital Medya A.Ş.

Olakunle, K.A., 2012. The Impact of Social Media Marketing Communications on Consumer's Perception of Brands. APCON Advertising Practitioners Council of Nigeria, PP. 1-50.

Olgun, B. (2014). Sosyal Medya ve Tüketici Davranışları. Yayınlanmamış Yüksek Lisans Tezi. İstanbul Aydın Üniversitesi Sosyal Bilimler Enstitüsü

Ossorio, P. G. (2006). The behavior of persons. Ann Arbor, MI: Descriptive

Parlak, F. (2010). Sosyal Medya ve Tüketici Satın Alma Karar Sürecine Etkileri: Nitel Bir Uygulama, Yayınlanmamış Yüksek Lisans Tezi. Dumlupınar Üniversitesi Sosyal Bilimler Enstitüsü

Priest, J., & Carter, S., & Statt, D., A. (2013). Consumer Behavior. Edinburgh: Heriot
Psychology Press. Publishing House.

Raquette, H., 2013. Social Media Tool: A Literature Review. Major Paper by Master of Sconce Students. Rohde Island: University of Rohde Island.

Richter, A. and Koch, M., 2008. Functions of Social Networking Services [online]. In: Proceedings of the 8th International Conference on the Design of Cooperative Systems, Carry-le-Rouet 20-23 May 2008. Available from:

http://www.kooperationssysteme.de/ wp-

Safko, L. and Brake, D. K., 2009. The social media bible: tactics, tools, and strategies for business success. Hoboken, NJ: John Wiley & Sons

Sajithra, K. & Rajindra, P., 2013. Social Media- History & Components. Journal of Business and Management. 7(1), PP. 69-74.

Schiffman, L. & Kanuk, L.L., 2009. Consumer Behavior. Issue no: 10. New Jersy: Pearson Education.

Semenik, R., 2002. Promotion & Integrated Marketing Communications. Canada: South-Western.

Seminar on Guidance and Counselling. UNESCO, France.

Shawish, W. M. (2015). Research Methods in Jurisprudence Studies. International Islamic Science University, Sheikh Noah Al-Qudah College of Sharia and Law, Jordan

Silverman, G. 2001. The Secrets of Word-of-Mouth Marketing. USA: AMACOM.

Silverman, G. 2001. The Secrets of Word-of-Mouth Marketing. USA: AMACOM.

Smith, B.D. (2003), "The Effectiveness of Marketing Strategy Making in Medical Markets", Cranfield University Ph.D., 2003.

Soloman, M.; Bamossy, G. & Askegaard, S. 2002. Consumer Behavior: A European Perspective. Upper Saddle River, N.J: Pearson Prentice Hall

Soukup, P. A. (2014). Looking at, with and through YouTube. Communication Research Trends, 33(3), (p 3-34). Retrieved from

Sternthal, B. & Craig, C. S. 1982. Consumer Behavior: An Information Processing Perspective. Englewood Cliffs, N.J: Prentice Hall, Inc.

Sullivon, M. & Adcock, D., 2002. Retail Marketing. London: Thomson.

Swaidan, Z., Vitell, S., J., Rose, G., M. Gilbert, F., W., 2006. Consumer ethics: The role of acculturation in U.S. ımmigrant populations. Journal of Business Ethics, p. 64.

Tuten, T., 2008. Advertising 2.0: Social Media Marketing in a Web 2.0 World. United State of America: Greenwood Publishing.University, Publisher: Financial Times/ Prentice Hall.

Uzgören, E., Korkmaz, İ., 2015. Sosyal medya ekonomisinin mikro iktisadi temelleri üzerine bir inceleme. Optimum Ekonomi ve Yönetim Bilimleri Dergisi, 2 (1).

Weinberg, T. 2009. The New Community Rules: Marketing on the Social Web. Sebastopol, CA: O'Reilly Media Inc.

Weinberg, T. 2009. The New Community Rules: Marketing on the Social Web. Sebastopol, CA: O'Reilly Media Inc.

Young Entrepreneur Council. 2012. 5 Ways Social Media Takes Customer Relationships To The Next Level. (http://www.forbes.com/sites/theyec/2012/12/24/5-ways-social-media-takes-customer-relationships-to-the-next-level-2/ [Retrieved 16.3.2013]).

Yükselen, C. (2013). Pazarlama, İlkeler, Yönetim, Örek Olaylar. Ankara: Detay.

Zarrella, D. 2010. The Social Media Marketing Book. Sebastopol, CA: O'Reilly Media Inc.

Zhou, J. X., Arnold, Pereira, A., & Yu, J. (2010). Chinese consumer decision-making styles: A comparison between the coastal and inland regions. Journal of Business Research, 63, 45-51.