

# **The effects of social media (Facebook, Twitter) on improving consumers behavior's creating, contributing, and consuming**

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**Abstract.** The strong competition between firms and the global pressures such as globalization are driving the business firms, and the role of social media (Facebook, Twitter) becomes effective as a marketing tool which gathered the firm with its consumers. The aim of this study is to make a deeply study about the relationship and the effects of social media (Facebook, Twitter) on consumer's behaviours in the field of social media (Facebook, Twitter). The research study is represent a study which aim to investigate the relationship between social media (Facebook, Twitter) and how it effects positively on the enhancing the capabilities of consume behaviour. The main goal for this study is investigating and giving more information about how social media (Facebook, Twitter) represented by (Facebook, twitter) can effect on the behaviour of consumer which represented by (Creating, Contributing, and Consuming). Focusing on previous variables came from studying and clarifying the main effects of social media (Facebook, Twitter) in todays, and providing more information about tis effects on consumers. The research study collected all the needed information based on study interviews designed by Yes/No questions.

**Keywords:** social media (Facebook, Twitter), Facebook, Twitter, Consumer behaviour, Consumer activities, Creating, Contributing, Consuming.

## **1 INTRODUCTION**

Massive development in the technology sector, social networking sites, and the Internet made the spread of social media (Facebook, Twitter) in all the world, the users of Facebook around (71%) and on twitter around (33%). most of firms are represented social media (Facebook, Twitter) as a central part for marketing, and they use social media (Facebook, Twitter) as a bridge to arrive consumers (de Vries, Lisette, 2015). social media (Facebook, Twitter) is

define as an application based on internet which gives the firm and consumers ability to communicate with each other, both creating and exchanging opinions and feedback (de Vries, Lisette, 2015).

firms using social media (Facebook, Twitter) in order to give consumers ability to enter in the activities of product's brand such as sharing brand video and photos, sharing product's brands on their blogs, joining product's brands pages and communities, and watching videos about product's brands on sites (Muntinga et al., 2011; Martina Drahošová & Peter Balcob, 2017). The most important first step for firms is understanding why their consumers have to help them in achieving their business activities, and how they can increase their motivations and their loyalty to the product (e.g., Hollenbeck & Kaikati, 2012; Toubia & Stephen, 2013).

Social media (Facebook, Twitter) is considered an effective tool which can motivate their consumers and make them change information about firm's products which considered a way of marketing. The challenges of information technology is affecting on social media (Facebook, Twitter) continuously, and make firms have to check their social pages content permanently. The research studies about the relationship between firms and consumers through social media (Facebook, Twitter) is still weak because of the tremendous daily developments in the field of social communication and media tools and the strong competition between firms on social media (Facebook, Twitter) sites such as Facebook and twitter (Tamara & Jurgelaneb, 2017).

This study tries to answer the following question in order to investigate the relationship between social media (Facebook, Twitter) and consumer behaviours, those questions are: 1. How firms can use social media (Facebook, Twitter) in order to motivate customers behaviours ?, and 2. What are the impact of social media (Facebook, Twitter) on consumers (creating, contributing, and consuming).

## **2 LITERATURE REVIEWS**

In today's, the widespread of social media (Facebook, Twitter) with more than 900 million users on Facebook and around 250 million of users on twitter (Martina Drahošová & Peter Balcob, 2017). Social media (Facebook, Twitter) is representing a communication tool which allows for consumers to get more information about product's brands (Jansen et al., 2009; Van Belleghem et al., 2011; De Vries L., 2015). Social media (Facebook, Twitter) has many main types of information such as photos, videos, audio, etc. and it's considered important because it represents a linkage with consumers to get their feedback and end products and a channel of marketing (De Vries L., 2015). Users and consumers can use the applications and tools for interacting through using the application of web 2.0, and most of social media (Facebook, Twitter) such as Facebook and twitter provides a dialogue (De Vries, L., 2015).

Previous studies and reviews agreed that the relationship between social media (Facebook, Twitter) and consumers lies on giving consumers and motivate them in order to build their own pages and communicate more with others consumers and with the firm itself (De Vries, L., 2015). for that, the most important three consumer motivation actions are representing by: 1. consumer behaviour (creating): and it defined as one of the activities which people act when they motivate something new, and it represents the highly communicating level between the firm and consumer (Labrecque et al., 2011; Tamara Grizanea & Inguna Jurgelaneb, 2017). by creating method consumer can share product's brand to his page and adding his name or page identity which increase his popularity on social media (Facebook, Twitter) (Cheung et al., 2011; Labrecque et al., 2011; Park et al., 2009; Valenzuela et al.,

2009; De Vries L., 2015). 2. Consumer behaviour (contributing): which defined as the method that consumer can communicate with each other in the best way in the way which serve product's brand, this type is depending on the percent of social that the consumer is (Cacioppo & Patrick, 2008; Martina Drahošová & Peter Balcob 2017). 3. Consumer behaviour (Consuming): which defined as the ability of consumers in collecting and getting more information and data which can be used in executing product brand's activities and entering more with other consumers in brand's subjects (Muntinga et al., 2011). Furthermore, consuming activity is considered critical and important for firms and consumers in order to interact with other consumers and clarifying specification and features of product's brand (Lin & Lu, 2011; Park et al., 2009). The research study is studying the effects and impacts of social media (Facebook, Twitter) on the consumer's behaviour (creating, contributing, and consuming). The research study represented social media (Facebook, Twitter) as the independent variable for this research and the dependent variable is the consumer behaviour which represented by three main factors (creating, contributing, and consuming).

### **3 THEORETICAL FRAMEWORK**

The research study aims to clarifying the effects of social media (Facebook, Twitter) (Facebook, Twitter) on consumer behaviours (creating, contributing, and consuming). This study proposed the following main question: Can the social media (Facebook, Twitter) (Facebook, Twitter) effects positively on the behaviours of consumers?

For answering this question, the research study proposed the following three sub questions:

- 1.1 Is the social media (Facebook, Twitter) (Facebook, Twitter) effects on consumer behaviour (creating)?
- 1.2 How the social media (Facebook, Twitter) (Facebook, Twitter) effects on consumer behaviour (contributing)?
- 1.3 Can the social media (Facebook, Twitter) (Facebook, Twitter) effects on consumer behaviour (consuming)?

In order to answer the previous questions, this study proposed four main hypotheses:

H1: social media (Facebook, Twitter) (Facebook, Twitter) has a positive relationship with the consumer behaviour.

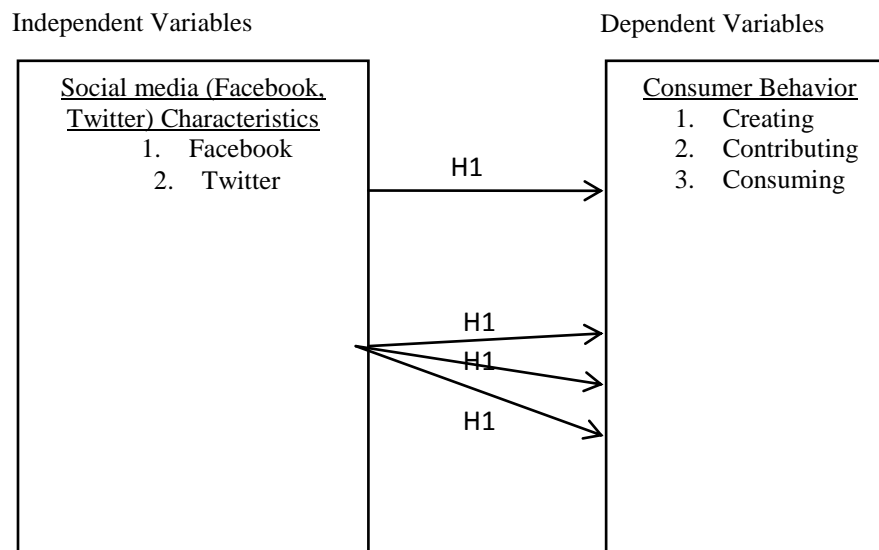
H1.1: There is a positive relationship between social media (Facebook, Twitter) (Facebook, Twitter) and consumer behaviour (creating).

H1.2: There is a positive relationship between social media (Facebook, Twitter) (Facebook, Twitter) and consumer behaviour (contributing).

H1.3: There is a positive relationship between social media (Facebook, Twitter) (Facebook, Twitter) and consumer behaviour (consuming).

Returning back to the important previous and studies with social media (Facebook, Twitter) and consumer behaviour, social media (Facebook, Twitter) can always make a different between consumers, and it improves his capabilities and motivate him to be a part of the firm through marketing its product's brands and helping them with his feedback (Elisabeta & Ivona, 2014; De Vries L., 2015; Martina & Balcob, 2017; Tamara & Jurgelaneb, 2017).

In the spite of, there are a lot of consumer behaviour which can be effective and affecting product brands through social media (Facebook, Twitter) such as the technical skills, knowledge skills, and marketing skills (De Vries L., 2015).



Source: De Vries L., (2015), Martina & Balcob, (2017), Tamara & Jurgelaneb, (2017).

The figure above explains the effects of social media (Facebook, Twitter) (Facebook, Twitter) on the consumer behaviour (creating, Contributing, and consuming), 1. The social media (Facebook, Twitter) will be represented in this research by Facebook, and twitter.2. Consumer behaviour is represented in this study by Consumer Creating, Consumer Contributing, and Consumer Consuming. Previous figure is showing the main independent and dependent variables for this research.

## 4 RESEARCH METHOD

This study used a research interviews method for gathering all required information about the impact of social media (Facebook, Twitter) on customer behaviour, this study has been executed through making 52 interviews with active users of social media (Facebook, Twitter) (Facebook, Twitter). Interviews questions have been designed through Yes/No questions. Choosing interviewers done based on their usage of social media (Facebook, Twitter) (Facebook, Twitter). In conclusion, this study used SPSS program for getting all required data in order to discuss research hypotheses and answering research main and sub questions. The researcher used the P-value, and average variance extracted; the interview questions consist of 17 questions, each one designed in order to achieve the aim of this study.

### 4.1 Analysis Results (discussing hypotheses and answering study questions)

The research study analyzed all the collected information and data from 52 interviews through using SPSS program, and the research interview questions have been designed based on Yes/ NO questions. The impact of social media (Facebook, Twitter) (Facebook, twitter) on the consumer behavior (creating) measured through 7 questions, the impact of social media (Facebook, Twitter) (Facebook, twitter) on the consumer behavior (contributing) measured through 4 questions, and the impact of social media (Facebook, Twitter) (Facebook, twitter) on the consumer behavior (consuming) measured through 6 questions.

In order to discuss each hypothesis of this study which related with the impact and effects of social media (Facebook, Twitter) on consumer behavior, the researcher used the P-value, and average variance extracted for each hypotheses separately, the main results were determined and shown below:

H1: social media (Facebook, Twitter) (Facebook, Twitter) has a positive relationship with the consumer behaviour.

H1.1: There is a positive relationship between social media (Facebook, Twitter) (Facebook, Twitter) and consumer behaviour (creating).

H1.2: There is a positive relationship between social media (Facebook, Twitter) (Facebook, Twitter) and consumer behaviour (contributing).

H1.3: There is a positive relationship between social media (Facebook, Twitter) (Facebook, Twitter) and consumer behaviour (consuming).

***Hypothesis one: social media (Facebook, Twitter) (Facebook, Twitter) has a positive relationship with the consumer behavior.***

H1.1: There is a positive relationship between social media (Facebook, Twitter) (Facebook, Twitter) and consumer behaviour (creating).

No.	Questions
1.	Do you think that social media (Facebook, Twitter) (Facebook, Twitter) can help consumers for publishing product's brand based on blogs?
2.	Is Social media (Facebook, Twitter) (Facebook, Twitter) effect on consumer through uploading images, videos about product's brands?
3.	Is the Consumer through using social media (Facebook, Twitter) (Facebook, Twitter) will be able to create and write his feedback about products?
4.	Do you believe that social media (Facebook, Twitter) (Facebook, Twitter) gives consumer ability to create comment and receive reviews about products?
5.	Is social media (Facebook, Twitter) (Facebook, Twitter) considered the effective way for improve products based on reviews comments and feedback?
6.	Do you agree that social media (Facebook, Twitter) (Facebook, Twitter) can make consumers effects the type of product and brand?
7.	Is social media (Facebook, Twitter) (Facebook, Twitter) give consumers ability to suggest and discover new plans which can serve firm's products?
<b>P-Value= 0.000</b>	
<b>AVE= 0.80</b>	

**Table (1): The P-Value and AVE of the social media (Facebook, Twitter) (Facebook, Twitter) effects on consumer behavior (creating).**

Table (1) shows the effects of social media (Facebook, Twitter) (Facebook, Twitter) on the consumer behaviour (creating) variable, the P-Value was 0.000 which is less than (0.05), and average variance extracted was 0.80 which means that social media (Facebook, Twitter) (Facebook, Twitter) effects on the consumer behaviour creating variable. So we accept hypothesis 1.1.

H1.2: There is a positive relationship between social media (Facebook, Twitter) (Facebook, Twitter) and consumer behaviour (contributing).

No.	Questions
8.	Do you think that social media (Facebook, Twitter) (Facebook, Twitter) can help consumers for increasing the rate of firm's products?
9.	Is Social media (Facebook, Twitter) (Facebook, Twitter) effect on consumer through entering new websites related with firm's products?
10.	Is the Consumer through using social media (Facebook, Twitter) (Facebook, Twitter) will be able to enter in meaningful discussions about the negative and positive of using firm's products?
11.	Do you believe that social media (Facebook, Twitter) (Facebook, Twitter) gives consumer ability to add useful comments about products?
<b>P-Value= 0.001</b>	
<b>AVE= 0.69</b>	

**Table (2): The P-Value and AVE of the social media (Facebook, Twitter) (Facebook, Twitter) effects on consumer behavior (contributing).**

Table (2) shows the effects of social media (Facebook, Twitter) (Facebook, Twitter) on the consumer behaviour (contributing) variable, the P-Value was 0.001 which is less than (0.05), and average variance extracted was 0.69 which means that social media (Facebook, Twitter) (Facebook, Twitter) effects on the consumer behaviour contributing variable. So we accept hypothesis 1.2.

H1.3: There is a positive relationship between social media (Facebook, Twitter) (Facebook, Twitter) and consumer behaviour (consuming).

No.	Questions
12.	Do you think that social media (Facebook, Twitter) (Facebook, Twitter) increases the consuming rate of firm's products?

13.	Is Social media (Facebook, Twitter) (Facebook, Twitter) helps in consuming products through its effects by videos, photos, and audios?
14.	Is the Consumer through using social media (Facebook, Twitter) (Facebook, Twitter) will be able to give his opinion in order to increase consuming rate?
15.	Do you believe that social media (Facebook, Twitter) gives consumer ability to help firm in solving problems and meeting threats?
15.	Is social media (Facebook, Twitter) considered the effective way for reading reviews about firm's products?
16.	Do you agree that social media (Facebook, Twitter) give consumer the key for discussing reviews about products?
<b>P-Value= 0.000</b>	
<b>AVE= 0.68</b>	

**Table (3): The P-Value and AVE of the social media (Facebook, Twitter) effects on consumer behavior (consuming).**

Table (3) shows the effects of social media (Facebook, Twitter) on the consumer behaviour (consuming) variable, the P-Value was 0.000 which is less than (0.05), and average variance extracted was 0.68 which means that social media (Facebook, Twitter) effects on the consumer behaviour consuming variable. So we accept hypothesis 1.3.

Based on table 1, 2, 3 we accept the research main hypothesis and we emphasize that social media (Facebook, Twitter) effects on the consumer behavior.

## **5 DISCUSSION**

This study entered deeply in studying the effects of social media (Facebook, Twitter) on changing the behaviour of consumers. The goal of this study is measuring the impact of social media (Facebook, Twitter) (Facebook, Twitter) which represent the most widely used and famous on three of consumer behaviour (creating, contributing, and consuming) which represent the most success factor for describing the behaviour of consumers. Lastly, social media (Facebook, Twitter) proven that it can effect and change on the behavior of consumers based on using the most famous two websites Facebook and Twitter.

## **6 CONCLUSION AND IMPLICATION**

Studying the effects of social media (Facebook, Twitter) (Facebook, Twitter) and the consumer behaviour (creating, contributing, and consuming) is becoming more important in



our days especially because the usage of social websites significantly increased. The most of interviewers of this study whom considered the pioneers of social networking sites know very well why it is important using social media (Facebook, Twitter) as marketing channel and portal for getting suggestions and feedback. In the last, social media (Facebook, Twitter) represented in this study by Facebook and twitter and consumer behaviour represented by creating, contributing, and consuming. Social media (Facebook, Twitter) have a greater impact on consumer behaviour creating more than contributing and consuming. The goal of this study is always giving other studies with more new, and useful information. The research study results were almost identical with previous studies and reviews which confirmed the reason of studying the effects of social media (Facebook, Twitter) on consumer behaviour. This study suggests for future research to take more social website rather than Facebook and twitter such as snap-chat and Instagram in order to offer fully valuable information and making all famous social websites effects fully studied.

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### **Appendix I: Research Interview**

This interview is related with collecting information about the effects of social media (Facebook, Twitter) (Facebook, twitter) on consumer behaviour (Creating, Contributing, Consuming). Noting that all the collected information will be used in academic purpose. Please answer Yes or No based on your opinion:

No.	
1.	Do you think that social media (Facebook, Twitter) can help consumers for publishing product's brand based on blogs?
2.	Is Social media (Facebook, Twitter) effect on consumer through uploading images, videos about product's brands?
3.	Is the Consumer through using social media (Facebook, Twitter) will be able to create and write his feedback about products?

4.	Do you believe that social media (Facebook, Twitter) gives consumer ability to create comment and receive reviews about products?
5.	Is social media (Facebook, Twitter) considered the effective way for improve products based on reviews comments and feedback?
6.	Do you agree that social media (Facebook, Twitter) can make consumers effects the type of product and brand?
7.	Is social media (Facebook, Twitter) give consumers ability to suggest and discover new plans which can serve firm's products?
8.	Do you think that social media (Facebook, Twitter) can help consumers for increasing the rate of firm's products?
9.	Is Social media (Facebook, Twitter) effect on consumer through entering new websites related with firm's products?
10.	Is the Consumer through using social media (Facebook, Twitter) will be able to enter in meaningful discussions about the negative and positive of using firm's products?
11.	Do you believe that social media (Facebook, Twitter) gives consumer ability to add useful comments about products?
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13.	Is Social media (Facebook, Twitter) helps in consuming products through its effects by videos, photos, and audios?
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16.	Is social media (Facebook, Twitter) considered the effective way for reading reviews

	about firm's products?
17.	Do you agree that social media (Facebook, Twitter) give consumer the key for discussing reviews about products?

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