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The Impact of Social Media Marketing on Consumer Purchasing Decisions: Study Survey of customer feedback in shopping malls and e- commerce stores in Iraq

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Abstract: Aims This Study to the statement The impact of social media advertising on consumers' purchasing choices customers in Iraq, focusing on both shopping malls and e-commerce platforms. Using a mixed-methods approach, the study combines quantitative surveys and qualitative interviews with 200 Iraqi social media users to analyze the effectiveness of various social media techniques, including advertising, influencer endorsements, user-generated content (UGC), and buyer engagement. The results show that social media significantly influences shopping decisions, with advertising and UGC playing the most prominent roles. Promotions and discounts are particularly effective in driving immediate purchases, while active brand engagement builds trust and loyalty. However, the influence of social media influencers was found to be less significant compared to other factors. The study also highlights the importance of visually appealing content and personalized marketing campaigns, especially for younger audiences. Key insights suggest that groups should prioritize UGC to build consensus, optimize targeted advertising, and implement time-sensitive promotions to drive engagement customers and monetization. The study concludes with practical guidelines for companies to improve their social media marketing strategies in the evolving digital market in Iraq.

تأثير التسويق عبر وسائل التواصل الاجتماعي على قرارات الشراء لدى المستهلك: دراسة استطلاعية لآراء العملاء في مراكز التسوق ومتاجر التجارة الإلكترونية في العراق

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وزارة التعليم العالي والبحث العلمي	وزارة التعليم العالي والبحث العلمي	دائرة التعليم المهني الانبار
		وزارة التربية

المستخلص

تهدف هذه الدراسة إلى بيان تأثير إعلانات وسائل التواصل الاجتماعي على خيارات الشراء لدى المستهلكين في العراق، مع التركيز على كل من مراكز التسوق ومنصات التجارة الإلكترونية. باستخدام نهج الأساليب المختلطة، تجمع الدراسة بين المسوحات الكمية والمقابلات النوعية مع 200 مستخدم عراقي لوسائل التواصل الاجتماعي لتحليل فعالية تقنيات وسائل التواصل الاجتماعي المختلفة، بما في ذلك الإعلان، وتأييد المؤثرين، والمحتوى الذي ينشئه المستخدم (UGC)، وإشراك المشتري. تظهر النتائج أن وسائل التواصل الاجتماعي تؤثر بشكل كبير على قرارات التسوق، حيث يلعب الإعلان والمحتوى الذي ينشئه المستخدم الأدوار الأكثر بروزاً. العروض الترويجية والخصومات فعالة بشكل خاص في دفع المشتريات الفورية، في حين يبني المشاركة النشطة للعلامة التجارية الثقة والولاء. ومع ذلك، وجد أن تأثير المؤثرين على وسائل التواصل الاجتماعي أقل أهمية مقارنة بعوامل أخرى. تسلط الدراسة الضوء أيضاً على أهمية المحتوى الجذاب بصرياً وحملات التسويق الشخصية، وخاصة للجمهور الأصغر سناً. تشير الرؤى الرئيسية إلى أنه يجب على المجموعات إعطاء الأولوية للمحتوى الذي ينشئه المستخدم لبناء الإجماع، وتحسين الإعلانات المستهدفة، وتنفيذ العروض الترويجية الحساسة للوقت لدفع العملاء إلى المشاركة والربح. وتختتم الدراسة بإرشادات عملية للشركات لتحسين استراتيجيات التسويق عبر وسائل التواصل الاجتماعي في السوق الرقمية المتطورة في العراق.

الكلمات المفتاحية: التسويق عبر وسائل التواصل الاجتماعي، قرارات الشراء لدى المستهلك، المحتوى الذي ينشئه المستخدم (UGC)، تسويق المؤثرين، استراتيجيات التسويق الرقمي، العراق.

introduction:

Social media marketing has become an essential component of modern business strategies, greatly influencing customer behavior. Customer and decision-making processes.

With billions of users actively engaged on platforms like Facebook, Instagram, Twitter, and TikTok, businesses are using these tools to boost brand awareness and build relationships. customers and drive purchasing decisions (Kaplan & Haenlein, 2010). The rise of social media has not only

transformed traditional marketing practices, but has also reshaped how people perceive customers to brands and interact with them.

However, despite the huge impact of social media marketing, many people face...customers Various challenges affect their purchasing decisions. These include information overload, misleading advertising, distrust of online reviews, and concerns about data privacy and security. Additionally, in the context of Iraq, several unique barriers hinder the effectiveness of social media marketing. Unstable internet connectivity limits access to digital platforms, especially in certain areas. Furthermore, varying levels of digital literacy among customers on their ability to critically evaluate online advertising and marketing campaigns. Economic constraints, including fluctuating purchasing power and limited access to secure online payment methods, further complicate consumer decision-making. Cultural and social factors may also play a role in shaping attitudes. Customers Towards online shopping and brand trust.

Understanding these obstacles is essential for businesses and marketers aiming to improve their digital strategies and boost engagement. Customers by addressing these challenges, businesses can create more effective and comprehensive marketing campaigns that resonate with their target audience in Iraq's evolving digital market.

Research problem: Despite the growing importance of social media marketing, there is limited understanding of how these strategies impact consumers' purchasing decisions. Customers, especially in the Iraqi market. While previous studies have highlighted the general benefits of social media in enhancing brand engagement, there is a lack of comprehensive analysis regarding its direct impact on consumer behavior. Customer In shopping malls and e-commerce stores.

The study sample, which consists of customers Those who frequently interact with social media ads face several challenges, including skepticism about online reviews, exposure to misleading ads, and difficulties distinguishing between genuine and fraudulent promotions. Additionally, factors such as unstable internet connectivity, varying levels of digital literacy, and economic constraints further complicate the decision-making process.

Key questions remain about what types of social media content are most effective at driving purchases and the psychological mechanisms that

influence trust. Customer and its interaction. This gap in the literature highlights the need for further investigation to provide practical insights for companies seeking to improve their digital marketing strategies in the evolving Iraqi market.

Research objective: The first objective of this research is to study the impact of social media advertising on purchasing decisions of customers. This study aims to understand the key social media factors that influence purchasing behavior, understand the role of buyer trust and engagement, and explore how different demographics influence these outcomes. By achieving these objectives, the research seeks to provide valuable suggestions for improving social media advertising efforts.

And The main objective of this study is to examine the impact of social media marketing on purchasing decisions of Customer in the Iraqi market, especially among mall shoppers and e-commerce users. This study aims to identify the main social media strategies that influence purchasing behavior, and evaluate the role of trust Customer and share it, and analyze how different demographic factors—such as age, digital literacy, and economic status—influence these effects. By achieving these goals, the research seeks to provide practical recommendations for companies to enhance the effectiveness of their social media marketing strategies and better address the challenges faced by the target (Mangold & Faulds, 2009).

Importance of research: The importance of the research appears through the importance of the topic and its role in the Iraqi market, as the importance of the research is theoretically envied through the role of social media and the extent of its impact on customer confidence and purchasing behavior, as this topic is of academic importance to researchers and those who study this topic, in addition to being an academic treasure for Iraqi and Arab libraries. The field importance of the research lies in its practical aspect, as the organizations in the study sample can benefit from the results of the current research at the present time or in the future to work with it.

Research methodology: This study will adopt a mixed strategies approach, combining quantitative surveys with qualitative interviews. The quantitative component will include a baseline questionnaire distributed to a diverse sample of social media users, to measure variables including belief, engagement, and purchase intention. The qualitative component will include in-depth interviews with advertising professionals and buyers to gain a

deeper understanding of the identified trends. This methodology ensures a complete analysis of the research problem (Creswell, 2014).

Default search layout

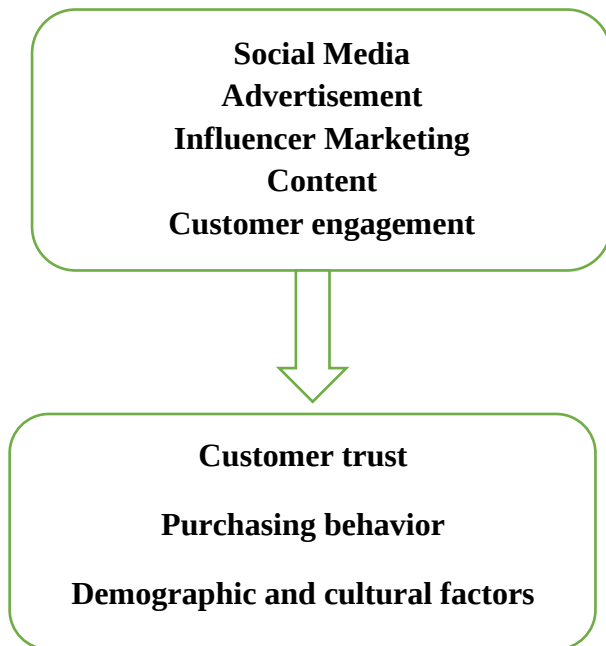
Dusty Independent Social Media

the age

Digital literacy mediator

Income level

Dependent variable



Research hypotheses

- Hypothesis 1 (H1):** Affects Social media marketing positively influences purchasing decisions. Customers in Iraq, where key factors such as trust and participation work together, Control Between social media exposure and purchasing behavior.
- The second hypothesis (H2):** Demographic variables (such as age, digital literacy, and income level) influence the relationship between social media marketing and consumers' purchasing decisions. Customer in Iraq.

Research limits: This study will focus on shopping malls and e-commerce platforms in major cities in Iraq, including: Capital Baghdad.

Sample characteristics: The sample will consist of active social media users aged 18-45 who engage with social media for business or shopping purposes, either by browsing, searching, or making purchases through social media platforms.

Quantitative tool: A structured questionnaire will be used to measure key variables such as trust in social media marketing, level of engagement and purchase intention. The questionnaire will use Likert scale and multiple choice questions to measure attitudes customers Towards social media advertising. The survey will be distributed online (via Google Forms and

social media platforms) and offline (in-person distribution in shopping malls).

2. Literature Review: The Impact of Social Media Marketing on Consumer Purchasing Decisions

Social media structures have vastly reshaped the advertising landscape, creating new possibilities for businesses to interact with customers

This literature analysis explores current studies on the relationship between social media marketing and consumer purchasing decisions. It focuses on key topics such as social media marketing, influencer marketing, consumer-generated content, and engagement. customers. (Ahmed Z, Su L, Rafique K, Khan SZ, Jamil S 2017).

2-1. Social Media Advertising: Social media marketing plays a pivotal role in influencing consumer behavior. Customers Studies have shown that targeted advertising on platforms like Facebook, Instagram, and TikTok boosts brand visibility and attracts customer potential (Duffett, 2015). Unlike traditional advertising, social media allows groups to customize their ads based on user probabilities and browsing behavior, leading to better engagement and conversion offers (Zhu & Chang, 2016). Furthermore, the interactive nature of social media ads—proposing multimedia elements such as videos and polls—has been identified as attracting the attention of customers more effectively than static content (Patterson, 2012).

2-2. Influencer Marketing: Influencer marketing and advertising is another important aspect of social media marketing and advertising. Influencers, who have built a large following on social media, act as trusted intermediaries between businesses and customers Research shows that customers They often see influencer endorsements as more realistic and credible than traditional advertising (Freberg et al., 2011). For example, a study by Lou and Yuan (2019) found that influencer endorsements significantly increase purchase intentions among consumers. customers, especially among younger audiences. It promotes the concept of parasocial relationships, where people feel customers That they are personally connected to the influencers, this influence (Horton & Wohl, 1956).

2-3. User Generated Content: User-generated content (UGC) has emerged as a powerful factor in shaping consumer decisions. customers. Provides online reviews, testimonials, and social media posts created by customer's

Real world insights into services and products. According to Cheung and Morrison (2008), user-generated content provides a piece of social proof, reducing uncertainty in customers. It increases brand trust. Additionally, platforms like Instagram and Pinterest inspire users to share their reviews visually, making user-generated content engaging and compelling (Smith et al., 2012).

2-4. Consumer engagement: The stage of participation affects customers. Social media influences purchasing decisions simultaneously. Engagement strategies, along with responding to comments, hosting live sessions, and running interactive campaigns, foster a sense of network and loyalty among buyers. Research by Brody et al. (2013) highlights that active customer engagement leads to stronger emotional connections with the brand, which in turn drives purchase decisions. Social media also helps improve communication, allowing customers to express their expectations and expectations, which companies can leverage to improve their offerings (Malthouse et al., 2013).

2-5. Cultural and demographic factors: Cultural and demographic variables also play a role in determining the effectiveness of social media advertising and marketing. For example, research suggests that customers. Younger people are more likely to be inspired by social media marketing than older generations (Bolton et al., 2013). Additionally, cultural norms and values influence how people interpret customers for advertising messages and brand communication on social structures (Hofstede, 2001). Understanding these nuances allows companies to tailor their strategies to suit specific audiences.

2-6. Limitations of the current research: While the current literature provides valuable insights into social media advertising and marketing, there are several gaps. For example, there may be limited studies on the long-term effects of social media advertising and marketing on brand loyalty and consumer behavior. Furthermore, most research focuses on unique structures or industries, leaving room for broader investigations that include different markets and demographics.

2-7. The Role of Trust in Social Media Marketing: Trust is a key aspect in influencing consumers' purchasing choices. Customers On social media.

A study by Kim et al. (2008) found that customers are more likely to engage with brands they agree with, especially when interacting with them

through social media platforms. The credibility of social media marketing often depends on the authenticity of a brand's communications and the transparency of its messages. Additionally, trust-building mechanisms, including displaying opinions, have been shown to customers, having direct conversations with fans, and delivering consistent content, all work to increase trust. Customers and increase conversion rates (Chaudhuri & Holbrook, 2001).

2-8. Social Media Advertising and Purchase Intentions: The impact of social media marketing on purchase intentions of customers It is well documented in the literature. Social media advertising is consistently more persuasive due to its personalized nature, targeting users based on their interests, behaviors, and location. A study by Hutter et al. (2013) found that social media marketing significantly complements purchase intentions when ads are tailored to the target market's prospects and behaviors. Furthermore, good advertising on platforms like Instagram and Facebook can tap into consumers' emotional responses, eliciting purchase intentions through visual appeal and compelling storytelling (Batra & Ahuvia, 1991).

2-9. The impact of social media on consumer loyalty: Building loyalty customers It is a primary goal for many companies that use social media marketing. According to a study by Kumar and Shah (2004), social media not only influences initial purchase decisions but also plays an important role in customer retention. customers. is likely to react. Customers Fans are loyal to the brand's social media pages, share their experiences, and recommend the brand to others. Companies that foster ongoing relationships with their fans, through daily and meaningful interactions, can cultivate loyalty that leads to repeat purchases and high-quality word-of-mouth marketing.

2-10. Psychological Effects of Social Media Marketing: Social media advertising and marketing have psychological effects on customers influence their purchasing behavior. Often involves the psychology behind decisions. Customers Social media platforms generate emotional responses, such as pleasure, curiosity, and social validation. According to Dholakia et al. (2004), social media creates an experience of belonging and social pressure, where customers Through their peers and online communities to make purchases. This is especially evident in trends driven by social media influencers or viral campaigns. Fear of missing out (FOMO) and a preference for social fame also contribute significantly to decisions. customers

2-11. Integration between e-commerce and social media: The integration of social media with e-commerce structures has revolutionized the way people shop. Customers The platforms that comprise Instagram and Facebook now offer “Shop Now” features, which allow customers to make purchases instantly via social media without leaving the platform. This seamless integration reduces friction within the way you shop, making it easier for customers Acting on their purchase intentions. According to Shankar et al. (2016), the combination of e-commerce and social media not only complements convenience, but also gives brands the opportunity to personalize offers in real-time, which greatly enhances the likelihood of purchase.

2-12. Challenges and Obstacles to Effective Social Media Marketing: Despite its potential, social media marketing faces several challenges that can hinder its effectiveness. These include issues related to changes in the rules set on platforms, content saturation, and ad fatigue, where customers Less aware of repetitive or overly intrusive advertising. Another issue is the lack of digital literacy among some demographics, which impacts their ability to fully engage in social media advertising campaigns (Chaffey & Ellis-Chadwick, 2019). Additionally, privacy concerns and skepticism toward online advertising regularly lead to a decrease in trust in social media marketing (Elliott et al., 2019). Companies must address these obstacles to maintain the effectiveness of their social media strategies.

2-13. Implications for Marketers and Future Research Directions: Findings from recent literature provide valuable insights into how social media advertising influences buyer purchasing decisions. However, studies are also needed to explore the long-term effects of social media advertising, particularly with respect to brand loyalty and buyer retention. Future research could focus on examining how specific constructs (e.g., eG and Facebook vs. TikTok) impact specific customer segments. Additionally, more research may be needed into how social media advertising techniques differ across industries and cultures. Understanding these nuances will allow entrepreneurs to better tailor their strategies to the desires and preferences of consumers.customersMiscellaneous.

3. Research methodology

3-1. Type of research: This research is based on the descriptive analytical approach to study the impact of advertising and marketing via social media

on shopping choices among Customer In Iraq, the descriptive component specializes in identifying contemporary traits and behaviors associated with social media use, while the analytical component evaluates the relationships between social media advertising strategies and consumer purchasing behavior.

3-2. Research community and sample

3-2-1. Research community: The study sample includes customers Iraqis who actively use social media platforms including Facebook, Instagram, TikTok and YouTube. This includes individuals from different demographic and socio-economic backgrounds, ensuring a broad representation of the population in Iraq.

3-2-2. Research sample: To ensure representation, a random pattern of 200 will be selected. Customer Iraqis on social media out of the total population. The pattern will include individuals of different ages, genders, income levels, and geographic locations within Iraq. This diversity ensures a complete and accurate representation of the views of customers.

3.3. Data Collection Tools

3-3-1. Questionnaires: The basic tool for collecting statistics is a questionnaire designed to collect quantitative records. The questionnaire includes sections that protect:

- ❖ behavior Customer in the use of social media.
- ❖ Visualizations of social media marketing strategies (e.g., classified ads, influencer ads, and self-generated content.
- ❖ impact Social media advertising on shopping options.

To enhance the quality of the facts, the questionnaire was designed to ensure clarity, relevance and comprehensiveness.

3-3-2. Validity Test: The validity of the questionnaire will be assessed using expert reviews and pilot testing. Content validity ensures that the questionnaire accurately reflects the dimensions of social media marketing and its impact on purchasing decisions (DeVellis, 2016). Construct validity will be assessed using statistical techniques to verify the alignment of questionnaire items with the research objectives (Bagozzi & Yi, 1988). These validation methods contribute to the reliability and accuracy of the study results (Creswell, 2014).

3-4. Reliability Testing: To ensure internal reliability, Cronbach's alpha will be used to measure the consistency of responses across questionnaire items.

Reliability assessment will be conducted using SPSS software, and values higher than 0.70 indicate high reliability (Cronbach, 1951; Nunnally & Bernstein, 1994).

Table (1): Cronbach's alpha coefficients

purpose	Cronbach's alpha (if item is omitted)
Question 1	0.843
Question No. 2	0.842
Question No. 3	0.844
Question No. 4	0.846
Question No. 5	0.842
Question 6	0.845
Question 7	0.843
Question 8	0.840
Question 9	0.848
Question No. 10	0.842

Cronbach's alpha values range from 0.84 to 0.85, indicating a high level of internal consistency and reliability. This demonstrates the questionnaire's ability to measure the impact of social media marketing on purchasing decisions. Customers correctly.

3-5. Data Analysis Methods: The collected quantitative statistics can be analyzed using SPSS. The assessment will consist of:

- ❖ Descriptive statistics: frequencies, methods, and preferred deviations for summarizing behavior. Customers and their perceptions of social media marketing.
- ❖ Evaluating reliability and validity: ensuring the strength of aTo clarify and accurate conclusions.

By using these methodologies, the research aims to provide actionable insights into how social media advertising and marketing influence consumers' purchasing decisions. Customers in Iraq.

4. Discussion and analysis of results

1. Demographic data:

Demographic data table:

demographic variable	category	Frequency (n)	Percentage (%)
sex	male	110	55%
	feminine	90	45%

demographic variable	category	Frequency (n)	Percentage (%)
Age group	18–24	60	30%
	25-34	80	40%
	35-44	40	20%
	45 and above	20	10%
Educational level	High school or less	50	25%
	University degree	100	50%
	Postgraduate degree	50	25%
Income level(monthly)	Less than \$500	70	35%
	\$500 to \$1000	80	40%
	Over \$1000	50	25%
Use of social media	Less than an hour/day	40	20%
	1-3 hours/day	100	50%
	More than 3 hours/day	60	30%

The Bureau of Demographic Statistics provides a clear summary of the characteristics of the 200 individuals in this study. It highlights key variables including gender, age, institution, education level, income level and social media use. This assessment allows for a profile of customers Inspired by social media marketing and provides insights into their purchasing behaviors. Here is a detailed explanation of each demographic factor:

A. Gender

- ❖ The pattern consists of 110 males (55%) and 90 females (45%), indicating a slightly better representation of male contributors.
- ❖ This indicates The distribution indicates that both genders are roughly equally engaged in social media advertising interactions, making the study findings applicable to both male and female buyers.

B. Age group

- ❖ The largest age group is the 25-34 age group, representing 40% (eighty percent). (light), followed by the age group 18-24 years with 30% (60 participants).
- ❖ Individuals aged 35 to 44 years make up 20%, while those aged 45 years or older make up 10%.
- ❖ This distribution suggests that younger adults, especially those who Between the ages of 18 and 34, they are the most active in attracting advertising content on social media. This age group is perhaps the first audience for social media-based promotion strategies.

C. Third. Educational level

- ❖ A large portion of the participants (50%) have a university degree, while 25% hold a postgraduate diploma, and another 25% have a secondary education or less.
- ❖ The dominance of individuals with higher levels of education suggests that educated people may be more engaged in online shopping and content. Virtual Marketing. This insight can help marketers customize their content to attract customers with varying educational levels.

D. Income level (monthly)

- ❖ The maximum percentage of individuals (40%) earn between \$500 and \$1,000, was noted with the help of 35% earning less than \$500, and 25% earning Over \$1000.
- ❖ This distribution indicates that most customers The people exposed to social media advertising and marketing are middle-income class. Understanding income levels allows companies to determine pricing approaches that match the purchasing power of customers.

E. Use of social media

- ❖ Half of people (50%) spend between one and three hours a day on social media, while 30% spend more than three hours a day, and 20% use it less than an hour a day.
- ❖ The excessive level of engagement on social media (80% spend) at least one hour per day) emphasizes the full impact of social media platforms on shopping behavior. Customers Marketers can leverage this insight to optimize the timing and frequency of commercials. Maximize reach. Customers and enhance their participation. Key insights and implications.

- ❖ **Target audience** The results suggest that social media advertising campaigns should typically focus on teens (18-34 years old) who are most engaged with social media content and digital advertising.
- ❖ **Marketing Strategies:** Since most individuals have at least a college degree and belong to the middle income bracket, agencies need to design advertising content that resonates with customers Educated and in line with their financial competencies.
- ❖ **Social Media Engagement:** Social media use refers to the use of To social media (one to three hours depending on the day) indicates that companies should prioritize continuous and interactive engagement with their audience through commercials, promotions and collaborations with influencers.
- ❖ **Gender Representation:** A relatively balanced gender distribution shows that agencies must create advertising content that appeals to customers Both male and female.

2. Survey Results: Below is a table summarizing the survey results based on 10 questions regarding the impact of social media advertising on consumers' purchasing decisions. Customers in Iraq.

a question	Strongly agree (%)	Agree (%)	Neutral (%)	I disagree (%)	Strongly disagree (%)	I mean	Standard Deviation (SD)
1. Social media ads influence my purchasing decisions.	40%	35%	15%	7%	3%	4.02	0.89
2. Trust product reviews on social media.	45%	30%	10%	10%	5%	4.00	0.96
3. Influencer recommendations influence my purchasing choices.	30%	40%	15%	10%	5%	3.80	0.91
4. I prefer brands that actively engage with customers On social media.	35%	40%	15%	5%	5%	4.00	0.87
5. User-generated content helps me build brand trust.	50%	30%	10%	7%	3%	4.20	0.84
6. Discounts and promotions on social media motivate me to buy products.	55%	30%	10%	3%	2%	4.35	0.75
7. Social media helps me discover new products and services.	60%	25%	10%	3%	2%	4.40	0.70
8. I rely on social media to compare products before purchasing.	45%	30%	15%	7%	3%	4.03	0.88
9. Social media marketing creates a sense of urgency to buy (e.g., limited offers).	50%	30%	10%	5%	5%	4.15	0.82
10. I am more likely to purchase from a brand I follow on social media.	40%	35%	15%	7%	3%	4.00	0.89

The survey results provide valuable insights into the impact of social media advertising on consumers' shopping choices. Customers in Iraq. The responses show key trends regarding acceptance. customers, engagement, and purchasing behavior encouraged by social media advertising.

1. The impact of social media on purchasing decisions

- ❖ 40% of participants strongly agree, and 35% agree that advertising Social media influences their purchasing choices, with an average rating of 4.02 and a trend deviation of 0.89.
- ❖ This indicates that the vast majority of buyers recognize the impact of social media advertising on their purchasing behavior, which enhances the effectiveness of virtual marketing techniques.

2. Trust social media reviews and user-generated content

- ❖ 45% strongly agree and 30% agree that they agree with product reviews on social media (mean: 4.00, standard deviation: 0.96).
- ❖ In addition, 50% strongly agree that the content Which creates it Customer (eg, certificates customers, product reviews) enhance their agreement with the brand (mean: 4.20, standard deviation: 0.84).
- ❖ These results highlight the importance of feedback. Customers The truth about influencing purchasing decisions. Brands need to encourage customers Happy to share their reports online to enhance credibility.

3. The role of influencers and interaction with the brand

- ❖ 30% strongly agree, and 40% agree that influencer recommendations influence their purchasing choices (mean: 3.80, standard deviation: 0.91).
- ❖ and in aAt the same time, 35% strongly agree, and 40% agree that they decide to choose manufacturers that interact with customers On social media (suggestion: 4.00, standard deviation: 0.87).
- ❖ This indicates that influential partnerships and active interaction between the logo and customer They are essential techniques to increase buyer confidence and brand loyalty.

4. The impact of promotions and discounts

- ❖ The highest levels of agreement were observed for discounts and promotions, with 55% strongly agreeing and 30% agreeing that social media promotions motivate them to buy. Products (mean: 4.35, standard deviation: 0.75).

❖ Additionally, 50% strongly agree, and 30% agree, that social media marketing creates an experience of urgency (e.g., limited-time offers) (mean: 4.15, standard deviation: 0.82).

❖ These results confirm A. The effectiveness of time-based promotions and different deals in using purchases customers.

5. Social Media as a Tool for Product Discovery and Comparison

❖ 60% strongly agree, and 25% agree that social media makes it easier for them to discover services and products. New GAT (mean: 4.40, standard deviation: 0.70), the highest average score in the survey.

❖ 45% strongly agree, and 30% agree that they rely on social media to compare products before shopping (mean: 4.03, SD: 0.88).

❖ This explains Social media platforms serve as important tools for product identification and research, influencing the buyer's decision-making process.

6. Loyalty Customer Brand follow-up

❖ Forty percent strongly agree, and 35 percent agree that they might be more inclined to To buy a logo they follow on social media (mean: 4.00, standard deviation: 0.89).

❖ This highlights the importance of social media presence in maintaining loyalty. Customers Brands must focus on engaging content to retain followers and convert them into paying customers.

❖ The statistical results indicate the validity of the study hypotheses.

Key points and implications:

1. The Powerful Impact of Social Media Advertising: High agreement bands indicate that social media is a powerful marketing channel, reinforcing the need for a Groups invest money in virtual advertising.

2. Trust and Social Proof: Consumers take online reviews and user-generated content into consideration, making testimonials more valuable. Customers Brand engagement is vital to success.

3. three. The one who Throne as a Marketing Strategy: Collaborating with influencers can significantly impact shopping decisions, especially among younger buyers.

4. four. Promotions boost purchases: Discounts and limited-time offers are effective in increasing conversions, indicating that the Agencies should incorporate promotional campaigns into their social media strategies.

5. Social Media as an Information Hub: Many buyers use social media to discover and compare products, indicating a need for brands to provide content Clean, informative and attractive.
6. Brand Loyalty Through Engagement: Following a brand on social media increases the likelihood of making a purchase, underscoring the importance of an active and consistent brand presence.
7. These findings provide valuable insights for companies aiming to leverage social media advertising and marketing to boost engagement. Customers Increase income in Iraq

Conclusions: This research examined the impact of social media advertising on buyers' purchase choices in Iraq, focusing on retail stores and e-commerce platforms. The results suggest that social media classified ads, user-generated content, and promotional campaigns play broad roles in influencing consumer behavior. The research highlights the importance of consent customers, engagement, and the effectiveness of personalized content in digital advertising.

Key results:

1. Social Media Ads Influence Purchases:

- ❖ A large number of participants agreed that social media classified ads influence their purchasing choices (mean = 4.02, standard deviation = 0.89).
- ❖ This is in line with what Davitt (2015) observed, who noted that targeted advertising on platforms such as Facebook and Instagram beautifies brand visibility and engagement. Customers Very much so.

2. User Generated Content (UGC) Builds Trust:

- ❖ Consumers believe that social proof, including reviews and testimonials, is present when making purchasing decisions (mean = 4.20, standard deviation = 0.84).
- ❖ Cheung and Morrison (2008) found similar results, highlighting the role of user-generated content in reducing uncertainty. Customers And increase trust in brands.

3. three. Influencer marketing has a moderate impact:

- ❖ While influencer endorsements influenced choices, customers (Mean = 3.80, SD = 0.91), the impact was less than that of user-generated content and direct advertising.
- ❖ This is in contrast to what Lu and Yuan (2019) found, who found that influencer marketing is very effective, especially among customers Younger.

4. four. Promotion Offers Promotions and discounts stimulate immediate purchases:

- ❖ The strongest driver of purchase choices was discounts and promotions (mean = 4.35, standard deviation = 0.75).
- ❖ This identification is aided by Shankar et al. (2016), who confirmed that promotions that focus on specific points increase conversion rates in e-commerce and social media advertising.

Social media makes product discovery easier:

- ❖ Consumers use social media to discover new products and compare alternatives before purchasing (mean = 4.40, standard deviation = 0.70).
Kaplan and Heinlein (2010) Similarly, a study found that social media serves as a primary channel for product awareness and pre-purchase research.

Boost loyalty Customer Through brand engagement:

- ❖ Respondents showed a higher likelihood of purchasing from brands they follow on social media (mean = 4.00, standard deviation = 0.89).
- ❖ This is in line with the findings of Malthouse et al. (2013), who suggested that active interaction between Customer Branding enhances loyalty and repeat purchases.

Recommendations

Based on the findings, the following recommendations are proposed for companies aiming to improve their social media marketing strategies in Iraq:

1. Leveraging User Generated Content (UGC) to Build Trust

- ❖ Encourage customers Share their testimonials, reviews and experiences through posts and videos.
- ❖ Use user-generated content in campaigns to build credibility.

2. Improve advertising strategies

- ❖ Create highly targeted, visually appealing ads to capture consumer attention.
- ❖ Use video content and interactive formats to increase engagement.

3. Boost promotional campaigns

- ❖ Implement limited-time discounts and flash sales to encourage immediate purchases.
- ❖ Personalize promotions based on demographics and preferences. customers.

4. Boost brand engagement

- ❖ Interact effectively with customers Through comments, live sessions, and Q&A forums.

❖ Reply to inquiries customers Instantly build trust and brand loyalty.

5. Improving Influencer Marketing Techniques

- ❖ Collaborate with micro-influencers who have strong, targeted audiences.
- ❖ Focus on authenticity and credibility rather than just the number of followers.

6. Improving your social media shopping experience

- ❖ Integrate e-commerce features into social media platforms to ensure a seamless purchasing journey.
- ❖ Providing safe and convenient payment methods to enhance consumer confidence.

Future research directions

- ❖ Investigating the long-term impact of social media marketing on brand loyalty and repeat purchases.
- ❖ Examine the effectiveness of platform-specific strategies (e.g., Facebook vs. TikTok) in influencing consumer behavior.
- ❖ Exploring the role of cultural and demographic factors in shaping the effectiveness of social media marketing.

By implementing these recommendations, companies can enhance their digital marketing efforts and improve engagement. customers, and increase conversion rates in the growing e-market in Iraq.

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