Abstract

This research aims to investigate the role of social networks in influencing purchasing decisions among consumers in Egypt; moreover, compare results from this research, and the one obtained in the previous study about Kuwait. The methodology used for this research is the quantitative methods, analytical techniques to get the results, and the research developed a measure to study the relationship between the variables for the study and selection of a sample of (87) consumers (69 males, and 18 female). The researcher used was social networks (The exchange of information, Product Rating, Consumer support) as an independent variable. The dependent variable was consumer intent to purchase. Result mostly was predicted such as traditional advertising (TV, Newspaper, Magazine, Billboards) are more effective than the social networking, contradicting Kuwait's survey. Results also indicate that Internet users in Egypt prefer mostly Facebook and WhatsApp, while Kuwaitis are preferring Instagram and WhatsApp. In light of these findings, the study made a series of recommendations; the most important are the executives and sales representatives, need to understand the benefits offered by social
networks, and understand the advantages and functions and tools of social communication, and knowing how to apply them effectively and efficiently, and then use the appropriate social networking tool.

References


Index Terms

Computer Science

Information Sciences

Keywords

Small businesses, social media, Social Networks, marketing, customers.