



RESEARCH ARTICLE

Brand Perception via Social Media and its Impact on Consumers Purchasing Decisions of Smart Phones in Amman City - Jordan

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ABSTRACT

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The study aims to investigate how consumers' decisions to buy smartphones are influenced by their perceptions of brands on social media. To accomplish the practical objectives and evaluate the hypotheses, data on the study population, which consists of smartphone users, was gathered through a convenience survey. The study's findings show that brand perception, which includes all four aspects, has an impact on consumers' purchasing decisions that is statistically significant. Brand quality, brand loyalty, brand repute, and brand image are these dimensions. The findings show that brand loyalty has the biggest influence on customers' decisions to buy. The primary advice is to analyze consumer demands for smartphones, develop products to meet those needs, and carry out competitive and market research to determine what the needs of the market are.

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INTRODUCTION

Brand awareness (BA) is important for creating and influencing consumer purchasing decisions [1]. As the Internet is a communication channel, social media platforms (like Instagram, YouTube, Facebook, and Twitter) in disseminating and sharing information are essential, and therefore companies spend huge amounts of money to create them. The creation, distribution, and consumption of brand content are being completely transformed by these social media platforms, providing consumers with endless opportunities to access and use brand information to make purchasing decisions [2]. Social media marketing features have radically changed marketing tools as social media users are not just observers but act as primary participants, providing comments, reviews, and opinions on the platform in free form [3, 4].

Social media has the power to significantly impact customers' decisions to buy mobile phones. Social media nowadays is advanced enough for marketers to independently investigate many perspectives. One of the greatest approaches to find out about user perceptions is to examine the relationship between the five marketing social media components: online communities, engagement, content sharing, accessibility, and credibility, feedback, and information, as well as how it affects customer satisfaction, has not been extensively studied in the literature to date. From this point on, the study's core question can be used to represent the problem: What effect does social media have on people's decisions to buy smartphones? We pose the following queries with this query:

1. What effect does social media have on consumers' decisions to buy mobile phones?
2. Does the sharing of material on social media platforms influence customers' decisions to buy smartphones?
3. Does social media marketing affect how a brand appears on smartphones?

2. Objectives

The following are the research's primary goals:

1. To determine the elements that motivate customers to buy mobile phones using social media.
2. To determine which social media platform is more favored by users.
3. To compare consumer-prepared channels for purchasing decisions with conventional channels.
4. Look at how social media marketing affects customers' decisions to buy smartphones in an indirect way.

3. Study Model

After going back to the research of, the model of the study figure (1) is based on the studies variables [5, 6, 22, 23,24].

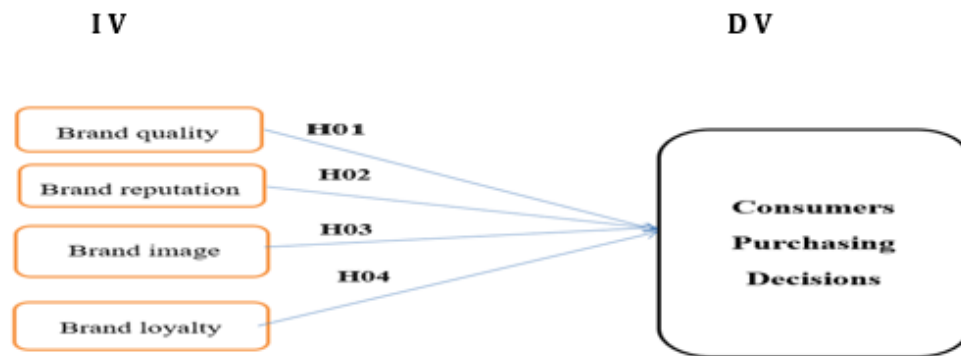


Figure 1: Study Model

4. Hypotheses

Considering the objectives and issue of the study, the principal theories listed below are:

H0: Consumers' decisions to purchase smartphones are not influenced by social media brand perception in a statistically meaningful way at level ($\alpha < 0.05$). This core hypothesis leads to the following supplementary hypotheses:

H01: There aren't any statistically noteworthy effects on the quality of decisions made by customers when buying cell phones at the significance level ($\alpha < 0.05$).

H02: There is no statistically significant impact on brand reputation in consumer purchase decisions for smartphones At level ($\alpha < 0.05$).

H03: The brand image has no statistically significant influence on customers' decisions to purchase smartphones at level ($\alpha \leq 0.05$).

H04: When it comes to brand loyalty, there is no statistically significant influence ($\alpha < 0.05$) on customers' decisions to purchase smartphones.

5. THEORETICAL FRAMEWORK

Social Media Marketing: is founded on a multi-directional communication strategy that blends sender and recipient roles and communications to produce value for the full network that consists of both senders and recipients [6].

Purchasing Decisions: is the process a consumer goes through to determine a need, produce possibilities, and select a particular brand and product. A neuromarketing perspective to assess the role and impact of trait policies on consumers' purchasing decisions [7].

Brand Perception: is an essential initial stage in building brand equity, it entails raising brand recognition through robust linkages with pertinent product categories or other signals of purchase or consumption (for brand recall) and frequent viewing (for brand recognition).

Brand Loyalty: When consumers consistently purchase from a brand, even when rivals provide comparable goods or services, this is known as brand loyalty. In addition to sticking with and purchasing from the same brand, customers develop favorable perceptions of it [5].

Brand Image: is the way that customers view brands, and it's been described as a collection of associations that people have with brands (8).

Brand Reputation: is how the general public views your brand. Every interaction with your brand affects how potential customers, staff members, partners, and other stakeholders feel and think about it [9].

Brand Equity: a marketing word for a brand's value is brand equity. The brand's worth is based on how customers perceive and engage with it. A brand has a positive brand image if consumers think well of it [10].

6. PREVIOUS STUDIES

The prior research which is utilized by the researcher has been selected from many researches.

[11] demonstrated that lifestyle and product quality had a favorable and significant impact on iPhone purchasing decisions, yet purchasing decisions were unaffected by brand image. [12] Shown that the brand equity of Jordanian mobile operators was significantly impacted by social media marketing aspects. [13] verified that the relationship between just two aspects of social media marketing—interaction and information and the decision a customer makes to buy is mediated by brand trust. [14] Mentioned using the derived value of smartphones, product quality assessment, satisfaction effects, motivation for new purchases, and their core categories. [15] Found that while social effects do not affect the intention to buy a smartphone, product attributes, brand image, and pricing all have a substantial impact. [3] Showed that the use of social media affects consumer satisfaction when searching for data and evaluating alternatives and increases satisfaction. During the process, the customer decides what to buy and evaluates it thereafter. [4] Found that websites and social media have a noteworthy effect on the decisions of purchasing consumers in Jordan. [16] Showed that brand awareness was shown to mediate the relationship between content quality and purchase intent, as well as brand engagement and purchase intent. [17] Demonstrated that brand loyalty and brand awareness are the main factors influencing the decisions of most smartphone buyers. [18] mentioned that functional value, social value, and perceptions of brand image consistency with each brand's Instagram page positively influenced brand loyalty. [19] Are thought to have made a major impact on literature and practice within the domain of social media advertising, that is characterized as a relatively new but quickly expanding medium for forming connections with clients and establishing a brand. [20] Showed that the content of the message, the characteristics of the message, and the means of communication have a positive effect on the purchasing behavior of customers.

7. METHODOLOGY

7.1 Population and Sample

Convenience sampling under non-probability is the sampling strategy employed in this investigation. Non-probability selection introduces uncertainty into the current likelihood that any given unit in the population will be included in the sample. In convenience sampling, the researchers' convenience plays a major role in the selection of population samples. To represent the research population best; a random sample of Amman was selected from different populations who used smartphones. Among the methods utilized to calculate the sample size is [21]. The sample size is 384, and to increase accuracy, Google Forms was used to send 520 surveys. Of the total, 25 questionnaires (24% of the total) were not returned. Seventy-six percent of those deemed suitable for analysis were finished, thereby producing a sample size of 395 respondents.

7.2 Hypotheses Test

8.2.1 Examine the primary hypothesis H0: at this level, there is no statistically significant influence. ($\alpha \leq 0.05$) of brand perception dimensions through social media. The primary hypothesis was tested at the significance level ($\alpha < 0.05$) using multiple linear regression. Table 1 shows the main hypothesis test.

Table 1 Main Hypothesis Test

Model Summary			ANOVA			Independent t Variable	Coefficient		
R	R ²	R ² Adjust	F	DF	P- Value		B	T	P-Value
0.77 4	0. 60 0	0.596	146. 042	4	0.000	Brand Quality	0.021	0.411	0.682
				390		Brand Reputation	0.187	2.965	0.003
				394		Brand Image Brand Loyalty	0.159 0.395	2.445 8.348	0.015 0.000

The dependent variable (consumers' purchasing decisions) and the study's independent characteristics (brand quality, brand loyalty, brand reputation, and brand image) are displayed in Table 1 and have a significant impact because the P-value was (0.000) which is not as much as (0.05), and 146.042 is the computed F value, which exceeds the F value table (2.38). As a result, we rejected the primary theory and accepted the substitute, which claims that: Customers' decisions to purchase cellphones are statistically influenced by social media brand perception features at the level ($\alpha \leq 0.05$). Further supporting the "positive (strong)" link between the independent variable dimensions and the dependent variables in Table 1 is the R-value (R= 0.774), which is more than (0.5). Furthermore, R² is equivalent value (0.600) and the adjustment R² value is (0.596) after an excluded error from R² value, which indicates the brand perception dimensions contribute to consumers' purchase decisions by about 60% and other factors account for the remaining 25%. Furthermore, the values of the variables' computed t values (Brand Reputation, Brand Image, and Brand Loyalty), score respectively (2.965, 2.445, 8.348) surpass the t value table (1.986), additionally, P-Values for the t-test are below 0.05, and they respectively score (0.003, 0.015, 0.000) which indicates that the brand reputation has a statistically significant impact, brand image, and brand loyalty on the dependent variables (consumers' purchase decisions). While (Brand Quality) has a score t value of (0.411) less than the t table, moreover, the P-Values for t are more than (0.05) about (0.682) which means the dimensions don't have an impact on consumers' purchase decisions, because the T-value of the dimensions is less than t-table (1.986), the P-Values for t are greater than (0.05).

7.2.2 Stepwise Regression

Stepwise regression, variables have no contribution or little contribution to the DV which are eliminated, and the IV are categorized according to their degree of contribution. The stepwise regression process's table 2 displays the results.

Table 2: Primary Hypothesis Stepwise Regression Analysis Results

	Variables	Summary of the Model			ANOVA		Coefficients
		r	r ²	r ² Adjust	f	P-V	t
1	Brand Loyalty	0.743	0.552	0.551	484.74	0.000	22.017
2	Brand Loyalty	0.770	0.593	0.591	285.51	0.000	11.425
	Brand Reputation						6.260
3	Brand Loyalty	0.774	0.599	0.596	195.08	0.000	8.550
	Brand Reputation						3.335
	Brand Image						2.526

The stepwise results divided the dimensions of the independent variables into three categories. Brand loyalty is included in the first category, which contributes the most to the dependent variable (consumers' purchase decisions) calculated by (55.2%). The second group consists of two components brand reputation and brand loyalty that increase the group's contribution to (59.3%) We might therefore conclude that the second-highest influence on consumers' purchase decisions is the brand reputation. The third group formed after adding brand image, and the dimension raised contribution on consumers' purchase decisions by (59.9%).

8.2.3 Test first sub-hypothesis H01: at this level, when it comes to consumers' decisions to buy smartphones, brand reputation has no statistically significant influence ($\alpha \leq 0.05$). At the significance level ($\alpha < 0.05$), the first sub-hypothesis was tested using simple linear regression. Table 3 shows the primary hypothesis.

Table 3 Primary Hypothesis

IV	r	r ²	r ² Adjust	B	D V	t-table value	t - Calculated value	Sig.
Brand reputation	0.676	0.457	0.456	0.671	consumer purchase decisions	1.986	18.201	0.000

Table 3 shows that the value in the t-table (1.986) is less than the determined t-value (18.201). indicating that there is a statistically significant impact of the independent variable (brand reputation) on the D V (consumer purchase decisions). Also, the significance level of t is below 0.05. Therefore, we accept the alternative and reject the hypothesis, which states that at the level, the impact is statistically significant ($\alpha \leq 0.05$) of brand reputation in consumer purchase decisions for smartphones. Table 3 shows that there is a positive (strong) correlation between the independent factors and the dependent variable, which the R-value (R=0.676) illustrates, which surpasses (0.5). Also, the brand reputation contribution to consumer purchase decisions is 45.7% ($R^2 = 0.457$), and other factors account for the remaining 25%. Given that the B value is (0.671), an increase of one unit in brand reputation will result in a (0.671) rise in consumer purchase decisions.

Table 4 Second Sub-hypothesis

Independent Variable	R	R ²	R ² Adjust	B	Dependent Variable	t-table value	t - Calculated value	SIG
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Brand image	0.708	0.501	0.500	0.666	consumer purchase decisions	1.986	19.879	0.000
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Table 4 shows that the value in the t-table (1.986) is less than the determined t-value (19.879). It implies that brand image is the independent variable, has an impact on the dependent variable that is statistically significant, customer purchasing decisions. Also, its significance level is below 0.05. Consequently, we accept the alternative and reject the hypothesis, which states that at the level, the impact is statistically significant ($\alpha \leq 0.05$) of brand image in consumer purchase decisions for smartphones. Table (4) demonstrates that the independent and dependent variables have a positive (high) connection, which the R-value ($R = 0.708$) demonstrates, which surpasses (0.5). Also, the brand image contribution to consumer purchase decisions is 50.1% ($R^2 = 0.501$), and other factors account for the remaining percentage. Given that the B value is (0.666), a unit increase in brand image will result in a (0.666) increase in customer purchase decisions.

8.2.5 Test of the third Sub-Hypothesis H03: At the level ($\alpha \leq 0.05$), brand loyalty has no statistically significant impact on customers' decisions to purchase smartphones. Simple linear regression was used to evaluate the third sub-hypothesis in Table 5 at the significance level ($\alpha < 0.05$).

Table 5: Third Hypothesis Sub Hypothesis

IV	r	r ²	R ² Adjust	b	Dependent Variable	t-table value	t-Calculated value	SIG
Brand loyalty	0.743	0.552	0.551	0.640	consumer purchase decisions	1.986	22.017	0.000

Table 5 shows that the computed t-value (22.017) is more than the t-table value (1.986). It suggests that the independent variable has a statistically significant impact (Brand loyalty) regarding the dependent variable (consumer purchase decisions). Also, the significance level of t is below 0.05. Therefore, we reject the hypothesis and accept the alternative, which mentions that brand loyalty has a statistically significant influence on customer decisions to buy smartphones at the level ($\alpha \leq 0.05$). Additionally, Table (5) demonstrates that the independent and dependent variables have a positive (high) connection, which is demonstrated by R-value ($R = 0.743$), which is more than (0.5). Also, the brand loyalty contribution to consumer purchase decisions is 55.1% ($R^2 = 0.551$), and the remaining percentage is because of other factors. As the B value is (0.640), which means that the increase of one unit in brand loyalty will increase the consumer purchase decision by (0.640).

1) **7.2.6** Test of the Fourth Sub-hypothesis H04: There is no statistically significant impact at the level ($\alpha \leq 0.05$) of brand quality in consumer purchase decisions for smartphones. At the significance level ($\alpha < 0.05$), Fourth-sub hypothesis was tested using simple linear regression in table 6.

Table 6 Fourth Sub-hypothesis

Independent Variable	R	R ²	R ² Adjust	B	Dependent Variable	t-table value	t-Calculated value	SIG
Brand quality	0.584	0.341	0.339	0.585	consumer purchase decisions	1.986	14.262	0.000

The computed t-value (14.262) is more than the t-table value (1.986), as Table 6 illustrates. It suggests that the independent factors (Brand quality) have a statistically significant effect on the dependent variable (customer buying decisions). Also, the significance level of t is below 0.05. Therefore, we refused the hypothesis and accepted the alternative, which says that consumer decisions to purchase smartphones are influenced by brand quality at a statistically significant level ($\alpha \leq 0.05$).

8. CONCLUSION

The purpose of this study is to examine how social media marketing affects brand image and customer satisfaction. Determine which social media marketing strategies have an impact on client satisfaction. This study's second goal is to determine how social media marketing affects brand perception. Lastly, the purpose of this study was to investigate how social media marketing affects brand image and consumer happiness. Based on content sharing and interactions, this study assigned a grade to social media marketing. In this new digital company environment, social media marketing appears to be the best way to please clients. In the current e-commerce landscape, this can offer businesses several advantages, such as optimizing managerial and operational advantages, integrating, and optimizing company processes, and strengthening organizational and strategic advantages.

The findings demonstrate that social media has a beneficial effect on consumers' purchasing decisions since message content has grown to be a significant factor; The study indicates that display advertising is enhanced when social networking content is used on mobile devices, and the amount of time needed to create new services or alter current ones. In addition, the characteristics message has a positive effect on the customer's purchasing behavior, as the use of characteristics in messages leads to new products. The media also has a positive effect on customers' purchasing behavior, allowing mobile operators to provide high-quality products. Quality at a lower cost, reducing the total cost of operation. Many companies seek to adopt electronic advertising because it represents a driving force motivating young people to purchase the items that were advertised. Moreover, it aims to improve a favorable image by influencing young people's purchasing decisions and ideas.

9. Future Research

Subsequent studies might explore the model across various industries, populations, and services. Also, a comparable study might be carried out in many nations, particularly in the Arab world, to yield comparable outcomes. Lastly, future studies should consider additional influencing elements, like technical considerations (like the Internet), infrastructure, environmental variables, and incentives related to service delivery.

10. Recommendations

Based on the results and conclusions of the study, the following recommendations are suggested:

- 1-Further investigation is needed about the adoption of technology in Jordan, particularly in social media marketing, branding, and customer satisfaction. This research should pay particular attention to verifying the established paradigms within the Jordanian cultural context.
- 2- The development of mobile applications that are concerned with the level of customer satisfaction for telecommunications companies should be encouraged to be easy to use and easy to use.
- 3- The researcher suggests encouraging telecom companies to provide more and better-quality data on the services they provide to their customers.

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