The Impact of social media channels on consumer behavior in online shopping

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ABSTRACT

Aim: the purpose of this research is to investigate the impact of social media channels on consumer behavior.

Method: This research is quantitative and qualitative; the data is collected by conducting a survey and interview. Primary data is collected by questionnaires that is distributed to social media users and interviews with social media page owners that are conducting their business on the following platforms (Facebook, Instagram, WhatsApp, and telegram). A questionnaire was distributed to measure the variables of social media channels (SMC), and consumer Behaviour (CB) from the consumer's perspectives.

Results & Conclusions: The results show that there is a significant relationship between social media channels (customization, content, entertainment) and consumer Behaviour.

Findings: The data help to understand platform users' interactions with social media. This is the first research to experimentally analyze the concept of social media channels and consumer behavior on a social media platform using the impacts of customization, content, and entertainment, also, a close relationship between social media channels and consumers allows them to transfer their trust in the former to the suggested items.

Suggestions for future research: Future research should focus on other platforms such as TikTok, which has a high traffic of users, as well as consumer behavior that is affected by different needs and priorities.

Keywords: Social media channels, customization, content, entertainment Consumer Behaviour, purchasing Behaviour, Brand loyalty.

1. Introduction:

Social media channels and their implementation have played a critical role in the revolution of business and communications in the

twenty-first century. It is argued that social media and networking are the quickest ways to build a business.

For an organization that wishes to compete successfully in changing marketplaces, businesses must be willing to make big adjustments. Recognizing how individuals and businesses perceive changes when exposed to a transitional environment is one of these critical areas for successful transformation. (Tortorella and Fogliatto,2014).

According to Mason et al (2021) Since the beginning of COVID-19, social media has grown in prominence. Nowadays, organizations have utilized social media for marketing purposes tool. For example, Facebook, Instagram, snap chat, etc. Social media allow consumers to freely connect and interact with others.

Social media plays an important role in recognizing brands. Researchers have indicated that social media made great growth in human interaction (pjaee,2020).

According to Wibowo et al (2020) Consumers are prepared to support the organization and if they see any shortage of a consumer, they would like to communicate any improvements or comments they have with the business.

This chapter discusses the general framework of the Research background about the research variables social media channels as an independent variable and its dimensions, consumer Behaviour as a dependent variable and its dimensions, and discusses previous research, research gaps, pilot study and the result of the pilot study, the research problem, the Research aim, the Research Questions, the Research Model and its variables and Hypotheses, the Research importance in two ways practical importance and Managerial importance and finally the Research Limitations.

2. Research Problem: problem statement

Indeed, while there has been a substantial number of research on the adoption of social media channels from a business standpoint, there is a dearth of research on understanding the present function of social media in organizations. Marketers may communicate directly with customers through social media networks and know more about consumer behaviour, the interaction between customers on online platforms such as Facebook Instagram, WhatsApp, and telegram become an important force of marketing, it may influence both good

and bad consumer behaviour. This study aims to cover the following gaps in existing research and to develop a knowledge of how Egyptian enterprises use various social media platforms in marketing, as well as to investigate the benefits that social media marketing may offer to the market, now a day we need to fill this gap because social media channels become one of the most important factors of any marketing campaign in Egypt so we need to start our researches to improve and develop the perspective and the idea of social media channels.

While there has been a substantial amount of research on the adoption of social media marketing from a business standpoint, there is a dearth of research on understanding the current role of social media in organizations from the point of consumer behavior through online shopping.

3. Research Aim:

This research aims to investigate the effects of social media channels and the purchasing behavior and brand loyalty of consumer Behaviour this includes the following research objectives:

1. To explore the relationship between social media channels in terms of (customization, content, and entertainment) and consumer behavior in terms of purchasing behavior (purchasing intention), brand loyalty (loyalty intention)

4. Research Questions:

This research aims to provide answers to the following questions:

1- Is there a relationship between social media channels in terms of (customization, content, and entertainment) and consumer purchasing behavior in terms of (purchasing behavior (purchasing intention), and brand loyalty (loyalty intention)?

5. Research Model and Hyphothesis

INDEPENDENT VARIABLE SOCIAL MEDIA CHANNELS - CUSTOMIZATION - CONTENT - ENTERTAINMENT	$H1 \ (H_{1.1} - H_{1.6})$ **Figure 1: Research model**	DEPENDENT VARIABLE CONSUMER BEHAVIOR - Purchasing behavior (purchasing intention) - Brand loyalty (loyalty intention)
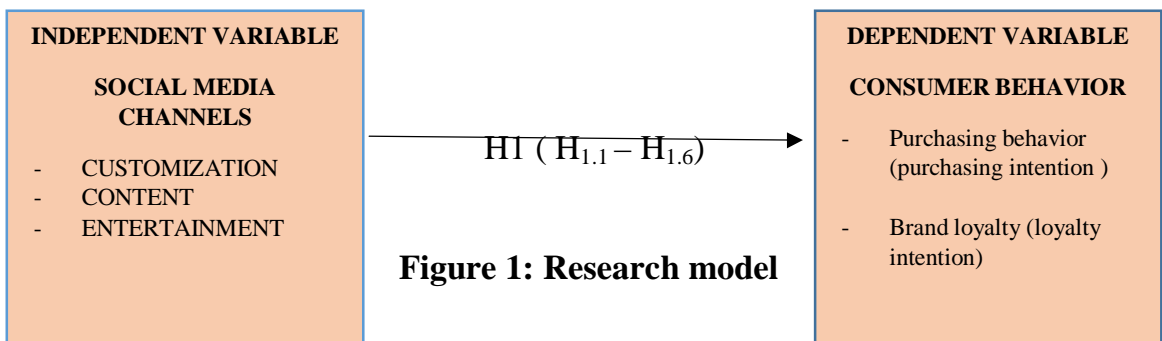
Hypothesis one:

$_{H1}$**: social media channel (SMC) influences consumer behavior (CB) of customization, content, and entertainment through the impact.**

$H_{1.1}$: customization of social media channels has an impact on consumers' purchasing intention.

$H_{1.2}$: customization of social media channels has an impact on consumer loyalty intention.

$H_{1.3}$: the content of social media channels has an impact on consumers' purchasing intention.

$H_{1.4}$: the content of social media channels has an impact on consumer loyalty intention.

$H_{1.5}$: entertainment on social media channels has an impact on consumers' purchasing intention.

$H_{1.6}$: entertainment of social media channels has an impact on consumer loyalty intention.

Hypothesis two:

H2: there are significant differences in consumer behavior based on their demographics (gender, age, educational level).

6. Research variables

This research includes one independent variable (social media channels) with three dimensions, one dependent variable (consumer Behaviour) with two dimensions.

Table 1: Research Variables

Independent variable (Social Media Channels) SMC	Dimensions: 1. Customization 2. Content 3. Entertainment	Source: Kim and ko,2012 Chen & Lin, 2019
Dependent Variable (Consumer Behaviour) CB	**Dimensions:** 1. Purchasing Behaviour (Purchasing intention). 2. Brand Loyalty (loyalty intention).	**Source:** Dodds et.al, 1991 Bonson ponte et.al, 2015 Flavian et.al, 2006 Zhang et.al, 2016

The Independent Variable social media channels (SMC) and its dimensions:

a. **Social media channels:** According to (Carolyn A. Lin* and Philipp A. Rau Schnabel, 2015) Online communities, blogs, opinion platforms, and content-sharing platforms are the most common various social media platforms Desktop computers, laptop computers, cell phones, and tablets are currently the most popular ways to access these social networking platforms. "Platform to create profiles, make explicit and traverse relationships" by (Boyd & Ellison, 2008) p.3

b. **Facebook:** lee et (2021) define Facebook as *Facebook is the largest online social media network, with an average of 2.2 billion active monthly users. It is an online medium that allows individuals to engage with one another or with a DMO by sharing a range of information.)* p.7

c. **Instagram**: According to (Casaló et al., 2020) *Instagram and influencers are critical for increasing brand exposure and keeping relevant to millions of people worldwide.* and according to (Tafesse & Wood, 2020) (*Instagram marketing may be extremely beneficial for people who have a positive opinion of the influencers they follow.*

d. **Telegram:** Telegram is a recently launched smartphone application that is widely used by users in this respect. A variety of benefits include the ability to share images, videos, and audio messages, advertise, link to web-based resources, distribute files (up to 1.5 gigabytes in size), and send messages to other users individually. (Vahdat, S., & Mazareian, F. (2020)

The Dependent Variable Consumer Behaviour (CB) and its dimensions:

Consumer behavior: Customer behavior is the actions that influence buying and disposal of goods, services, ideas, or experiences by customers (Kotler & Armstrong, 2010; Kotler & Keller, 2011) to satisfy their needs and demands

1. purchasing behavior (Purchase Intention):

Customer desire to purchase a product/service following exposure to SNS marketing material. according to (Dodds et al; Bonsón Ponte et al.)

2. Brand loyalty (Loyalty Intention):

According to Pappu and Quester (2016), brand loyalty is a measure of attachment that a customer has towards a brand, motivates customers to show consistent purchase behavior of a favored brand (Li et al., 2012; Rubio et al., 2017; Coelho et al., 2018).

Customer willingness to be a loyal and committed customer after perceiving SNS marketing content according to (Flavián et al. & Zhang)

7.Litrerature Review

7.1 Social media channels (SMC)

" A collection of web-based applications that build on the ideological and technological foundations of web 2.0 and enable the creation and exchange of user-generated content" according to the definition of social media (Kaplan and Haenlein, 2010.). A two-way communication platform, it is agreed, is ideal for increasing customer value by interacting with relevant information, media, events, and entertainment (Kim and Ko, 2010).

According to The Global Digital Report (2019), social media active users increased by 9%, about 3.4 billion users. As social media grows in popularity, it becomes an innovative approach to communicating with many people. With today's modern technologies, the business world has changed significantly (Ritter, 2014). The evolution of communication is probably one of the most significant changes that have occurred (Fagan, 2015)

A benefit for entrepreneurs; social media encourages time and space in business interactions with potential customers, creating a sense of intimacy (Mersey et al., 2010). Entrepreneurs can use social media to promote their Domestic products at a low cost to consumers and receive feedback from them (2011 Hanna et al.). As a result, social media can now play a beneficial role in business promotion. Several authors have discussed the components of social media activity (Kim and Ko 2012).

Purchase intention was introduced to the component by (Koivulehto 2017) and applied to brand fashion and cosmetics. (Sano 2014) highlighted social media as a component of insurance service interaction, trendiness, customization, and perceived risk. According to (Jo 2013), marketing actions impact Instagram and Facebook in the ready-to-drink industry.

On social media, interaction happens when users can easily communicate and exchange thoughts and information with other online community members (Kim & Ko,2010, p.168). According to (Maoyan et al. (2014, p.94), interactions in social media marketing occur 19 not just between clients or between clients and companies, but also between companies and consumers.

Another aspect of social media marketing efforts is giving clients the most up-to-date information about products (Godey et al., 2016). Many consumers use various forms of social media to obtain information because they believe the source is more reliable than company-sponsored communication via traditional advertisements.

The advertisement refers to ad campaigns and promotions run by businesses on social media to enhance sales (Bilgin, 2018). According to Kim and Ko (2010), social media must provide entertaining content and place users to discover the information they need and openly voice their ideas. A survey on advertising or social media advertising on perception and customer awareness (Duffett,2017) and (Alalwan et al., 2017) found that advertising is an essential aspect of social media marketing.

Martin and Todorov (2010) also claim that social media customization is a tool for businesses to promote their distinctiveness and increase awareness and trust in the brand.

Social media channels have introduced many different strategies and tactics in marketing. Aside from being much faster and more efficient than traditional marketing, effective digital marketing can lead to more customers, traffic, and engagement (Floreddu & Cabiddu, 2016). As social media marketing is becoming increasingly crucial to an organization's survival, companies are constantly confronted with various possibilities to promote and advertise their brands, products, and services (Alalwan et al., 2017). With the Internet providing consumers with more communication choices to gather, communicate, collaborate, and share content, a power shift has occurred from organizations to customers over time (Nakano & Kondo, 2018). Information sharing on the Internet allows consumers to express an opinion, which in turn 20 has led people to trust peers more than organizations (Nakano & Kondo, 2018). This change has created several challenges for marketers. Businesses now acknowledge the

need to listen to their customers more, engage them in conversation, be transparent, and communicate openly (Alalwan et al., 2017).

7.2 Social Media in Egypt

The population of users using the Internet and social media:
According to the data report portal Digital 2022: Egypt
Egypt's population

- Egypt's population in January 2022 was **105.2 million.**
- Between January 2021 and January 2022, the population that lives in Egypt went grown by **1.9 million**, representing a **1.9 percentage** point increase.
- Females make up **49.5 percent** of Egypt's population, while males make up **50.5 percent** (Note that Only "female" and "male" gender statistics are presently available)
- Urban areas house **43.0 percent** of Egypt's population, while rural areas house **57.0 percent**.
- <u>**Internet users in Egypt**</u>
- In January 2022, Egypt had 75.66 million interest users. - The number of people in Egypt who have access to the internet increased by 1.5 million, which is an increase of (1.9%) between the years 2021 and 2022.
- In January 2022, Egypt's internet penetration was **71.9 percent**.

Egypt's statistics from social media

- In January 2022, Egypt had **51.45 million** social media users.
-At the beginning of 2022, the number of social media users in Egypt was comparable to **48.9 percent** of the overall population.
-Between 2021 and 2022, the number of Egyptians using social media increased by **2.5**

This is an overview of the idea and benefits of social media channels, and customer behavior. It throws attention to social media channels such as (Facebook, Instagram, what's app, and telegram) and the role that social media channels may play in customization, content, and entertainment. It also discussed the definition, kind, and measurement of social media channels, with a specific emphasis on the dimensional approach. It then analyzed customer behavior in terms of purchase behavior (purchasing intention) and brand loyalty (loyalty intention).

As a result, we would want to first understand what social media is and how it affects purchases and its channels, as well as the impact on customer behavior and relationship ship quality.

Social media is a phrase that is bandied about a lot these days, but it may be difficult to describe exactly what it is. Social media refers to Internet-based applications and websites that enable the sharing of user-generated content and the creation of relationships between users from varied backgrounds, resulting in a rich social structure.

Social media channels are a type of marketing that uses social media to encourage communication, interaction, and the sharing of user-generated content. It is defined as "a collection of web-based applications that build on the ideological and technological foundations of web 2.0 and enable the creation and exchange of user-generated content."

And it's quite useful these days because it allows us to contact more people in a wider region in less time and at a lower cost, and the most popular channels are (Facebook, Instagram, WhatsApp, and Telegram), and it all began with Facebook in 2004.

Content, customization, and Entertainment are important aspects of social media since we can tailor the material to the customer's tastes and make it more fun to see and interact with. All of this influences and reflects customer behavior on social media channels.

Consumer behavior refers to customers' mental and emotional processes as well as their observable behavior throughout the search, purchase, and post-purchase of a product or service.

And since we're talking about human behavior, there must be certain factors influencing it, such as product characteristics, price, sales promotion, after-sales service, social status, age, gender, and income, among others.

Various elements influence such drives, such as Cultural Factors, Social Factors, Personal Factors, and Psychological Factors.

As a result, consumer behavior determinants and drivers shape purchase behavior and purchasing intentions, all of which lead to brand loyalty.

7.3 dimensions of social media channels

- **Customization**

According to HARA (2019), it is a common practise for manufacturers who are working to maintain their competence in

markets to customize their products and services to the specific requirements of individual consumers.

the customization of products and services in general, the definition of the assets needed to realize variable offerings while maintaining some shared assets is essential. Platforms are crucial (Foliate et al., 2012).

Martin and Todorov (2010) claim that social media customization is a tool for businesses to promote their distinctiveness and increase awareness and trust in the brand.

Due to the Covid-19 pandemic, many were considering online shopping as it was safer and more appropriate. This made many brands stay active on social media and stay in touch with their consumers for their loyalty. Considering the Global Digital report (2019), the E-commerce growth in the fashion industry increased by 17%, which proves the high potential reach of social media channels to consumers and consumer satisfaction.

The key to enhancing social media channels is to customize the campaign to the product, which may effectively mean a conscious decision not to include common social sharing mechanisms, such as timeline posts from friends with incentives.

Many well-known success stories confirm what our research finds: well-designed social media campaigns can be an effective tool. However, managers must exercise caution because selecting the wrong type of social sharing mechanisms for your product can hinder your social marketing campaign (Christian Schulze, Lisa schöler, and Bernd skier, 2015).

The effect of customization purchase intention of Smartphones, entertainment on purchase intention, interaction on purchase intention, social media marketing on purchase intention, trendiness on purchase intention, and Word-of-Mouth on purchase intention of smartphones (Christian Schulze, Lisa schöler and Bernd skier, 2015)

Consumers expect to see messages about fun products on platforms like Facebook, so when they do, they may be willing to put in some time and effort to determine their interest in the specific product. In contrast, they will only scroll recommendations for valuable products and rely on social cues and heuristics to assess the merits of those products. Consumers' reactions range, as should the social sharing

techniques used to promote these products. 2015, christian schulze, lisa schöler, and bernd skiera)

- **content**

According to (Mangold, W. G., and D. J. Faulds, 2009), companies and marketers use social media platforms to push information about products to customers and as a medium for customer-to-customer communication about product-related information and opinions, attitudes, and purchase and post-purchase experiences. In fact, over the last few years, user-generated social media content has become a significant factor in influencing consumer behavior (Hoffman, D. L., and M. Fodors, 2010). As a result, it is not surprising that marketing concepts such as word-of-mouth (WOM) and influencer marketing are gaining traction among social media marketers.

Text, visual, and audio content are the three types of content. Several researchers have investigated the impact of textual content on popularity. Milkman and Berger J. Berger and K. L. Milkman (2012)

Content features can also be used to guide social media content creation strategies, addressing marketers' need to improve their understanding of what types of content are most engaging (Mangold, W. G., and D. J. Fauld, 2009) Companies hire social media experts and consultants to help them with their marketing efforts. help them decide on the content and characteristics of their offers and activities in social media to capture consumers' hearts and minds, and brand loyalty follows. (Coon, 2010).

A retailer must consider social media as a marketing tool. Be familiar with all aspects of it. Without first defining social media, it is impossible to comprehend it. a Web term that describes a new way for end-users to use the World Wide Web, a location where all operators constantly alter the content in a sharing and collaborative manner (Kaplan and Haenlein, 2010).
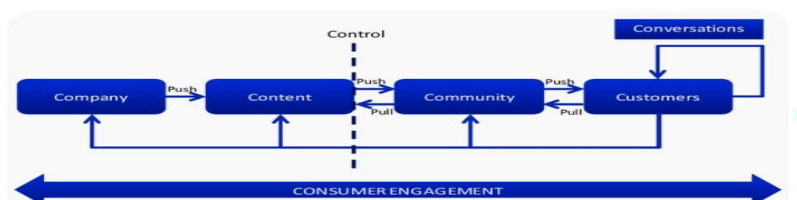
Figure 2: The 6C model of social media engagement

Source: parent et al. 2011, pp. 219-229

- ### Entertainment

The fun and play that emerges from the social media experience is the source of entertainment (Agichtein et al., 2008). A hedonic perspective sees social media users as pleasure-seekers who are entertained and amused and enjoy themselves (Manthiou, Chiang, & Tang, 2013).

The desire to be entertained is a powerful motivator for using social media (Kaye, 2007; Muntinga, Moorman, & Smit, 2011; Park, Kee, & Valenzuela, 2009). For example, Shao (2009) identifies entertainment as a strong motivator for consuming user-generated content.

Information (UGC). According to Park et al. (2009), entertainment influences social network participation to some extent.

Social media refers to online applications, platforms, and media to facilitate interactions, collaborations, and content sharing (Richter & Koch, 2007). Unlike individual social networkers, these entities actively use the media for advertising and marketing. While commercial messages and interactions with consumers collaborate with media, events, entertainment, retailers, and digital services via social media, integrated marketing activities can be carried out with far less effort and cost than previously.

Figure 3: Social media marketing efforts of luxury brands: Influence on brand equity and consumer behavior.
Source: Bruno et.al (2016) P.3
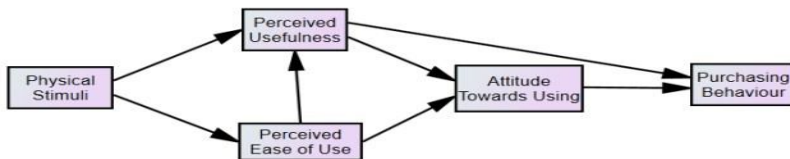
Figure 4: Technology Acceptance model
Source: adapted from (Marangunić & Granić, 2015) p.344

This model adapted from online shopping behaviors can be used to describe smartphone purchase behaviors, this review of the literature summarises fundamental theories for explaining customer behavior. Although they detail how customers arrive at their final purchase decision, they do not specify how much influence each stimulus has on this decision. As a result, this study will seek a quantifiable relationship between the variables to determine the extent to which each physical and intangible stimulus influences customer purchasing behavior toward smartphones.

7.4 consumer Behaviour (CB)

According to (S.Vijayalakshmi &V.Mahalakshmi ,2013) Consumer behavior is defined as "the study of individuals, groups, or organizations and the processes they use to select secure, use, and dispose of products, services, experiences, or ideas to satisfy needs, as well as the societal effects of these processes."

Since the start of the twenty century, consumer behavior has been a significant focus of market research. Most studies have focused on consumer behavior and attitudes toward various brands, offers, sellers, and business strategies, The transformation of consumer behavior is influenced by a variety of factors, including shifting fashions, technologies, and ways of life. To adapt their strategies, marketers must first be aware of the shifts taking place in the market according to Devi et.al (2022). discuss the factors that contribute to an effective dynamic pricing strategy. The study highlights customer behavior, characteristics, reasonable prices, market structure, product demand, and perception. Product value is one of the essential factors in determining the right price. One of the most important concerns of consumers regarding dynamic pricing is their perception of price fairness (Kimes 2002; Sahay 2007).

The amount of information that sellers reveal to buyers determines the perceived price fairness, consumer behavior has become essential in recent years as it plays an important role in business marketing and growth. Consumers are the king of the market. For-profit organizations cannot function without customers. All the activities of the company end with the consumer and their satisfaction, according to (Ghanasiyaa, 2022)

Firstly, Le and Liaw (2017) its impact on consumer behavior employed items such as users' ability to find helpful information from the website and their perception of how their privacy is safeguarded.

The online shopping experience and privacy concerns were also refined to capture these constructs better. Six items were adapted or created from scratch to assess consumers' online shopping experiences and privacy concerns in a dynamic pricing environment.

consumer behavior is based on consumer purchasing behavior, with the consumer playing three distinct roles: user, payer, and buyer, consumer behavior is difficult to predict, even for experts in the field. "consumers" play a critical role because they are the people who ultimately buy the organization's goods and services, and the firm is constantly on the move to get them to buy so that it can earn revenue. it is critical from both perspectives, as stated below (dr. Nilesh b. Najjar, 2013).

7.5 Drivers of consumer behavior

According to (Emmanuel Sampson Ansah & Francis Tang Dabuo,2020) several elements influence smartphone purchasing behavior in Zimbabwe They investigated how both physical and intangible elements, such as marketing mix and consumer personal qualities, influence purchasing behavior.

Table 2: below describes the drivers derived from previous literature

	Factors	Description	Reference literature
Physical stimuli	**Product features**	High-tech features in smartphones attract customers based on the amenities in their lifestyles.	(Oulasvirta,Wahlström, & Ericsson, 2011)
	Price	Closely associated with brand names, the price reflects only the perceived quality of a product but is often associated as a symbol of wealth in social settings.	(Rahim et al., 2016), (Lay-Yee, Kok-Siew, & Yin-Fah, 2013)
	Sales Promotion	Customers are more exposed to social media and television marketing of products than ever before, making them susceptible to several marketing stimuli	(Solomon, Russell Bennett, & Previte, 2012), (Sata, 2013), (Sok, 2005)
	Distribution/ser vice providers	Existing telecom companies enjoy customer loyalty and familiarity advantage to be the more trusted	(Kivetz & Simonson, 2000), (Belch, 2008)

		seller of smartphones instead of independent retailers. They use this to reach a broader customer base and quickly gain trust.	
	After-sales service	After purchase, the customer must evaluate if the product met, exceeded, or fell short of expectations. They will either recommend or discourage other customers from buying based on their opinion. They will also evaluate based on the access they have to further services and repairs.	(Ganlari, 2016). (X. Chen, Huang, & Davison, 2017)
	Social Status	The general categorization of members with similar shared values, interests, and behavior. It can be identified by grouping people of the same occupation, income, education, wealth, and other standard variables.	(Furaiji et al., 2012), (Upadhyay, Upadhyay, & Shukla, 2017)
	Family background	Family relations and esteem can strongly influence the purchasing decision. Marketers and advertisers usually design particular promotions to suit family groups.	(Kotler & Armstrong, 2010), (Ganlari, 2016)
Intangible stimuli	**Educational Background**	Group members have broadened or limited knowledge and understanding based on their structured environment, determining the explicit purchasing purpose.	(Rahim et al., 2016)
	Societal Identification	It deals with the name associated with people possessing a particular product or branded tag. Persons under this group are defined by their use or exhibits.	(Muniady, Al-Mamun, Permarupan, & Zainol, 2014), (Nagarkoti, 2014)
	Age	As people develop throughout their life-cycle, so make their purchasing decisions. All ages have different appropriate purchase plans	(Kotler & Armstrong, 2010),
	Monthly Income	Not limited to salary or wage but total available disposable income in a month and if it is regular or not will determine the level of "sacrifice" one is willing to make	(Hasslinger, Hodzic, & Opazo, 2007)

Priority	Closely associated with "perceived usefulness," one needs to decide just how important a smartphone is compared to other expenses they need to take care of it.	(Rahim et al., 2016), (Ganlari, 2016),
Gender	The utility may be neutral in this aspect, but perceived usefulness, product amenities, and aesthetics will be affected by gender	Pride & Ferrell, 2007), (Stávková, Stejskal, & Toufarová, 2008)
Motivation	Human nature demands that lower-level needs be met before higher-order ones	(Schaffner, Demarmels, Juettner, 2015),
Values	Based on culture, these determine the wants and behaviors taught by a member of a family or society	(Upadhyay et al., 2017

source: drivers of customer purchasing behavior in the smart phone market. evidence from Zimbabwe (**Emmanuel Sampson Ansah & Francis tang dabuo,2020) p.7-8.**

7.6 Consumer Behaviour Dimensions:

- **purchasing behavior (Purchasing intention)**

Purchase behavior is a distinct and distinct behavior that reflects people's needs, desires, and pursuit of material and spiritual interests. Social factors, cultural factors, demographic factors, and situational factors all influence

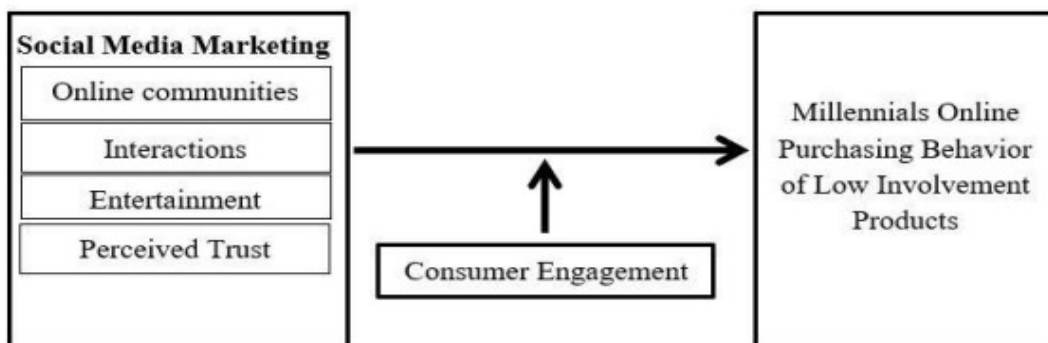changes in purchasing behavior (Cici and Bilginer Isaac, 2021).

figure 5: effect of social media marketing on the online purchasing behavior of low-involvement products source: according to Amran Harun (2019), p.111

- **Purchasing intention**

The ability of a purchaser's intentions, which specifies their purchasing behavior by utilizing the Internet, is referred to as online purchase intention (Leiss et al., 2018).

Nowadays, consumers are much more aware of marketing (Sangvikar et al., 2019). Overwhelming amounts of information impact online decision-making, which influences online purchasing behavior. Customers' attention spans have shrunk as they are constantly bombarded with information via the Internet (Veer, Pawar &Kolte, 2019).

While many organizations have experienced financial difficulties in the market (Kolte, Capasso, & Rossi, 2018), this indicates that the traditional consumer evaluation cycle has been drastically reduced and transformed into a new form. Marketers must redesign their marketing communication strategies as a result of this.

The decision-making process of today's modern consumer is highly dynamic. It begins with need recognition, gathering information, and then a dynamic evaluation of the alternatives. The impact of the Internet has made it easy for customers to have access to any information in less time on a global scale (Taylor, Pentina, &Tarafdar, 2017)
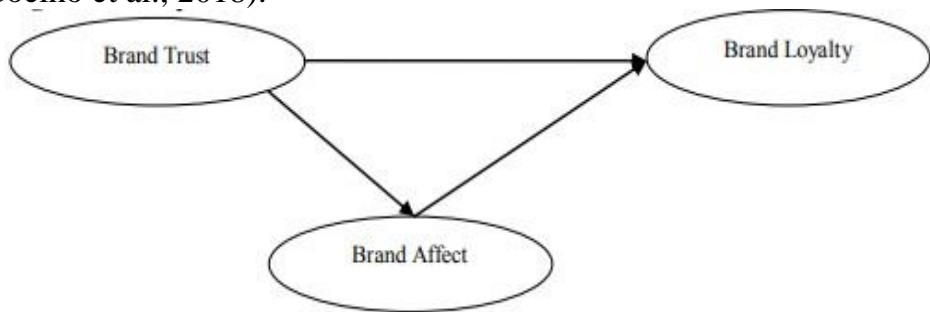
- **Brand loyalty (Loyalty intention):**

According to (Sean Kwan Soo Shin et al,2019) A behavioral response is expressed over time by some decision-making unit concerning one or more alternative brands selected from a set of such brands, and it is a function of psychological processes. In general, building strong and positive brands leads to consumer preference for a specific brand, which may lead to brand loyalty over time. Loyalty is defined as a strong bond between a consumer and a brand.

After viewing social networking sites (SNS) marketing content, customers are more likely to become loyal and committed customers according to (Ardy Wibowo,2020).

Brand loyalty is characterized by consumers instinctively repurchasing a specific brand and even being willing to pay a higher price for it. Because brand loyalty is a valuable asset to a company, marketing efforts are focused on determining the causes of brand loyalty (Sohail, Al-Jabri, & Wahid, 2017).

According to (M. Sadiq Sohail,2020) Brand loyalty is also affected by changing consumer behavior; it is critical to consider the impact of consumer social media usage and company SMM efforts. With the growing importance of SMM in recent years, research interest in understanding the effect of SMM on loyalty has grown. These, however, have been in a limited context.

According to Pappu and Quester (2016), brand loyalty is a measure of a consumer's attachment to a brand that motivates customers to show consistent purchase behavior toward a preferred brand (Rubio et al., 2017; Coelho et al., 2018).

figure 6: brand trust and brand effect: their strategic importance on brand loyalty
source: (zehra bozbay, 2020) p.251

Brand loyalty is comprised of consumer cognitive, emotional, and behavioral attitudes that motivate them to purchase products. Positive consumer feelings toward brands can lead to brand loyalty (Sop and Kozak, 2019, p. 933). Brand loyalty can lead to a strong and long-lasting relationship between the consumer and the brand (Gajanova et al., 2019, p. 67)

To establish long-term and profitable communication with consumers, brands should encourage them to become more involved in brand activities (Shanahan et al., 2019, p. 59).

According to Liu and Syah (2017), brand loyalty is defined as a user's behavior of regularly purchasing or utilizing products or services and displaying sentiments regarding items or services received from a brand. Customers who are loyal to a brand are less likely to switch to a rival despite price rises. (Syah and Negoro, 2020)

According to Adhikari and Panda (2019), brand loyalty is a result of the purchase of the relationship between the customer and the brand.

Furthermore, brand loyalty is a component of consumer behavior that incorporates positive features of customer loyalty to certain companies. (Le, 2021)
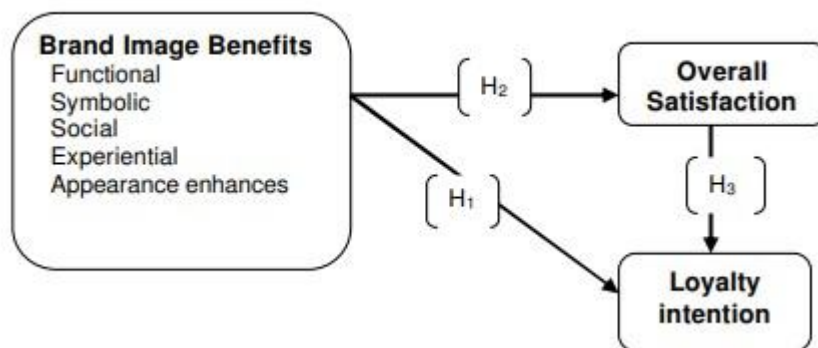
- **Loyalty intention**

According to (Shih-Chih Chen et al, 2020) Consumer willingness to be loyal and committed consumers following exposure to SNS marketing content, Customer loyalty is the primary goal of customer relationship management and refers to the loyalty between a customer and a company, person, product, or brand. Loyalty should be encouraged for various reasons, including Psychological, economic, technical/functional, and contractual considerations.

According to Liu and Syah (2017), brand loyalty is defined as a user's behavior of repeatedly purchasing or using products or services and displaying attitudes toward products or services received from a brand.

Customers who are loyal to a brand are less likely to switch to a competitor despite price increases (Shinta Syah & Negoro, 2020).

According to (Adhikari and Panda, 2019) brand loyalty is a result of the purchase of the relationship between the consumer and the brand based on several previous statements. Furthermore, brand loyalty is a component of consumer behavior that includes positive aspects of consumer loyalty to specific brands (Le, 2021)

Figure 7: the effect of brand image on overall satisfaction and loyalty intention in the context of color cosmetic
Source:(s,sondon , M.W.omar ,2007) p.91

8. Research Methodology

describe the research technique that is being provided, and the chosen research approaches, followed by a discussion and justification of the chosen method, while the second part of This chapter examines statistical analysis and data interpretation of the questionnaire implemented to the social media users that use these platforms to shop online products Analysing the results of the questionnaire to examine the three dimensions of social media channels (customization, content, entertainment), examined the 2 dimensions of consumer behavior (purchasing behavior (purchasing intention) and (brand loyalty (loyalty intention)

8.1 Sample Size

The sample type is a simple random sample and the number of samples is 407 responses to the google form, according to (Lauren Thomas, 2020). A simple random sample is a subset of a population chosen at random. Each member of the population has an exactly equal probability of getting chosen using this sampling procedure, this approach is the simplest of all probability sampling methods since it just includes a single random selection and requires little prior knowledge of the population. Because it employs randomization, any research conducted on this sample should have high internal and external validity and be less susceptible to research biases such as sampling and selection bias.

8.2 Questionnaire Design

The Questionnaire includes 51 questions divided into 4 sections each section of them serves its purpose in this research and it is divided as follows:

Section one: from questions 1 to 10 is for the personal information of the respondent.

Section two: question 11 to 23 is for social media channels (SMC) and their dimensions (customization, content, entertainment) and they will be scale question. And in this section, the relation between the social media channels (SMC) and the other variables is explored **(Chen,2019), (Kim,2012).**

Section three: questions 39 to 51 are for Consumer Behaviour (CB) and its dimensions (purchasing behavior (purchasing intention) and Brand loyalty (loyalty intention)) and they will be measuring scale

questions. And in this section going to see the relationship between consumer behavior and the other variables (**yin,j &Qiu,x 2021**).

9. Statistical Techniques

The Statistical Package for Social Sciences (SPSS), and the Analysis of Moment Structures (AMOS) Package were employed to analyze the data. The following procedures were used:

➢ Cronbach's Alpha Coefficient: to check the reliability of the study instrument.

➢ Confirmatory Factor Analysis: to check the construct validity of the study instrument.

➢ Descriptive statistics techniques:

[1] Frequencies, percentages, and graphs: describe the characteristics of sample respondents.

[2] Summary measures (means & standard deviations): to summarize respondents' answers and to rank items of each dimension according to a degree of agreement.

➢ Inferential statistics techniques:

[1] Multiple Regression Analysis (using SPSS): to test the effect of two or more independent variables on a dependent variable. This analysis is done with many procedures:

- F-Test (from ANOVA table): to check the overall significance of the regression model.
- T-Test: to check the significance of each independent variable.
- R-Square: to measure the explanatory power of the regression model.
- Multiple correlation coefficient (R): to measure the strength of the relationship between the dependent variable and all the independent variables.

[2] Independent-sample T-Test (using SPSS): to test the significance of the difference between the means of two independent groups.

[3] Path Analysis (using AMOS): to test the potential mediating effect of one variable on the relationship between two other variables (the independent and the dependent variables).

9.1 Reliability and Validity

• Reliability

Reliability is defined as the extent to which a questionnaire, test, observation, or measurement procedure produces the same results on repeated trials. To check the reliability of the research instrument, Cronbach's Alpha coefficient was calculated. This coefficient varies between zero (for no reliability) and unity (for maximum reliability).

Table (1) demonstrates that all reliability coefficients are deemed acceptable since each exceeds the benchmark of 0.60. Thus, it could be concluded that the study instrument is reliable

**Table 3: Values of Cronbach's Alpha coefficient**

Dimensions		No. of Items	Alpha Coefficient
Social Media channels	Customization	3	0.670
	Content	7	0.748
	Entertainment	3	0.763
Relationship Quality	Trust	6	0.881
	Satisfaction	6	0.915
	Commitment	3	0.772
Consumer Behavior	Purchasing behavior	5	0.805
	Brand loyalty	8	0.890

• Validity

Validity is defined as the extent to which the instrument measures what it purports to measure1. To assess the construct validity, Confirmatory Factor Analysis (CFA) was used.

• Social Media channels

The model of Social Media channels scales is illustrated in the following figure
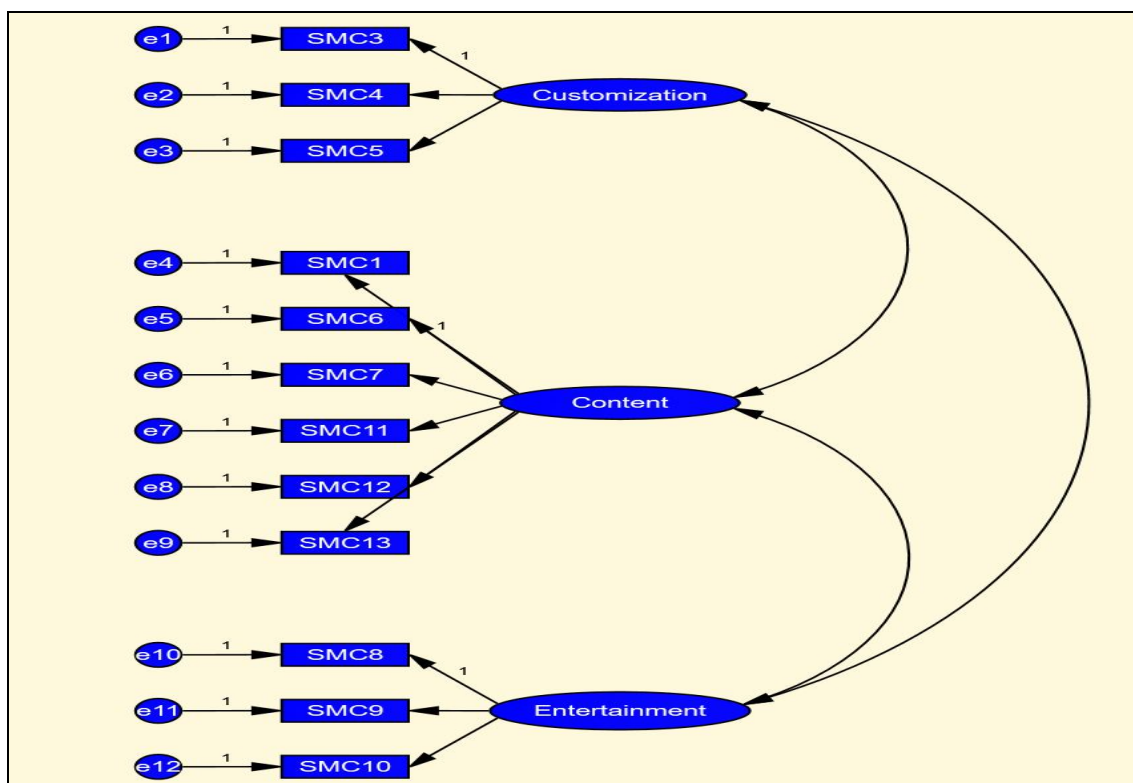
Figure 8: Social Media channels

The results of the confirmatory factor analysis for the above model are shown in the following table.

Table 4: Results of the CFA for the Social Media channels

Social Media channels			Estimate	S.E.	C.R.	P-value
SMC3	<---	Customization	1.000			
SMC4	<---	Customization	1.114	.117	9.552	0.0001
SMC5	<---	Customization	.974	.110	8.861	٠.0001
SMC1	<---	Content	1.000			
SMC6	<---	Content	1.055	.150	7.022	0.0001
SMC7	<---	Content	1.754	.217	8.097	0.0001
SMC11	<---	Content	1.689	.205	8.225	0.0001
SMC12	<---	Content	.844	.135	6.264	0.0001
SMC13	<---	Content	.919	.143	6.425	0.0001

SMC8	<---	Entertainment	1.000			
SMC9	<---	Entertainment	1.392	.119	11.697	0.0001
SMC10	<---	Entertainment	1.499	.129	11.600	0.0001

According to the table above, all of the relationships are significant at the 1% level. Chi-square was used to test the model (a model fit measure). The chi-square/df value is 4.485, which is within the acceptable range (1-5).

- **Consumer behavior**

The model of the service quality scale is illustrated in the following figure.
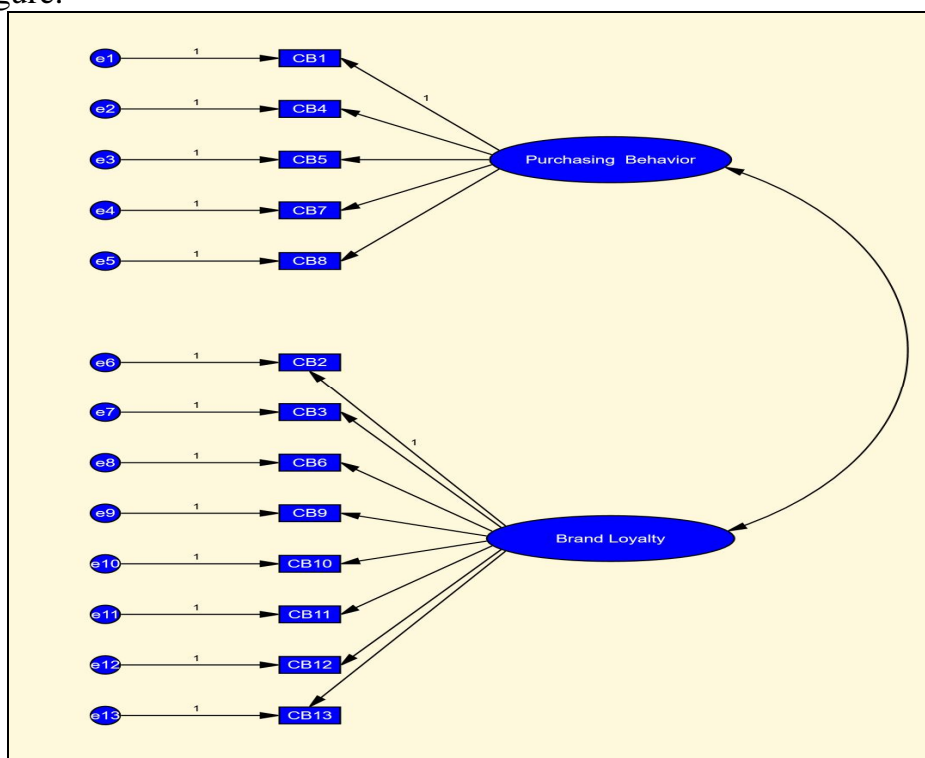
Figure 9: Consumer behavior Validity

The results of the confirmatory factor analysis for the above model are shown in the following table.

Table 5: Results of the CFA for the Consumer behavior model

Consumer behavior			Estimate	S.E.	C.R.	P-value
CB1	<---	Purchasing Behavior	1.000			
CB4	<---	Purchasing Behavior	1.092	.082	13.348	0.0001
CB5	<---	Purchasing Behavior	1.026	.082	12.511	٠.0001
CB7	<---	Purchasing Behavior	.844	.079	10.670	0.0001
CB8	<---	Purchasing Behavior	1.076	.081	13.309	0.0001
CB2	<---	Brand Loyalty	1.000			
CB3	<---	Brand Loyalty	1.171	.114	10.250	0.0001
CB6	<---	Brand Loyalty	1.375	.121	11.371	0.0001
CB9	<---	Brand Loyalty	1.362	.117	11.671	0.0001
CB10	<---	Brand Loyalty	1.370	.116	11.813	0.0001
CB11	<---	Brand Loyalty	1.471	.120	12.256	0.0001
CB12	<---	Brand Loyalty	1.506	.124	12.111	0.0001
CB13	<---	Brand Loyalty	1.546	.126	12.278	0.0001

According to the table above, all of the relationships are significant at the 1% level. Chi-square was used to test the model (a model fit measure). The chi-square/df score is 4.013, which is within the acceptable range (1-5).

Based on the previous results, it could be concluded that the study instrument is reliable and valid.

9.2 Characteristics of Respondents

The following table shows the main characteristics of the sample respondents.

**Table 6: Characteristics of the sample respondents**

Characteristics		Frequency	%
Gender	Male	134	32.9
	Female	273	67.1
	Total	407	100.0
Age	18 to less than 26 years	254	62.4
	26 to less than 35 years	102	25.1
	35 to less than 43 years	26	6.4
	Above 43	25	6.1
	Total	407	100.0
Marital Status	Single	301	74.0
	Married	44	10.8
	Married with children	54	13.3
	Divorced	8	2.0
	Total	407	100.0
Educational Level	No formal education	2	.5
	High school	27	6.6
	Professional Degree	8	2.0
	University degree	247	60.7
	Postgraduate studies	116	28.5
	Other	7	1.7
	Total	407	100.0
Job	student	170	41.8
	Job in the public sector	54	13.3
	Job in the Private sector	146	35.9
	No job	23	5.7
	Other	14yu9	3.4
Area of Profession	Business and Management	162	39.8
	Accounting	38	9.3
	Engineering	95	23.3
	Medicine	17	4.2
	Education	41	10.1
	Other	54	13.3
	Total	407	100.0
using social media for buying	Never	23	5.7
	once in a while	73	17.9
	Sometimes	193	47.4

| Characteristics		Frequency	%
	most of the time	85	20.9
	Always	33	8.1
	Total	407	100.0
Online application	Facebook	353	86.7
	Instagram	294	72.2
	What's app	247	60.7
	Telegram	99	24.3
	Other	9	2.2
Characteristics		**Frequency**	**%**
Type of Products	Fashion And Clothing	266	65.4
	Bags, Shoes, and Accessories	227	55.8
	Health, Beauty, And Skincare Products	180	44.2
	Groceries, Food, and Drink	117	28.7
	Toys And Baby Equipment	30	7.4
	Books And CDs	67	16.5
	Technology (Including Phones and Computers)	88	21.6
	Home And Furniture	58	14.3
	Other	12	2.9
How often do you look at social media pages?	Many times, per day	262	64.4
	4-5 days per week	23	5.7
	Once or twice per day;	61	15.0
	at least 2-3 days/week	15	3.7
	Once a week;	15	3.7
	Less than once a week	13	3.2
	Missing Value	18	4.4
	Total	407	100.0

From the above table, it could be concluded that:
The sample consisted of 407 respondents, of whom 134 are males (32.9%) and 273 are females (67.1%).

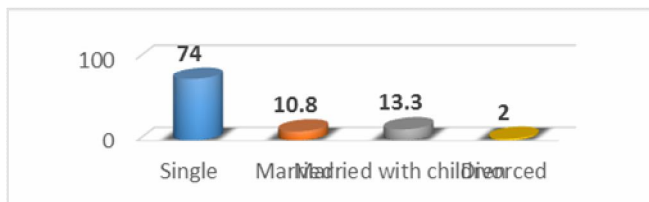**Figure 10: Percent distribution of respondents according to gender**
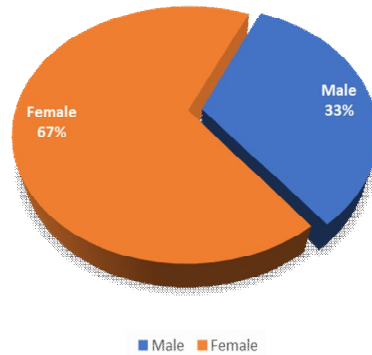
Nearly three-fifths of the total sample (٦٠.٤%) are less than ٢٦ years old, ٢٥.١% are ٢٦ to less than ٣5 years old, and the remaining individuals are 43 or more years old.

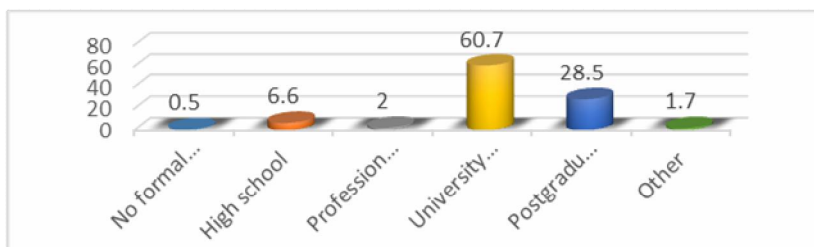**Figure 11: Percent distribution of respondents according to age**
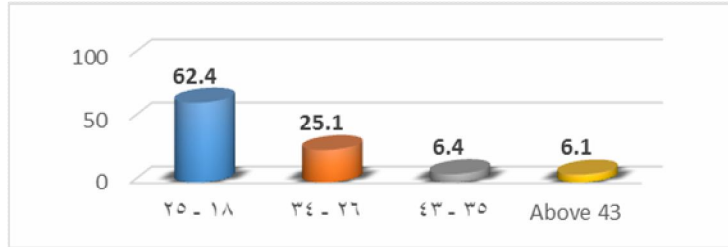
In terms of Marital Status, 74% of the total sample is Single, while 10.8% have Married and 13.3% are Married with children but 2% of the total sample is Divorced.

Figure 12: Percent distribution of respondents according to Marital Status


In terms of education level, more than four-fifths of the total sample (60.7%) have university degrees, while the remaining individuals have higher and lower than university degrees.

Figure 13: Percent distribution of respondents according to Education level
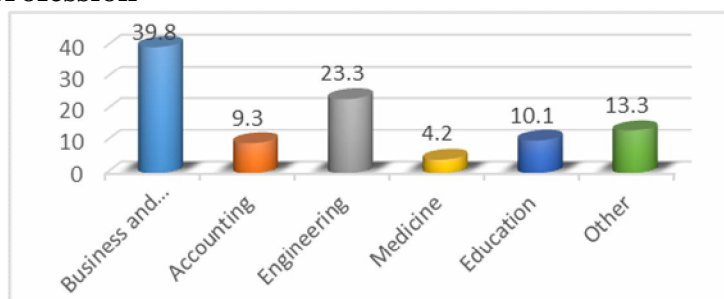
In terms of Jobs, more than 41% of the total sample is a student, while the remaining individuals have a job.

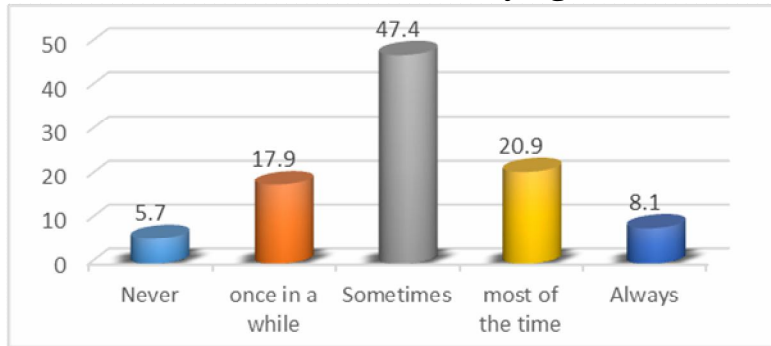**Figure 14: Percent distribution of respondents according to Job**
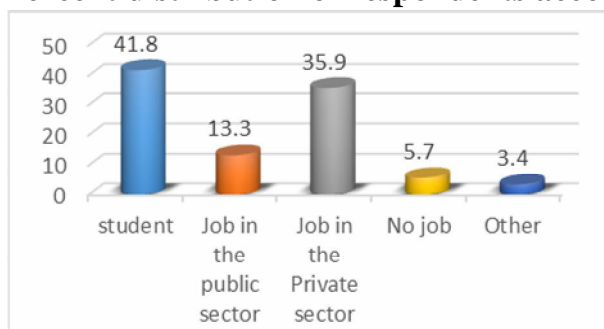
In terms of area of the profession, more than 39% of the total sample is business and management, while the remaining individuals have other professions.

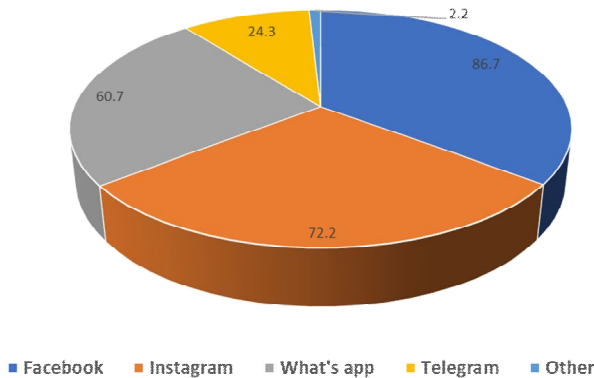**Figure 15: Percent distribution of respondents according to the area of profession**

In terms of using social media for purchasing, more than 47.4% of the overall sample uses social media frequently, while 8.1% constantly use social media for purchasing, 20.9% of the total sample buys most of the time, 17.9% once in a while, and 5.7% never use social media for purchasing.

Figure 16: Percent distribution of respondents according to using social media for buying

In terms of which online applications users use on social media, more than 86% of the overall sample uses Facebook, 72.2% uses Instagram, 60.7% uses What's the app, 24.3% uses Telegram, and 2.2% uses other applications.

Figure 17: Percent distribution of respondents according to the online application

In terms of product uses, more than 65% of the overall sample uses social media to buy fashion and clothing, while 55.8% use social media to buy bags, and the remaining individuals have other items.

Figure 18: Percent distribution of respondents according to the type of products
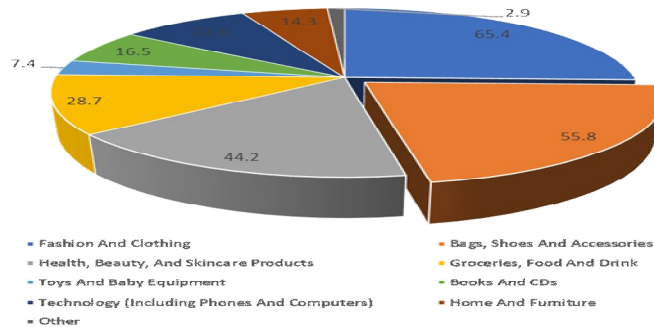
9.4 Descriptive Statistics

Descriptive statistics (means and standard deviations) are calculated for each item to summarize respondents' answers and to rank items of each dimension according to the degree of agreement.

- **Social Media channels**

Customization

Table 7: shows the means and standard deviations of items of "Customization".

Table 7: Descriptive statistics of items of "Customization".

Customization	Mean	S.D.
I purchase a product on social media online shop because it is easy to deliver my opinion.	3.22	.905
I purchase a product on social media online shop because it provides customized service.	3.30	.902
I purchase a product on social media online shop because it shows the latest product information.	2.32	.897

According to the above table, the majority of the sample participants agree to all items of "Customization," as indicated by the high values of the means (greater than 3). The most crucial things are:

1- I purchase a product on social media online shop because it is easy to deliver my opinion (mean = 3.22).
2- I purchase a product on social media online shop because it provides customized service. (mean = 3.30).

Content

Table 8: shows the means and standard deviations of items of "Content".

Table 8: Descriptive statistics of items of "Content".

Content	Mean	S.D.
I purchase a product on social media online shop because the shown contents are interesting	3.13	.820
I purchase a product on social media online shop because it shows the latest product information.	4.32	.897
I'm willing to pass along information on the brand, and product/ services from social media to my friends.	2.11	.808
I'm willing to upload/ repost content from the social media online shop on my blog or social media/ microblog	3.71	1.018
It is worth sharing, commenting, and liking on social media online shop	3.65	.944
I'm willing to provide my experience and suggestion when my friend wants to buy in social media online shop	1.92	.774
I'm willing to recommend which product is worth buying in social media online shops to my friend	1.92	.812

According to the above table, the majority of the sample participants agree with all items of "Content," as seen by the high values of the means (greater than 3). The most important things are:

1- I purchase a product on social media online shop because the shown contents are interesting (mean = 3.13).
2- I purchase a product on social media online shop because it shows the latest product information. (mean = 4.32).
3- I'm willing to upload/ repost content from the social media online shop on my blog or social media/ microblog (mean = 3.71)
4- It is worth sharing, commenting, and liking on social media online shops (mean = 3.65).

Entertainment

Table 9 shows the means and standard deviations of items of " Entertainment".

Table 9: Descriptive statistics of items of " Entertainment".

Entertainment	Mean	S.D.
When I see a post from social media online shop that I like, I would "like" that.	4.23	.874
When I see a post from social media online shop that I like, I would "comment" on that	3.77	.940
When I see a post from social media online shop that I like, I would "share" that	3.97	1.032

According to the above table, the majority of the sample participants agree on all items of " Entertainment," as seen by the high values of the means (greater than 3). The most important things are:

1- When I see a post from social media online shop that I like, I would "like" that. (mean = 4.23).
2- When I see a post from social media online shop that I like, I would "comment" on that (mean = 3.77).
3- When I see a post from social media online shop that I like, I would "share" that (mean = 3.97)

- **Consumer Behaviour**

Purchasing Behaviour

Table 10 shows the means and standard deviations of items of " Purchasing Behaviour".

Table (10): Descriptive statistics of items of "Purchasing Behaviour"

Purchasing Behaviour	Mean	S.D.
I am likely to purchase products on social media and online shop	2.28	.848
I gained a sense of happiness from engaging on the social media page	4.43	.859
I passed my time away engaging in social media pages	3.35	.867
I usually search for information on brands and products on social media pages before buying them.	1.99	.848
I would like to purchase the brand's products after engaging in social media activities and interactions with brands and other customers on their social media page	3.31	.849

According to the above table, the majority of the sample participants agree on all items of "Purchasing Behaviour," as evidenced by the high values of the means (greater than 3). The most important things are:

1- I gained a sense of happiness from engaging on my social media page (mean = 4.43).
2- I passed my time away on engaging in social media pages (mean = 3.35)
3- I would like to purchase the brand's products after engaging in social media activities and interactions with brands and other customers on the social media page (mean = 3.31)

Brand loyalty

Table 11 shows the means and standard deviations of items of "Brand loyalty".

Table 11: Descriptive statistics of items of " Brand loyalty"

Brand loyalty	Mean	S.D.
I got brand/product information through the social media page	2.15	.735
I bought the brand's products at a low price or great discount.	3.24	.842
I got sufficient social support or help from the social media page of the online shopping	3.46	.858
I would like to recommend the brand's products to others after engaging in social media activities and interactions with brands and other customers on their social media page	2.22	.819
I am likely to buy a particular product on social media's online shops.	4.28	.809
I will encourage/ recommend friends and relatives to use the product offered by social media	3.25	.821
I intend to stay with social media as one of my shopping channels.	4.40	.856
I intend to recommend social media to others	2.34	.861

According to the above table, the majority of the sample participants agree on all items of "Brand loyalty," as seen by the high values of the means (greater than 3). The following are the most important items:

1- I bought the brand's products at a low price or great discount (mean = 3.24).
2- I got sufficient social support or help from the social media page of online shopping (mean = 3.46).
3- I am likely to buy a particular product on social media's online shops (mean = 4.28).
4- I will encourage/ recommend friends and relatives to use the product offered by social media (mean = 3.25).
5- I intend to stay with social media as one of the shopping channels (mean = 4.40).

9.5 Testing Hypotheses
Testing the first hypothesis:
The first hypothesis states that:

H1: social media channel (SMC) influences consumer behavior (CB) of customization, content, and entertainment through the impact.

To test this hypothesis, multiple regression analysis is used. The dependent variable is " consumer behavior ", and the independent variables are the three dimensions of " social media channel (SMC)". The results of the analysis are shown in the following table.

Table 12: Results of multiple regression analysis for testing the first hypothesis

Independent Variables	B	Beta	T-Test		F - Test	
			T	Sig.	F	Sig.
Customization	0.192	0.221	4.079	0.000		
Content	0.415	0.375	6.277	0.000	77.638	0.000
Entertainment	0.066	0.085	1.700	0.090		
R	0.605					
R^2	0.366					

Dependent variable: consumer behavior from the above table, it could be concluded that:

Overall Significance:
The results indicate that the overall regression model is significant (F=77.638, P-value < 0.05).
The value of the multiple correlation coefficient (R) between all independent variables and the dependent variable (Consumer behavior) is 0.605, indicating a moderate correlation.

The value of the coefficient of determination (R-square) is 0.366, i.e. the independent variables collectively explain 36.6% of the variance in the dependent variable (Consumer behavior).

Significance of the independent variables

The results of the T-Test showed that:

- ➢ There is a statistically significant relationship between the independent variable " Customization " and the dependent variable " Consumer behavior " (P-value < 0.05).
- ➢ There is a statistically significant relationship between the independent variable " Content " and the dependent variable " Consumer behavior " (P-value < 0.05).
- ➢ There is no statistically significant relationship between the independent variable " Entertainment " and the dependent variable " Consumer behavior " (P-value > 0.05).

Accordingly, the first hypothesis is Accepted.

The first hypothesis is divided into three sub-hypotheses as follows:

H1.1: Customization of social media channels has an impact on consumers' purchasing intention.

To test this hypothesis, multiple regression analysis is used. The dependent variable is " purchasing intention", and the independent variable is " Customization ". The results of the analysis are shown in the following table.

Table 13: Results of multiple regression analysis for testing the first sub-hypothesis of the first hypothesis

Independent Variables	B	Beta	T-Test		F - Test	
			T	Sig.	F	Sig.
Customization	0.434	0.474	10.837	0.000	117.438	0.000
R	0.474					
R^2	0.225					

Dependent variable: Purchasing Intention From the above table, it could be concluded that:

Overall Significance:

The results indicate that the overall regression model is significant (F=117.438, P-value < 0.05).

The value of the multiple correlation coefficient (R) between all independent variables and the dependent variable (Purchasing Intention) is 0.474 and the value of the coefficient of determination (R-

square) is 0.225, i.e. the independent variables collectively explain 22.5% of the variance in the dependent variable (Purchasing Intention).

Significance of the independent variable

The results of the T-Test showed that:

> ➢ There is a statistically significant relationship between the independent variable " Customization " and the dependent variable " Purchasing Intention " (P-value < 0.05).

Accordingly, the first sub-hypothesis of the first hypothesis is Accepted.

H1.2: Customization of social media channels has an impact on Consumer's loyalty intention.

To test this hypothesis, multiple regression analysis is used. The dependent variable is " loyalty intention ", and the independent variable is " Customization ". The results of the analysis are shown in the following table.

Table 14: Results of multiple regression analysis for testing the second sub-hypothesis of the first hypothesis

Independent Variables	B	Beta	T-Test		F - Test	
			T	Sig.	F	Sig.
Customization	0.463	0.522	12.322	0.000	151.822	0.000
R	0.522					
R^2	0.272					

Dependent variable: loyalty intention from the above table, it could be concluded that:

Overall Significance:

The results indicate that the overall regression model is significant (F=151.822, P-value < 0.05).

The value of the multiple correlation coefficient (R) between all independent variables and the dependent variable (loyalty intention) is 0.522 and the value of the coefficient of determination (R-square) is 0.272, i.e. the independent variables collectively explain 27.2% of the variance in the dependent variable (loyalty intention).

Significance of the independent variable

The results of the T-Test showed that:

> ➢ There is a statistically significant relationship between the independent variable " Customization " and the dependent variable " loyalty intention " (P-value < 0.05).

Accordingly, the second sub-hypothesis of the first hypothesis is Accepted.

H1.3: Content of social media channels has an impact on consumers' purchasing intention.

To test this hypothesis, multiple regression analysis is used. The dependent variable is " purchasing intention", and the independent variable is " Content ". The results of the analysis are shown in the following table.

Table 15: Results of multiple regression analysis for testing the third sub-hypothesis of the first hypothesis

Independent Variables	B	Beta	T-Test		F - Test	
			T	Sig.	F	Sig.
Content	0.625	0.537	12.805	0.000	163.978	0.000
R	0.537					
R^2	0.288					

Dependent variable: Purchasing Intention From the above table, it could be concluded that:

Overall Significance:

The results indicate that the overall regression model is significant (F = 163.978, P-value < 0.05).

The value of the multiple correlation coefficient (R) between all independent variables and the dependent variable (Purchasing Intention) is 0.537 and the value of the coefficient of determination (R-square) is 0.288, i.e. the independent variables collectively explain 28.8% of the variance in the dependent variable (Purchasing Intention).

Significance of the independent variable

The results of the T-Test showed that:

> ➢ There is a statistically significant relationship between the independent variable " Content " and the dependent variable " Purchasing Intention " (P-value < 0.05).

Accordingly, the third sub-hypothesis of the first hypothesis is Accepted.

H1.4: Content of social media channels has an impact on Consumer's loyalty intention.

To test this hypothesis, multiple regression analysis is used. The dependent variable is " loyalty intention ", and the independent variable

is " Content ". The results of the analysis are shown in the following table.

Table 16: Results of multiple regression analysis for testing the fourth sub-hypothesis of the first hypothesis

Independent Variables	B	Beta	T-Test		F - Test	
			T	Sig.	F	Sig.
Content	0.650	0.576	14.185	0.000	201.208	0.000
R	0.576					
R^2	0.332					

Dependent variable: loyalty intention from the above table, it could be concluded that:

Overall Significance:

The results indicate that the overall regression model is significant (F = 201.208, P-value < 0.05).

The value of the multiple correlation coefficient (R) between all independent variables and the dependent variable (loyalty intention) is 0.576 and the value of the coefficient of determination (R-square) is 0.332, i.e. the independent variables collectively explain 33.2% of the variance in the dependent variable (loyalty intention).

Significance of the independent variable

The results of the T-Test showed that:

➢ There is a statistically significant relationship between the independent variable " Content " and the dependent variable " loyalty intention " (P-value < 0.05).

Accordingly, the fourth sub-hypothesis of the first hypothesis is Accepted.

H1.5: Entertainment of social media channels has an impact on consumers' purchasing intention.

To test this hypothesis, multiple regression analysis is used. The dependent variable is " purchasing intention", and the independent variable is " Entertainment ". The results of the analysis are shown in the following table.

Table 17: Results of multiple regression analysis for testing the fifth sub-hypothesis of the first hypothesis

Independent Variables	B	Beta	T-Test		F - Test	
			T	Sig.	F	Sig.
Entertainment	0.340	0.417	9.220	0.000	85.016	0.000
R	0.416					
R^2	0.173					

Dependent variable: Purchasing Intention From the above table, it could be concluded that:

Overall Significance:

The results indicate that the overall regression model is significant (F = 85.016, P-value < 0.05).

The value of the multiple correlation coefficient (R) between all independent variables and the dependent variable (Purchasing Intention) is 0.416 and the value of the coefficient of determination (R-square) is 0.173, i.e., the independent variables collectively explain 17.3% of the variance in the dependent variable (Purchasing Intention).

Significance of the independent variable

The results of the T-Test showed that:

> ➢ There is a statistically significant relationship between the independent variable " Entertainment " and the dependent variable " Purchasing Intention " (P-value < 0.05).

Accordingly, the fifth sub-hypothesis of the first hypothesis is Accepted.

H1.6: Entertainment of social media channels has an impact on Consumer's loyalty intention.

To test this hypothesis, multiple regression analysis is used. The dependent variable is " loyalty intention ", and the independent variable is " Entertainment ". The results of the analysis are shown in the following table.

Table 18: Results of multiple regression analysis for testing the Sixth sub-hypothesis of the first hypothesis

Independent Variables	B	Beta	T-Test		F - Test	
			T	Sig.	F	Sig.
Entertainment	٠.311	٠.392	8.578	0.000	73.582	0.000
R	0.392					
R^2	0.154					

Dependent variable: loyalty intention from the above table, it could be concluded that:

Overall Significance:

The results indicate that the overall regression model is significant (F = 73.582, P-value < 0.05).

The value of the multiple correlation coefficient (R) between all independent variables and the dependent variable (loyalty intention) is 0.392 and the value of the coefficient of determination (R-square) is 0.15٤, i.e. the independent variables collectively explain ١٥.٤% of the variance in the dependent variable (loyalty intention).

Significance of the independent variable

The results of the T-Test showed that:

> ➢ There is a statistically significant relationship between the independent variable " Entertainment " and the dependent variable " loyalty intention " (P-value < 0.05).

Accordingly, the Sixth sub-hypothesis of the first hypothesis is Accepted.

H2: There are significant differences in consumer behavior based on their demographics (gender, age, educational level)

To test this hypothesis, multiple regression analysis is used. The dependent variable is " consumer behavior ", and the independent variables are the three dimensions of "demographics". The results of the analysis are shown in the following table.

Table 19: Results of multiple regression analysis for testing the first hypothesis

Independent Variables	B	Beta	T-Test		F - Test	
			T	Sig.	F	Sig.
Age	0.156	0.039	3.959	0.000		
Gender	0.009	0.063	0.148	0.882	7.359	0.000
Educational level	0.010	0.042	0.250	0.803		
R	0.228					
R^2	0.052					

Dependent variable: consumer behavior from the above table, it could be concluded that:

Overall Significance:

The results indicate that the overall regression model is significant (F=7.359, P-value < 0.05).

The value of the multiple correlation coefficient (R) between all independent variables and the dependent variable (Consumer behavior) is 0.228, indicating a moderate correlation.

The value of the coefficient of determination (R-square) is 0.052, i.e. the independent variables collectively explain 5.2% of the variance in the dependent variable (Consumer behavior).

Significance of the independent variables

The results of the T-Test showed that:

- ➢ There is a statistically significant relationship between the independent variable " Age " and the dependent variable " Consumer behavior " (P-value < 0.05).
- ➢ There is no statistically significant relationship between the independent variable " Gender " and the dependent variable " Consumer behavior " (P-value > 0.05).
- ➢ There is no statistically significant relationship between the independent variable " Educational level " and the dependent variable " Consumer behavior " (P-value > 0.05).

Accordingly, the fifth hypothesis is Accepted.

10. Discussion and Conclusion

This research examines the relationship between social media channels (SMC) and consumer Behaviour (CB). Results indicated that the social media channels (SMC) such as (Facebook, Instagram, what's app, and telegram) consist of three dimensions (customization, content, entertainment) were positively and significantly Relationship between consumer behavior consist of two dimensions (purchasing Behavior (purchasing intention) and Brand loyalty (loyalty intention)).

The goal is to have the right content with the best quality to achieve consumer goals and to be engaged with these social media platforms.

Further, the effect of social media channels on consumer behavior was also investigated. The results indicated that only entertainment has no significant relationship with consumer behavior. While customization, content had a significant relationship with consumer behavior. This result is inconsistent with (Ronel G. Dagohoy et. al,2021) who reported that there is a significant relationship between social media marketing and consumer Behavior.

This is to confirm that entertainment is an effective tool in enhancing social media channels but also in not affecting consumer Behavior.

Consequently, for any business to have a high level of consumer loyalty, it is, absolutely significant to enhance the level of quality to the consumer by building an effective social media platform system that combines effective customization, content, and entertainment.

This result emphasized that the effect of social media platforms system leads to a high level of consumer Behavior.

The research results asserted the direct relationship between social media channels (SMC) and consumer behavior.

One of the main objectives of the current research is to examine the relationship between social media channels and consumer Behavior directly

The research results do not grant support to the indirect relationship between social media channels and consumer Behavior, While the results confirm the direct relationship between social media channels, consumer Behavior.

Marketers are increasingly aware that marketing content should not only give priority to commercial-oriented aspects but also give more priority to social-oriented aspects or highlight interactions between sellers and buyers to build loyalty. So, utilizing social media as a marketing tool is a good choice as long as the marketing content fulfills the parameters in the social media channels that affect on consumer behavior.

In conclusion of this statistical report, it appears that the variable (social media channels) and its dimensions (customization, content, and entertainment) have a significant relationship, and also the variable (consumer behavior) and its dimensions (purchasing behavior (purchasing intention) and brand loyalty(loyalty intention)) have the same result except between the entertainment and the consumer behavior.

The characteristics of respondents showed that the female gender was more interested than the males in online shopping and the age of those females was on average between 18 to less than 26 and their marital status was single and most of them were the student and most used application on their online shopping was Facebook and the most interesting topic that they buy online was the fashion and clothing.

 The hypotheses testing showed that the dimensions between variables have a statistically significant relationship between them that but a conclusion that the content, entertainment, and also adding the

option of customization can help to attain satisfaction and by repeating this process that can get trust and commitment, all of this leads to customer loyalty to the brand and also affect the purchasing behavior of the customer.

5.4 Area of Future Research

Despite efforts to provide a complete study framework, methodology, and data collection, numerous flaws might be highlighted in future studies.

First, the variations between various forms of (SMC) were not covering the recently trending SMC "TikTok," which some marketers have begun to employ as a marketing medium. As a result, future research will require volunteers from new platforms to give more inclusive findings and outcomes.

Second, people in different areas or nations have preferences for different social networks. Further research will be conducted to determine whether people from various nations or societies prefer distinct social media channels, whether they have specific motivations, and whether they require regional social media analyses.

Finally, e-business is about more than just how consumers are handled; it also promotes social collaborative relationships and facilitates consumer-centered dialogue. As a result, more research is needed to determine the relationship between social media channels and consumer behavior to fully comprehend how to maintain relationship quality between e-business owners and consumers technically by incorporating entertainment and customization into their content.

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