The Arab American University

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The Effect Role of social Media Marketing Communication on Business to Customers Relationship in Palestinian Mobile Telecom Companies (Jawwal as a Case)

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Thesis Title

**"The Effect Role of social Media Marketing Communication
on Business to Customers Relationship in Palestinian Mobile Telecom
Companies"** (Jawwal- as a Case**)**

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DECLARATION

I, the undersigned, declare that the work presented in this thesis is based on my own work and has not been submitted for any degree in any University, institution, or other college of higher education than Arab American University – Palestine (AAUP) in Palestine for academic credit.

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DEDICATION

I dedicate this humble study to my Lovely family; my great parents who instilled in me to trust myself and achieve my dreams no matter how hard the path is. I would like also to give a special dedicate to my elder sister who inspired me to continue my graduate study, thank you dear you are my idol person to beat any obstacle arise, my two brothers for their encouragement and support, My big grateful to all of you for always being in stand by me, thank you for your devoted love I am really blessed to have such a wonderful family like you.

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Abstract

This study aimed to identifying the role of social media in building customer relationships, the study also aims at using social media as a strategic marketing tool for telecom companies. The study used Jawwal as a case study, through studying the main following axes: (brand awareness, knowledge of services and products, intention to purchase). To achieve this goal, the researcher used a quantitative approach by designing a survey questionnaire as a means of collecting the necessary data and surveying the sample of the study and a number of (432) questionnaires were distributed on the study sample. The sample consist of Jawwal Customer's Mobile Telecom Company in Palestine that used different social media platforms, the retrieved questionnaires were (432) representing (100%) response and the researcher used windows software (SPSS version 20) to analyze data.

The results of the study showed that there is a positive and significant impact of social media on (building customer relations) and its elements: (awareness of the brand, knowledge of services and products, and intention to buy) in Jawwal's customers company. On the contrast, the results showed there is no significant impact of social media on all independent demographic variables (gender, age, level of education, occupation).

The most important of recommendation of the study are: To Utilizing the use of social media in marketing communication mixes strategies for telecommunications companies because they have a major role and influence in building customer relationships and thus achieving the desired objectives and marketing plans of the company.

And the Adoption of the latest technological applications of social media to keep pace with what is new of the web revolution (WEB 2.0) and select the most effective tool that are appropriate to the purpose of the message that directed to customers in order to ensure the knowledge, credibility, and transparency of the company's and awareness to the company's brand and its objectives, which affects the intention to buy and ultimately consolidate the relationship with customers and maintain their affiliation.

Key Words: Social Media, B2C-Relationsip, Knowledge, Brand Awareness, Purchase Intention.

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LIST OF ABBREVIATIONS

SM: Social Media.

SMM: Social Media Marketing.

SMMC: Social Media Marketing Communication.

SMMCS: Social Media Marketing Communication strategies.

MC: Marketing Communication.

IMC: Integrated Marketing Communication

B2C: Business to Customer.

BA: Brand Awareness.

KN: Knowledge.

PI: Purchase Intention.

AAUP: Arab American University - Palestine.

SPSS: Statistical Package for the Social Sciences.

SNS: Social Networks Sites.

TABLE OF DEFINITIONS

#	TERMS	DEFINITION
1	**SM:** Social Media.	Website based on Web2.0 that provide depth interaction, create community contents, and processing collaborative projects. (**Bruns & Bahnisch, March, 2009**)
2	**MC**: Marketing Communication.	A set of management processes based on dialogue with target customers through the organization of a series of messages directed, developed and evaluated towards different groups to create a place of the company in the minds of customers. (**Hajji & Boshnaqa, 2015**)
3	**IMC**: Integrated Marketing Communication.	Is an integrated & cohesion process of communication activities to ensure efficiency Communication between the company and its customers in order to achieve the desired objectives. (**Hisham Al Baba, Feb, 2011**)
	SMM: Social Media Marketing.	**Gordhamer** define **"**Social media marketing is related to relationship marketing, where the firm need to shift from "trying to sell" to "making connection" with the consumers**"**. (**Erdogmus & Çiçek 2017, p.1355**)
4	**SMMCS:** Social Media Marketing Communication strategies.	Is an integrated process in that which disseminating messages, and attracts attention through different social media forms, in the involvement of all tools and methods, strategies, and platforms for the purpose of promoting a personality, business goals, in order to reach, communicate and engage a define target audiences to reached marketing objectives. (**Olakunle, Mar 2012**)
5	**B2C Relationship**: Business to Customer relationship.	**Harker** defined it as "organizations engaged in proactively creating, developing and maintaining committed, interactive and profitable exchanges with selected customers/partners over time". (**Chen & Zheng, 2015**).

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CHAPTER I
INTRODUCTION

In this chapter, the researcher addressed a general description of social media and marketing communication background then discussed the problem statement, furthermore presented the important of the study, objectives of the study, study questions and hypothesis.

1.1 Background:

In the recent decade the world has witnessed a new revolution of the internet; which is social Media (SM) that every individual is obviously familiar with and cannot live without it. The vast of the internet usage is dominating many homes, schools, associations and organizations. On other hand "the number of internet users has increased especially in using SM and is expected to reach approximately 2.95 billion by 2020 around a third of earth's entire population." (**Rowley, May, 2018, p.2**).

The rapid spread of using social media between humans changing the way interact each other; it gathers between different cultures, abolished borders, shorten the distances between people, and facilitate for all societies to rapprochement and have mutual exchange of views and ideas and desires. "Swamynathan said; Today, the way that Internet users communicate, search for and share information is highly influenced by the use of social networks.", (**Abdullayeva & Wang, 2011, p.1**).

So, it becomes the best tool for communicating and connecting between groups and individuals which took different forms of communicating through social networks, blogging, snapchat, wikis, forums, etc. In the scheme of marketing, marketers and sellers of companies and organizations used sales promotion, public relations and personal selling to get and reach customers which are the concept and components of marketing communications elements tools for communicating and connecting to their targeted audiences. Before the emerged of social

media e-commerce was used by many companies and organizations for selling their product and services online.

In the new virtual communities world and the advent of web 2.0, the concept of e-commerce improvement along with the convergence of social media to become social e-commerce and it increases between many companies to use for surviving and singularity in this competitive marketplace, The term of social commerce was first introduced by Yahoo as a group of online collaborative shopping tools in 2005 **(Social commerce, 2011).**

Thus, many companies shed the light on using social media in there marketing strategies as a new concept of social media marketing communication away from the traditional methods in order to reach a great broad of targeted audiences; learn and know precisely about their needs and wants in a quick effective technique with low costs.

Social Media Marketing Communication concentrates on efforts by individuals and organization through media contents (videos, article, advertisement,etc) to transport a message for targeted audiences that attracts and attentions them to interact and share information with their social networks and achieved the objectives of the company. When a message disseminates through social media to customers it presumably leaves a big influence on them because it reflects the experience of other customers, and so come from a third trusted source. "Consumers use a free and useful word of mouth method to interact and disseminate information to their friends that can be considered as the future of social media marketing, **Yaakop (as cited in Ghafari, Sep, 2017).**

Thus, we can see companies and organizations depends nowadays on social media for the purpose of promoting its services and products by building a social base for introducing its brands and information and a direct relationship with new expected customers and fostering with current one. Therefore, we can find that using social media as a marketing tool contribute to

reach, identify and communicate with customers, which the researcher will examine it in this study and find the effect role of using this digital tool (SM) on building customer relationship.

1.2 Problem Statement:

Social media is changing so much in the business world and redefining how businesses communicate across their channels of distribution and with their customers. "A recent survey of European and U.S. firms indicated that 88.2% of the firms had begun to undertake social media initiatives," **Rapp, Grewal, & Hughes (2013) (as cited in Rowley, May, 2018, p.2)**.

So under this new technological communications, business marketing communication starts to shed the light on using social media as a new strategy of communication tool for their business marketing, away from the tradition marketing communication. Besides that, companies coping with renewed marketing strategies to gain competitive advantages in order for competing in this rival volatile marketplace, to be the leading company within related industry.

Social media finds more effective marketing tool of two-way direct communication between customers and the company itself; customers can know more information about the services and the products of the company. "Paterson (2009) suggested customer knowledge can be regarded as a vital asset for both online and offline business, He further claimed that a close relationship between company and customer can create a positive influence on their information interaction.", **(Abdullayeva & Wang, 2011, p.2).**

"Evans et al. (2009) speak out that social media is most widely used in information source for perceived convenience, effectiveness and perceived credibility,"(**Nayagucha, 2017, p.4**). Which the company can define precisely the interest and the needs of their customers also received feedback quickly. Not to mention that it is an effective tool to attract customers for the

intention of buying and trying the experience of others peers through using different forms of social media; Facebook, twitter, instagram, snapchat,…etc.

Thus, since customer relationship is the core elements of business marketing, it is important to realize how social media is related directly to customer relationship, and how the growing interest of social media gives the opportunities and benefits in entering new niches of market and fostering the relationship with customers. Nonetheless, there are still rarely studies and evidence on this digital approach especially from the perspective of customers on how they received customer's attitudes and the real relationship between social media and business to customer relationship, and if they do receive messages that influence on their intended buying. Therefore, considering the above discussions the researcher focused its research problem on the lack of information regarding the effect role of social media marketing communications as a strategic tool on building consumer's relationship in the Palestinian mobile telecom industry from the point view of customer's; Knowledge, Brand Awareness, and Purchase Intention .

1.3 Study Objectives:

The main objective of this study is "To identify the role of SM as a strategic marketing communication tool on B2C Relationship in the Palestinian mobile telecom industry", which identify the sub-objectives as following:

1. To identify the level role of SM marketing as a strategic marketing communication tool in the Palestinian mobile telecom industry.

2. To identify the level of B2C Relationship elements; (Knowledge, Brand Awareness, Purchase intention) in the Palestinian mobile telecom industry.

3. To find the significance difference in Jawwal Mobile Co. subscriber' in applying the Palestinian mobile telecom industry for SM marketing and building B2C Relationship due to demographic characteristics.

4. To identify the relationship between SM Marketing elements; (Knowledge, Brand Awareness, Purchase intention) and B2C Relationship in the Palestinian mobile telecom industry.

5. To identify the effects of SM Marketing on the B2C relationship in the Palestinian mobile telecom industry.

1.4 Study Questions:

The problem of the study classified clearly through identifying the study questions which is consistent of one main question that encompasses within three elements for building customer relationship as indicated below:

1. What is the level of SM marketing on B2C relationship in the Palestinian mobile telecom industry?

   ➢ **Sub- three elements questions about building customer relationship:**

   1-1) what is the level of Brand Awareness in the Palestinian mobile telecom industry?

   1-2) what is the level of Knowledge in the Palestinian mobile telecom industry?

   1-3) what is the level of Purchase intention in the Palestinian mobile telecom industry?

1.5 Study Hypothesis:

The researcher constructed four main hypotheses to be tested which tent to reach the objectives of this study:

Ha-1: There is a significant role of applying the Palestinian mobile telecom industry for SM marketing as a strategic marketing communication tool in building B2C Relationship.

Ha-2: There is a significant difference in Jawwal Mobile Co. subscriber' in applying the Palestinian mobile telecom industry for SM marketing as a strategic marketing communication tool in building B2C Relationship due to demographic characteristics (Gender, Age, Education Level, Profession.)

Ha-3: B2C Relationship elements; (Knowledge, Brand Awareness, Purchase intention) are significantly correlated to SM marketing in Palestinian mobile telecom industry.

Ha-4: There is a significant effect of SM marketing as a strategic marketing communication tool on B2C Relationship in Palestinian mobile telecom industry. And sub-hypothesis for this hypothesis is to find the significant effect of B2C relationship's elements:

Ha-(4-1): There is a significant effect of SM marketing on Brand Awareness in Palestinian mobile telecom industry.

Ha-(4-2): There is a significant effect of SM marketing on Knowledge in Palestinian mobile telecom industry.

Ha-(4-3): There is a significant effect of SM marketing on Purchase intention in Palestinian mobile telecom industry.

1.6 Significance of Study:

The vast of using social media in current digital environment within globalization and the advent of Web (0.2) for contacting and sharing; encourage many companies and association to reveal their customers attitude and advertising for their goods and services especially to reach broad targeted market niches, since most of them using social media.

So the finding of this study will fill the gap of knowledge because of the paucity and lack of studies on social media marketing communication as a strategic channel to customer relationship especially in Arabic studies. Thus this study is significance for its scientific and practical importance as illustrated below:

First: Scientific Importance:

The importance of the study is emphasized by enriching the theoretical and intellectual framework to: **Scholars and Researchers;** they can get the benefit of the finding and discussion of social media in the revolution of this millennial generation and digital marketing concept; as an academic reference and base for such future studies. And

encourages for new deep studies in this field because since yet the SM approaches in marketing communications is still lags and not understood well.

Second: Practical Importance:

The Practical importance of this study stems from the conclusions and recommendations that can be presented to many stakeholders:

1. **Mobile Telecom Companies** through encourage such companies for adopting social media marketing in their strategies for building new customers' relationship and maintaining the current relationship. It gives companies a road map about their feedback, specify their interest and needs, answering any inquiries and complaining in a quickly manner and so fostering their relationship in the long run.

2. **Marketing Researcher and Decision maker:**

   It gives the opportunity for further research and database of different strategies on customer perception, brand awareness, purchasing methodologies that they can adopt in Jawwal Company and other mobile companies for strategic marketing plans in order to reach new niches in market that do not know about or realized before. Thus, reflect the productivity and competitiveness of companies especially under changing business environment conditions.

1.7 Scope of Study:

Since the researcher want to know the role of social media on customer relationship from their perspective in mobile telecomm companies in Palestine, the researcher select Jawwal Mobile company as a case study because it is the first company in Palestine and one of the most popular Palestinian companies that use social media marketing through a convenience sample of (432) subscribers of Jawwal Mobile company that use social media. A questionnaire has been distributed to targeted customers on July & August 2018 and study analysis has been conducted on September 2018.

The study outline encompasses Five chapters; chapter one about the introduction, discussion of problem, study objectives and questions, significant of the study, and the examined hypothesis. Chapter two concentrated on the theoretical base studies and summarizes the empirical of pre-research related studies. On chapter three the researcher emphasizes the data analysis method and research design, data collection and technique, validity and reliability of study. Chapter four represent the results of the data analysis regarding to the research questions and hypothesis. And finally, chapter five includes closed words of the researcher; conclusion and recommendations.

CHPTER II

THEORETICAL FRAMEWORK & LITERATURE REVIEWS

This chapter, presented the literature reviews based on the study variables and objectives that enumerated in chapter one. Which the researcher addressed; in two main parts, Theoretical Framework for conceptualizations of the study, and Empirical Framework for the Review of foreign and Arabic field studies related to the current study.

2.1 Introduction:

The widespread use of Social Media for marketing communication as a strategic tool changed the way of mobile companies to reach out their prospective customers and maintain the current one. Social Media has an interlocking concept with marketing communication in B2C Relationships; the big effect of using social media between individuals in recent decades for interacting and connecting reflected in the tendency of many companies to use the revolution communication technology of social media in reaching and connecting its targeted customers through different forms of social media to introduce and define the services of the activities; it provides (Knowledge), highlight the value in the product and maximize it and meet the desires of the consumer (Brand Awareness), and as an effective way in purchasing (Purchase intent). Due to the growing interest in this approach, Social media become a field of knowledge and a study for a number of theoretical and applied studies, that has an effective role on business to customer relationship in which make companies attitude to use it as a strategic communication tool. Regarding to this study using the case of Jawwal Palestinian Mobile Company, the researcher illustrated and analyzed the literature review through developing a study model from two main dimensions: Social media communication and B2C Relationships that encompasses three major elements; (Brand Awareness, Knowledge, Purchase intent) to use it as a framework in the study process.

2.2 Theoretical Framework:

In this section, the researcher presented and addressed theoretical concept and terms related to study model that consist of social media marketing , marketing communication, B2C Relationships and its elements; (Brand Awareness, Knowledge, Purchase intent),and the important of social media marketing communication as a strategic tool.

2.2 .1 Social Media:

Since Social Media is very widespread concept in its content, there is no specific definition about it. Majority of Scholars researchers indicated on Social Media as a technological communication tool for connecting, sharing, interacting. **"**Social media are online applications, platforms and media which aim to facilitate interactions, collaborations and the sharing of content **"**said; **Richter and Koch (as cited in Kim & E.Juko, 2011, p.1481).**

Kaplan and Haenlein (2010, p. 61); defined social media as **"**a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0 and that allow the creation and exchange of user generated content.**"** Whereas **Mayfield (2008)** summarized that social media is characterized by participation, openness, conversation, community, and connectedness. On other hand, **Brake and Safko (2009, P.6)** defined social media as **"**activities practices, and behaviors among communities of people who gather online to share information, knowledge, and opinions using conversational media**"** . According to **Constantinides & Fountain (2008);** social media is related directly to the Web (2.0)**,** which the last described as a group of open sources**,** knowledge, and experience of user's market power that engaged in business social media. Moreover they discussed that Web (2.0) applications facilitate the dissemination and the flow of ideas and knowledge through the refining of informational sharing content.

Moreover, **Bruns and Bahnisch (March, 2009)** further defined social media as: Website based on Web (2.0) that provide depth interaction, create community contents, and processing collaborative projects. Finally, **Wang and Abdullayeva (June, 2011)** defined Social Media as new source online applications that build content for sharing, engagement, connectedness, discussion this content to people or firms.

As result, **the researcher concluded a comprehensive definition of Social Media Concept as**; a Hybrid electronic two way of communication tool that builds on the revolutionary technology of Web (2.0) which enable individuals, corporations, association, etc.; to interact, connect, share, comment, having mutual interest, and talk, through various type of technological platforms within few barriers in a quickly and effectively communicate.

2.2 .1.1 Social Media Forms:

The first appearance of Social Media concept was in the 1990s, when Randy Conrads- an industry engineer - and former Boeing manager - Launched in (1995) a social networking site for connecting classmates and friends called "Classmates.com". Classmates.com became a very popular website as quite synonymous to the Facebook today. After that many numerous of different social platforms followed that. The researcher classified SM Platforms according to different resources of authors and scholarly researchers as below depending on its function and purpose:

1. **Social Networks Sites (SNS)**: **Mayfield (as cited in Wang & Abdullayeva, June, 2011,p.7)** defined it **"The websites where people can build their personal profiles connect and share information with their friends"** , which allows communicating with others through groups, individuals, sharing mutual interest. The most popular social network websites are; Facebook, LinkedIn, Google+, and MySpace.

2. **Blogs**: **"**The websites where individuals or groups can post information and enable readers to make comments**" (Wang & Abdullayeva, 2011).** Allow users for publishing websites, recording opinions, stories, articles, and links to other websites on a personal website; such as Word press and Blogger.

3. **Wikis**: **Mayfield (as cited in Wang & Abdullayeva, June, 2011,p.7)** said that **"**Wikis allows people to add and edit information and create an online database**"** as identified by. They are community -generated documents and databases. Such like Wikipedia, WikiTravel, WikiBooks.

4. **Podcasts**: **"**The websites, which offer audios and videos subscription services to users**"** clarified by. Example; iTunes & iPod are the most popular podcast platform. **Mayfield (as cited in Kumah, 2017, p.9)**

5. **Forums**: "Forums are the online discussion places where users create and discuss specific topics" said;, Allow users to share news, information, opinions, and ideas with each other's. Example; reddit, Quora, and Digg. **Mayfield (as cited in Kumah, 2017, p.9)**

6. **Content communities**: **"Mayfield (as cited in Wang & Abdullayeva, June, 2011,p.7)** defined it as The websites, where users create and share particular types of content**"** described by. Allow users to share videos, photos, and embed it in a blog or Facebook post, or link media to a tweet. For example Youtube, Vimeo, and Periscope which is a famous video sharing and Instagram, Flickr, Snapchat and Pinterest; is a famous photo sharing.

7. **Microblog**: **Mayfield (as cited in Wang & Abdullayeva, June, 2011, p.7)** stated that **"**It is a small sized blog, which interacts with social networking sites**"**. Whereas **Kaplan and Haenlein (as cited in Wang & Abdullayeva, June, 2011,p.7)** added that

"Users can exchange short sentences, images or video links with others**"**. Example; Twitter and Tumblr. Allow users to subscribe the content of others, send direct messages, reply publicly, and share content about related subjects.

8. **Virtual worlds**: which is a stimulated environment that allow for users to live, experience a fictional universe, and participate in its activities and communicate with others. Example; Second Life, World of Warcraft, Farmville.

9. **Social Bookmarking sites**: "allows users to recommend online news stories, music, videos and content to others and vote on what is interesting**.".** Example; digg, del.icio.us, Newsvine, Mixxit, Reddit. **(Social Media & communication, May, 2017)**

10. **Commerce Communities & Groups**: Allows for users "to advertise, find, share, buy, sell, and trade products and services" claimed by **Curtis Foreman (June, 2017)**. Example; (eBay, Amazon.com, Alibab.com).

2.2 .1.2 Characteristic of Social Media:

According to **Social Media and communication (May, 2017)**; **"**The power of social media is rooted in its ability to connect people across time and space. The way these tools are used alters plethora of practices, including communication, collaboration, information dissemination, and social organization". Regarding to **Bu-Baker (2016); Mangold & Faulds (2009)** the researcher summary the Common characteristics among social media platforms as below:

1. **Participation**: Every individuals or group can contribute, and be a reader, or writer, and partnership. Social media blur the lines and distances between different types of media and audiences.

2. **Connectedness:** It allows users to link to others**,** such as resources, sites, and people with no borders easily.

3. **Communities:** social media allows to form communities easily and in an effectively ways in order to share common interest in various topics and business.

4. **Ease of Use:** They need a little knowledge of the fundamentals of technology in order to spread and communicate online**.**

5. **Saving & Economics:** Economic in effort, time and money, beside the free subscription and registration for each individual with no monopoly on a particular group.

6. **Conversation:** Everyone can use social media in a simple ways of communications such as symbols, language, Photo, emotions with fun.

7. **Global:** everyone can use social media from different places and geographical areas in the world regarding's for their religions, ethnic, color, political attitudes, etc.

2.2 .2. Marketing Communication (MC):

Al Khader and Mustafa (2014) argued that marketing communication is importance to the company. It is the pillar that enables it to introduce customers to its products, in addition it is the performance through which the company can influence customers to make purchasing decisions and improve their mental image. **Kotler and Keller (2009)** said that it is**;** A set of means used by the company to convince, tell, and remind customers directly or indirectly of their products. Whereas **Haji and Boshnaq (2015)** defined it as A set of management processes based on dialogue with target customers through the organization of a series of messages directed, developed and evaluated towards different groups to create a place of the company in the minds of customers.

According to **Rossiter and Bellman (as cited in Haataja, 2010).**; marketing communications (marcoms) are defined as; a marketing created message that showed, talk about, by marketers through different media in order to build & positioned an image brand in the mindset of targeted customers. **From the view definition of the researchers**; **Marketing**

Communication is a process of mutual contact between the company and its customers by using its elements in the marketing process to; inform, provide, give solutions of product and services, in order to build the company image and brand in the mind of targeted audiences, and elicit the purchasing behavior, attitudes of existing and potential customers and satisfy their needs and desires.

2.2 .2.1 Integrated Marketing Communication (IMC):

Mangold and Faulds (2009, p.357) identified that **"**Integrated marketing communications (IMC) is the guiding principle organizations follow to communicate with their target markets**"**. Furthermore, **Boone and Kurtz (as cited in Mangold & Faulds, 2009, p.357)** provide that integrated marketing communications are about coordinating and controlling of various marketing promotion mix in order to send a direct clear message for customer to reach organization goals. **Al Faqih (as cited in Mohammad Mousa, 2016)** illustrated that; it Is a communication process resulting from the planning, integration and implementation of integrated marketing communication elements that over time create an impact on customer behavior.

Hisham Al Baba (Feb, 2011) find it as; an integrated & cohesion process of communication activities to ensure efficiency Communication between the company and its customers in order to achieve the desired objectives.

From the researcher's point of view, Integrated Marketing Communication is a coherent process of activities, procedures and policies and a reciprocal processes between the company and its customers through which the elements of marketing communication mix can be used Integrated; advertising, public relations, personal selling, advertising, direct marketing, to

stimulate sales in order to acquaint customers with products, services, brand image, and persuade them to influence their behavior Purchase to achieve the company's objectives, goals, strategies.

2.2 .2.2 Goals of Integrated Marketing Communication (IMC):

The company must fit its goals with its general marketing's objectives, strategies, mission, and vision. The main goals are as presented below by **Mohammad Mousa (2016):**

1. **Awareness**: If the company's customers do not know the advertised product, the company must create an image and knowledge about its product to identify it for them.

2. **Attractiveness**: Company whose customers can get to know the product, but do not care about it. The company must take control of this position by showing the actual advantages it offers for them, through various incentives to make them pay attention and think carefully about the experience of their products.

3. **Preference**: Customers can express their admiration for a product without preferring one product to another, in this case the company's features must highlighted, strengths the competitive advantage of the company.

4. **Persuasion**: The process of preference in itself is not enough unless it is linked to the persuasion that can be shown by wanting to know the new, and more about the company's benefits, offers, and price reductions.

5. **Making the purchasing decision**: Finally, the intention and the actual purchasing decision must be made by the company's clients. The aim is to make the purchasing decision by the customer after awareness, knowledge, preference and persuasion.

2.2 .2.3 Integrated Marketing Communication Mix (IMC):

Philip Kotler; illustrated that "marketing communication mix (MC) is generated from the traditional marketing approach components, which marketing communication approach is the new modern labeled of marketing concept. So, the 5Ps Marketing mix that illustrated by Philip Kotler ; Product, Price, Promotion, Place, and People is meet serially with the 5Cs in marketing regarding the point view of researcher which are: communication; Customer's needs, Cost, Communication, Convenient, Contact's person, which is later improved to the main elements of Integrated Marketing Communication as following **(Ahmad, 2012)**:

1. **Direct marketing**: permits a business to reach and interact with its customers without a third party medium; to offer and introduce their products and services to them, in order to reach the current and probable customer's needs, desires, and satisfaction. Examples include catalogs, coupons**,** and direct mail.

2. **Advertising**: the cost of Promote for ideas, services, products, and information, through various types of media tools to reach as much can target audiences in many geographical areas of targeted market within the right time and place. Like; TVs, Radios, internet.

3. **Public Relations:** the outflow and transparency of company's information to its stakeholders that related directly to the business operations of the company; customers, suppliers, government. Examples; Speeches, presentations and speech writing, financial reports, Interviews and photo-calls.

4. **Sales promotion:** encourage customers to buy company's product and services through different incentives of means and tools. Such as; Free gifts, discounted prices.

5. **Personal Selling:** Direct contact face-to-face with individuals, groups by salesperson**,** to sell a product, service or solution to a client, and match the benefits of their offering to

the specific needs of a client trough series of steps; Prospecting, Making First Contact, Sales Presentation, Objection Handling, closing the Sale.

2.2.2.4 Marketing Communication (MC) VS Integrated Marketing Communication (IMC):

"Marketing communication helps to develop brand awareness, which means that consumers translate product information into perceptions about the product's attributes and its position within the larger market. Businesses also use marketing communication to retain the product's current customer base and to cement relationships with customers and suppliers", as pointed by (**Kimberlee Leonard, 2018**).

Due to the needs of the adoption and coexistence with the changing environment, powers of market, different economic variables within the customers, and the acceleration of the electronic technology improvements, many companies directed its business path towards integrated marketing communications, and to determine the appropriate marketing mix that fit with the company's vision, mission, strategies, and objectives, (**Mohammad Mousa, 2016).**

Integrated marketing communications are important in a way to express the development and employment of the company capabilities and resources for reaching the client in the right time and place. It is comprehensive process that operates in a synergy way with communication mix as a unit, to create a positive mental image in the customer's mind. The integration process begins to communicate with the current or potential client, and the focus is on all the process of contacting and reminding the brand to disseminate the desired message to the intended customers effectively. And gain a competitive advantage in the targeted market, to reach the desired results, objectives, and build a sustainable solid relationship with customers.

2.2 .3 Social Media Marketing Communication:

Social media marketing (SMM) according to **Olakunle (Mar 2012)** is an integrated process in that which disseminating messages, and attracts attention through different social media forms, in the involvement of all tools and methods, strategies, and platforms for the purpose of promoting a personality, business goals, in order to reach, communicate and engage a define target audiences to reached marketing objectives. On the other hand, **Olakunle (Mar 2012)** pointed that Social media Marketing Communication is focused typically on the content of media (music, article, video) to connect marketing message by individual or group, organization in order to attract the attention and encourage its aimed customers or audiences to sharing, participating, spreading this message from user to user as a third trusted party and formed as earned media rather than paid media. Which **in the researcher opinion** considered integrated concepts for an electronic marketing communication tools to contacting customers and as promoting methods to organizations that reached a widespread of audiences within both a short time and low cost.

"Social media marketing begun around ten years ago, it started with LinkedIn, which was propelled in 2003. The ubiquity of online networking destinations has additionally spread to organizations and firms as a feature of their systems.**" (Allan, & Nimer Ali, 2017, p.49).**

Trusov, Bucklin, & Pauwels (2008) argued that because the advent of the internet increased the ability of individual and potential customers through disseminating of information and connectedness with other through establish a mean of power to an effective cost adopted by the market industry. Moreover, the rapid changing in environment within customer behaviors and reaction to this invasion of technology in needed for a new adoption and activities to act quickly and being proactive by organizations and marketers.

This illustrated by **Haataja (2010, p.23) "**Increasingly, environmental changes as well as developed customer behaviors demand rapid and flexible responses from companies leading to a fusion of planning and implementation of new activities." In addition to that, new innovation in the discipline of social media impacted is a prerequisite for business survival.

Angel and Sexsmith (2009) assured that **"**Social media could well be the salvation of organizations whose product and service development has been impeded by declining R&D spending."From another point of view related to **Ranchhod (2004, p.262)** "Conventional channels of marketing are gradually being dissolved or assimilated into a global network fuelled by Internet." Thus, Social media marketing Communication is different than traditional methods of marketing in many distinguished benefits; it can reach its desired message directly to the targeted customers. **Trusov et al., (2008)** added to the point that Social networking sites considered as an efficient communication tool for marketers to communicate their message to their direct target market.

It constitutes as a reciprocity detailed source of information for audiences to know about the product and services that the organization provide, on the one hand, the organization can expose the preferred, and opinion of views directly from the targeted audiences. **"**Marketers can listen and learn from the people commenting the company's brand or product. Whether the feedback is positive or negative you have opportunities with both audiences.**" (Baker, 2009)**. On the other hand, it allows organizations to have an image about the characteristics of competitors; in which **Haataja (2010, p.27)** described **"**It helps marketers to formulate and control their brand assets and perceptions more clearly against competitors**"**.

Social Media Marketing Communication can play a role as a third trusted Party through virtual communities in various platforms; which stated by **Marken (2008); "**Social networking are superior avenues for reaching influential decision makers and consumers." Organization can

voice customers to partake in development, evaluation, and production of new product, and customer services through social media marketing communication by running simulations; and requesting information about or just consuming the new product, **(Füller, J., Mühlbacher, H., Matzler, K. & Jawecki, G., 2009**).

Dahnil et al. (2014) (as cited in Galati, Crescimanno, Tinervian , & Fagnani,2017,p.40) expound that the approaches of Social media marketing communication has already adopted in the recent decade; which **"**More and more firms today adopt SM as a communication tool in order to both conduct their marketing efforts and to extend their traditional marketing**"**. Despite the above literature review, however, there is still a lack of studies on the adoption of social media as a communication marketing tool. Which the researcher will fill the gap of knowledge to add a value source for further future studies.

2.2 .3.1 Business to Customer Relationship:

Regarding to **"**Gordhamer Social media marketing is related to relationship marketing, where the firm need to shift from "trying to sell" to "making connection" with the consumers**"**. **(Çiçek & Erdogmus, 2017, p.1355)**.

Therefore, the new online environment and the idea that markets become virtual and global in which different forms of social media controlled the relationship in a two-way of communication between both audiences and corporations; communications become viral & electronic; shaping and creating customer relationship.

Moreover**, "**Within these new media, communications are "viral" because opinions and ideas spread like a virus via the social network through word-of-mouth **",** and also **"**Kietzmann pointed that; Businesses use social media to engage in conversations with their consumers or to communicate with them**." (Peeroo, 2017, p.2037).**

In other words social media marketing communication (SMMMC) not only shaping and crafting relationship marketing but also demonstrate for building & enhancing customer relationship which emphasized by **Lagrosen (2005, p.64)**; **"**For relation-building the internet presents completely new modes of interaction.**"** Moreover **Lagrosen (2005)** contend **"** In the building and management of relations, the interactivity of the internet makes it a particularly useful tool**"**. While "Sarkkinen demonstrate that; corporate credibility and relationships are built and enhanced through the personalized interactions, collaboration, communication and feedback attained on Social Media applications**." (Chikandiwa, 2012, p.35).**

Furthermore social media marketing communication (SMMMC) facilitate & develop customer relationship from one hand; in that confirmed by **Wright (as cited in Wang, 2011, p.15)**; **"**the Internet holds the facilitation of the development of a relationship between an organization and the public**"**, in addition **Singh et al. (2008) (as cited in Wang, 2011, p.15)** argued that "the new technology such as social media have improved the customer relationship.**"**

On other hand it can maintain long & short term of relationship; which defined by **Peeroo (2017, p.2039) "**According to O‟Brien (2011), the highest level of value a social media empowered consumer can provide to a business is to co-create products and services**".** He claims that this feeling of empowerment will make it easier for businesses to satisfy their customers, thereby creating long term and interactive relationships. And **Wang (2011, p.8)** said; **"**E-commerce can contribute to enhancing the relationship between a company and its customers from both a short-term and a long-term perspective**"**.

On other point of view, **Mangold and Faulds (2009, p.358)** refuted that; social media influencing relationship within customer behavior; "The 21st century is witnessing an explosion of Internet-based messages transmitted through these media. They have become a major factor in influencing various aspects of consumer behavior including awareness, information acquisition, opinions, attitudes, purchase behavior, and post-purchase communication and evaluation". From

this perspective the researcher viewed social media marketing communication on customer relationship in three axes; Brand Awareness, Knowledge, and Purchasing Intention.

2.2 .3.2 Brand Awareness:

Is a description and presentation addressed to the public of the organization for a specific and emerging mark formed as a result of the messages sent and received by the enterprise **(Charfeddine, 2015).** According to **Çiçek and Erdogmus (2017)** " brand awareness is about Gain an exclusive, positive, and prominent meaning in the minds of a large number of consumers"**. Nyagucha (2017**) discussed that successful brand can be achieved through digital communities in which people contribute knowledge, discussion, digital forum advice, and sharing information, within brand's environment. Since Social media marketing is a two way of communications; organizations can receive images and feedback on product and service's brand directly from customers through digital interactions, posts and comments. Which enable organization to measure the perception of its brands and view audience's opinion to other brand's competitors in contrast to traditional marketing channels, which **(Haataja, 2010)** assured; social networking facilitates brand communications in that it affects brand awareness, brand recognitions and preference, and brand action intention. Moreover, **Stileman, Mangold, and Foulds (2009) (as cited in Çiçek & Erdogmus, 2017, p.1355)** confirmed that "social media enables consumers to share information with their peers about the product and service brands**".**

Also **Gunelius (2011) (as cited in Çiçek , Erdogmus,2017)** demonstrated; that social media marketing increase and boost brand awareness. **Wallace and Buil (2014)** claimed that; companies used social media platforms to increase brand awareness through people participation on online comments, posts, and other social networking engagement.

Social media marketing is more sincere in its digital communications with customers, in a way to show what brands is to be to customer's mindset than its image control in traditional marketing channels approach, (**Çiçek & Erdogmus, 2017**)**.** Finally, **Haataja (2010, p.28)** stated that **"**The fundamental is that social networking is about brand and awareness**"**.

2.2 .3.3 Knowledge & Purchase Intention:

Within the development of Web(2.0), an electronic virtual world environment appears to spread ubiquity through digital word of mouth communications in different forms of social media platforms allowing for sharing and disseminating of information, As **Peeroo (2017, p. 2073) said;** **"**Share and disseminate information on social media contributes to the democratization of knowledge. Besides that, SM allows audiences to reviews this information and gives a space to share it through online context; which illustrated by **Chen et al. (2011) (as cited in Hajli, 2014)**.

Hajli (2014) discussed that; electronic environment facilitate interactions and sharing information between human quickly and globally, where individuals can easily share these information's and their experience with others; family member, peers, group communities…etc.

Whereas **Kosavinta, et al. (2017) (as cited in Nyagucha,2017)** declared that; social media offer a base of information for customers on product and services they want to look about through internet group friends or a network they alike. Also **Kotler & Keller (2009)** - illustrated that; buyers search for information by reading online content, comments, reading organizations 'materials, asking friends opinion; which make it as a base source of information for many of them. **Hajli (2014)** assured that these online sharing of information constituent informational support and serve as an emotional backbone**.**

So, the study illustrated that social media constitutes through online sharing recommendations base information of products, services and brands between social media users which influence in their information search stage form a valuable reference while making a

purchase decision. Thus, this base information gives support for helping customers in their decision purchasing in that leave an impression to the product or services and encourage them the intention to buy.

2.3 .3.4 Adoption of SMMC in Mobile Telecommunication Companies:

Social media spread widely in mobile companies in that illustrated by **M. Bartosik-Purgat, N. Filimon, & M. Hinner (2017, p.82); "**Using these media is becoming more widespread also as a result of the possibility of using applications in mobile phones or smartphones." And **Ghafari (2017, p.2209)** Claimed that; **"**Marketers have gradually turned to innovative and on-mobile social networks".

Also **Castronovo and Johnson (2012)** explored that; mobile marketing take the new form of marketing communication that integrated all forms of media and marketing communication mix in order to drive sales, add viral value, and collecting data. Through several forms; viral messaging ;(content services, mobile coupons, voting, quizzes, and sweepstakes), downloading content; (WAP) wireless application protocol, mobile internet, streaming media such as; (video, audio, and text). In addition **Castronovo and Johnson (2012, p.121)** stated that "According to Truong and Simmons (2011), consumers are highly inclined to use their mobile devices to access social media networks."

Regarding to Palestine; telecommunications sector consider the most widely used sector for social media among other Palestinian companies, in terms of allocating a team to follow up on the work, budgets allocated and to produce the appropriate content from images and videos. The Palestinian telecoms companies especially Jawwal Mobile Company are the most advanced companies to the work and follow-up of the means of social media communication, in terms of

digital marketing plans and the nature of content submitted to the followers (**Digital and Social Media Report in Palestine, 2017**)**.**

From all above scholars According to **Castronovo and Johnson (2012)** the researcher summarizes the importance of SMMC to Mobile Companies as below:

1. Allow marketers to reach the desire targeted audiences.

2. Encourage customer for immediate action upon viewing the advertisement.

3. To deliver specific content.

4. Provide communications messages by subsidized advertisement content.

5. Increase loyalty and engagement of customers.

6. Motivation of campaign participation.

7. Give an opportunity to push communication for more information and engagement.

8. Target specific segments of consumers.

2.2 .4 Social Media Marketing Communication Strategies:

As proposed by **Mangold & Faulds (2009)**, Social media encompasses wide range of several digital word of mouth (WOM) forums; blogging and forum discussion, comments and like websites, social net workings, content communities; sharing photo, videos. Etc. They added that: with the emergence of social media phenomenon, tools and strategies within the communication with customers significantly has changed, providing a new source of information about product, services, and other issues, by circulating and disseminating these information for the purpose of educate each other.

So, this wide variety of social media outlet makes Word of Mouth (WOM) marketing prominent a basic source of informing influencers' decisions, in that approaches WOM marketing become the base foundation for all strategic marketing campaigns; said **(Castronovo**

& Johnson,2012). Which **Haataja (2010, p.20)** assured that "Social media, the platform for social networks, are not just new technology - but enablers of a fundamental marketing strategy shift in how organizations and customers relate to each other". **Allan and Ali (2017, p.51)** stated also that; **"**According to Burnet (2015) the idea of building a social media-based marketing strategies are considered to be a very strong approach to build a customer community**"**. This enables organization to increase its sales and value and make more profit, with an effective marketing cost. And thus fostering and ties strong within customers and audiences relationship, **(Castronovo & Johnson, 2012)**.

With the advent of the internet, according to **Lagrosen (2005, p.64);"**many marketing communication researchers realized that this new medium would bring new opportunities for the marketing communication process**"**. In this view, Baker (2009) illustrated that; companies who adopting marketing strategies within this powerful advent of social media through listening, understanding their customer , and analyzing, learning from the feedback of social media contents can be a winning company. **(Haataja, 2010)**.

On other hand, **Kim (2015), Gelb & Sundaram (2002) (as cited in Galati et al.,2017)** mentioned that; Many studies shows the firms who adopted marketing strategies through social Media (SM), has a positive impact from three dimensions; direct connect with its consumers, acquiring marketing information from feedback of customers, indicated firm's performance in current and future position.

Galati et al (2017) also confirmed that; Acquiring marketing information is not that easy in marketing strategies analysis, SM also enables small firms to have marketing research information with effective low cost parallel to compete with huge companies. Additionally, **Çiçek & Erdogmus (2012, p.1355)** proposed that: **"**Staying competitive in today's fast moving business landscape requires a solid social media strategy". In order to keep following and tracking with customers' preferences and interests, because customer go to social media to keep

up with brand's products and promotional campaigns**,** which clarified by **(Mangold & Faulds, 2009).** Also **Haataja (2010, p.26)** contended that; **"**According to Ranchhod (2004) in current world more personal one-to-one relationships are required in order to face the heated competition and satisfy more demanding customers.**"**

A strategy is relating to long term vision and direction which organization adopted through the deployments that aligning with its objectives, mission, and goals. Regarding to marketing Approaches Corporation needs marketing strategy to meet its customers' needs and achieve its goals through marketing analysis, competitor's activities, and other changing environment. As the researcher discussed earlier in this chapter about the great incorporate of companies in social media marketing communication; the main purpose of this as illustrated above is to develop a sustainable plan that will help organization to be more capable with exchanging digital environment and be more competitive. In order to achieve that (SMMC) social media marketing communication must be integrated and supported with synergy and co-ordinated framework to other marketing communication channels. Many scholars indicated this point view; **Chikandiwa (2013)** said that; "There is a need for cohesive integration when implementing Social Media Marketing, a marketer needs to integrate the entire marketing communication tool together with Social Media". Whereas **Haataj (2010, p.25)** claimed**"** Social media must be integrated closely to other marketing channels and then support the whole marketing strategy**"**. While **Lagrosen (2005, p.64)** concluded that;" internet communication activities need to be integrated in the overall marketing communications mix".

Thus the researcher demonstrated that engagement of integration marketing communication mix in social media pointed to the incorporation of (IMC) integrated marketing communication; campaigns. **Mangold and Foulds (2009, p.359)** conducted that **"**Consequently, marketing managers are seeking ways to incorporate social media into their IMC strategies**"**. Moreover they added: Li & Bernoff, (2008) explored that; the phenomena of social media

become 'the de facto modus operandi for consumer's in which they disseminated and share product & services' information through all forms of social media as a new paradigm tool in designing and implementing IMC strategies. Although many companies dying to adopt (SMMC) in their marketing strategies, nonetheless many managers still uncertain how they can successfully deploying (SM) in their business strategy, and how they can craft its practical value. From a practical perspective on the real world, Procter and Gamble (P&G) or General Electric (GE) entered social media arena within their communication promotion mix through carefully crafting complying to their vision and mission statement to meet organization's performance goals, By doing so both organizations acknowledged that; **"the importance of incorporating social media into their IMC strategies and promotional efforts"**, (**Mangold & Foulds, 2009, p.358**).

2.2.5 General Information on Mobile Telecom Company (Jawwal):

Jawwal Mobile Company is one of the Palestinian Telecommunications Group, in 2009; Jawwal was the first Palestinian company to establish an official Facebook page by promoting campaigns and offers. In 2010, Jawwal established a team specializing in digital and social marketing. So Jawwal is considered as an important model for the optimal use of social media in Palestine comparing to other Mobile companies. Both in terms of technical use and use of the latest electronic means, or in the quality of the content provided and its involvement with many different Palestinian sectors, and in terms of digital media to the public on the means of social communication, also in digital media to the public on social media. In 2011, Jawwal was created a Twitter account. In 2013, Jawwal was recognized as the best Palestinian company in digital world and social marketing and the second best company in the Arab world. In 2014, Jawwal was the first Palestinian company to officially document its Facebook page with a verification badge Verified page. (**Digital and Social Media Report in Palestine, 2017).**

2.3 Empirical Framework:

In this section, the researcher addressed empirical reviews that related to the dimensions of this study and the correlation of these reviews to the study; Social Media Marketing Communication (SMMC), Customer Relationship, Brand Awareness, Knowledge & Purchase Intention, Social Media Marketing Communication Strategies (SMMCS). So, the researcher presented a summary for each previous study encompasses: title of study, aim of study, design of study, conclusion, recommendation, limitations, and future research.

2.3 .1 Social Media Marketing Communication (SMMC):

The correlations of the below empirical reviews with this study is; the faded and demolishing of tradition marketing communication to employing of social media marketing as a strategic effective tool in integrated marketing communications in organization for the purpose of understanding customer's needs and wants, and reach targeted audiences in order to satisfy and deepen relations with them.

Table (1): SMMC Empirical Review

#	Title of Study	Aim of Study	Design of Study	Conclusion	Recommendation	Limitations	Further Research
1	The role of social networking sites on marketing by using it as Advertising media (Case study): Saudi Arabia ; **(Elmadani & Algader Ali, 2018)**	The benefits of social networking sites as a best tool for advertising to utilize it within the organization strategy through the use of communications technology, and	The study adopt deductive analysis and survey approach by a sample of (215) students and staff of Al-Jouf University	1. The high demand for the use of social networking sites, made publish the advertisement efficiently, within communication technology infrastructure and the use of smart phone. 2. Positive relationship between the spread of	As a result of consumer demand on electronic means, organizations advised to go to electronic marketing and use social media within their strategies	The big gap between developed countries and the developing in the modern communication technology infrastructure	Further research on organization for adopting E-Marketing in their strategies

			smart phone and the use of social networking sites. 3. The retreat of traditional media in front of electronic media				
2	The Role of social media in contemporary Marketing "Analytical Approach". (Follaq, 2017)	The role of social networks in contemporary marketing based on the consolidation of relationships with Existing and potential customers, with a view to selling products and services	The study adopted Analytical approach in companies especially Algeria.	Having a marketing strategy through the social networks of any organization will help them To compete better by managing their e-reputation, as many customers use the Internet and social networks on a daily basis	Companies need to make Different social networks parts of their marketing mix according to plans and strategies	The study is limited and concentrated on the Algerian companies.	To enrich scientific and academic efforts through studies of Social networks, for their role and importance in modern marketing
3	The role of social networks in promoting products Case study of Mobilis company - mobile phone operator in Algeria, (Bu-Baker, 2016)	To know the role of social media in promoting products from the view of customers loyalty and satisfaction	The study theoretically adopt descriptive analysis and practically adopt analytical approach by a sample of Followers of Mobilis page on Facebook	Social networks play an important role in the promotion of products through depending on provide the necessary information that capable of attracting as many customers as possible	The necessary of updating and give more attention to the corporation's webpages as a promotion tool for the loyalty and satisfaction of customers	Due to the limited time period and the lack of references in social media marketing.	Adopting more research studies on how to utilize social media marketing in the perception of brand, purchase decision making, and product strategies.
4	Social Media Applications In Marketing Communications oriented companies. (Haataja, 2010)	To compare the efforts of tradition marketing with social media marketing communications tool.	Qualitative approach on a selected target group by doing theme interviews & observing test persons on targeted groups.	Social media marketing has big opportunities for companies than conventional marketing mix.	Organization advised to use social media as a primary marketing channel for their strategies efforts.	The study was limited to observe only one campaign.	Further research to be done on customers' behavior and attitudes within social media marketing.

| 5 | Effects of the internet on the marketing communication of service companies, Sweden. **(Lagrosen, 2005)** | Understanding the use of internet in service company within marketing communication channels. | Multiple case studies have been carried out at (19) Swedish service companies | The uses of internet affect service marketing in communication marketing strategies and utilize relationship marketing. | Managers of service company should be consciousness about the choice of best strategies on the internet that fit their size of company. | Generalization of the study that limited only on Swedish country | a framework of conceptualization of internet marketing communication tool for communications strategies as a comparison study with other cross -countries |

> **Source: Researcher**.

2.3 .2 Business to Customer Relationship:

The correlations of the below empirical reviews with this study is to connect and foster relationship within potential and future customer and maintain the current customers in the long run relations to keep trust and loyalty. The most study that is compatible with this thesis is the study of Katelyn Rowley (2018) in that concentrated on the impact of social media on customer relationship from perspective of: Brand awareness, knowledge & information, decision purchasing making, trust, and loyalty.

Table (2): B2C-Relationship Empirical Review

#	Title of Study	Aim of Study	Design of Study	Conclusion	Recommendation	Limitations	Further Research
1	Social Media Marketing: B2C impact. **(Rowley,May 2018)**	Investigate the developing of social media within a fan base can significantly	The study adopted Analytical approach	Social media deeply impact and significant with customer relationship from the view of; Brand	Managers advised to embrace social media matters to communicate and foster relationship	The study is a review study of other literature review with no quantitative	There is still so much to learn about how social media marketing

		strengthen customer firm relationship and increase its revenue and profit		perception, product & service information, decision making process, and trust & loyalty.	with customers	methods use.	connect to customers
2	Determinants of social media's use in consumer behavior: an international comparison. **(Purgat, Filimon, & Hinner, 2017)**	The impact of social media on customers behavior from the perception of their attitudes and their interaction with the digital media with a special focus on individual demographics	exploratory empirical study on SM users from six different countries (Poland, China, Spain, Germany, Turkey and US) by using online questionnaire	SM preference and frequency use impacts on consumer behavior depending on individual characteristics.	The use of social media provide an essential significant value for various group of stakeholders that companies should adopt in their marketing communication strategies	The results show different discrepancies between the six countries, so it cannot to be generalized.	To expand and not focus on specific population study.
3	The Impact of Social Media Networks Usage on Customers' Knowledge, Customers' Acquisition, Customers' Retention: A Case Study-Marka VIP Company. **(Qbou'a, May 2016)**	To identify the usage of social media network on : Customers' Knowledge, Customers' Acquisition, Customers' Retention	The study adopted analytical descriptive approach on (98) employees of Marka VIP Company by using a questionnaire	There is a significant impact on Customers' Knowledge, Customers' Acquisition, Customers' Retention	Managers of Marka-VIP Company advised to utilize more efforts in use of social media network to get more information about their current and potential Customers	The study population is small and focus on a specific segment of participants	More study needed on a spread wide range of population on retail and commercial companies using more research tool such as interview and observation.
4	The Relationship Between Use of Social Media and Customer Relationship From E-commerce Model	to identify the relationship between use of social media and customer relationship	The study adopted deductive approach and quantitative empirical method using survey questionnaire, and an	Indirect relationship between the use of social media & customer relationship;	E-commerce companies needed carefully to adopt social media with their customer relationship strategy	The insignificant result of the empirical study, and poor design of the survey questions	Further qualitative & quantitative studies needed in the topic of social media

	Perspective, **(Wang & Abdullayeva, 2011)**	within its three components; information strategy, feel & serve, trust & loyalty	e-business model that applies the concept of customer relationship. the target population focused on student group at Lund University			Due to the limited small scope of population study and the lack of literature review in the topic of the study	customer relationship using survey and interviews method
5	Do social media marketing activities enhance customer equity? An empirical study of luxury fashion brand. **(Kim & Ko, 2011)**	To examine the relationship between SMM activities; value equity, relationship equity, brand equity, customer equity, and purchase intention among luxury fashion brands	The study adopted qualitative approach by population of three luxury fashion brands using questionnaire survey of, (362) participants.	SMM activities perceived by consumers were significantly to luxury fashion brands' future profits and contribute as an effective marketing communication methods	Companies ought to manage and utilize its marketing activities within social media to forecast the future purchasing behavior of their customers.	The generalization of the study due to the small focused population. Facing difficulties in locating the effects of SMM activities.	Further studies should adopt and use an instrument in order to measure the effect of social media marketing

➢ **Source: Researcher**.

2.3 .3 Brand Awareness:

The correlations of the below empirical reviews with this study is that the impact of social media on the perception and cognitive of customers towards brand image, awareness, and loyalty.

Table (3): Brand Awareness Empirical Review

#	Title of Study	Aim of Study	Design of Study	Conclusion	Recommendation	Limitations	Further Research
1	The effect of social media marketing activities on brand awareness, brand image, and brand loyalty. (BİLGİN, April 2018)	to examine the effect of social media marketing activities on brand awareness, brand image and brand loyalty	The research adopted quantitative approach by using via online questionnaires shared on social media from (547) Turkey five brand followers.	Social media marketing activities is the most obvious effect seen on brand awareness.	Businesses should integrate marketing communication within their social media activities because it supports its brand management & preferences.	The study concentrated only on three forms of social media: Facebook, Twitter and Instagram.	More reflections studies that focus on brand and brand preferences with different forms of social media in a wide scale.
2	The Impact of Social Media Marketing on Brand Equity: A Study of Fashion-Wear Retail in Sri Lanka. (Jayasuriya & Azam, 2017)	To Identify the impact of social media on brand equity, paying attention on Facebook function.	Analytical approach using conceptual model to explains the relationship between social media marketing and brand equity	the strategic role of Facebook in terms of leading a brand	The heated competition among fashion retail needed to adopt an innovative tool (social media.) for the improvement of their brands.	This research is limited on Facebook activities only	Further research to be done on the impact of different social media forms on brands
3	A study on the effects of social media marketing activities on brand equity and customer response in the airline industry. (Seo & Park, 2017).	To analyze the effect of social media activities upon brand equity & customers reaction	The study is an empirical analytical study, using structural equation modeling through questionnaire was conducted on a population of (302) passengers who use social media by airlines	Airline SMMA had significant effects on brand awareness and brand image	SMMA consider as a fundamental data in the development of airline strategies.	The sample of this study was limited to Korean passengers only.	Future studies needed not only to airlines but also to marketers in other fields study in social media marketing strategies and decision-making
4	The role of social networks in improving Commercial Brand image; Case study of the	To know the role of social media upon Ooredo's commercial brand.	The study is an analytical descriptive approach.	There is an obvious significant effect of social media upon Ooredo's commercial brand.	The need for companies to pay attention to social networks in communicating with customers and	The novelty of study subject, and the lack of references and Arab	Further wide scope on the impact of using social media to win customers in service corporations.

	mobile sector operator in Algeria, Ooredo Company**. (Charfeddine, 2015).**				working methods in Marketing for brand and to win consumer satisfaction and loyalty	studies that address the issue of social networks	
5	The Impact of Social Media Marketing Communications on Consumers' Perception of Brands**. (Olakunle, March 2012).**	to examine the effect of Social Media Marketing messages on consumer's perception of brands	Qualitative & quantitative study model which conducted on a total of (164) respondents Nigerian consumers who use social media by distributing online survey platform.	Social media is a powerful platform for customer engagement and perception.	Business requires developing their marketing genuine strategy through using social media as a form of marketing tool in order to reap tremendous opportunity.	The reluctance of some business to use social media.	New ideas development and approaches in using social media on how it impact on brand business.
6	The Impact of Social Media Marketing on Brand Loyalty. **(Çiçek & Erdogmus, 2012)**	To identify the effect of social media marketing on brand loyalty of consumers	By distributing a structured questionnaire on (338) of Turkey customers who follow at least one brand on the social media.	Brand loyalty is positively affected by social media marketing.	Companies should be more engaging, participative, updating within their customer's social media platforms to draw their perception and interest.	Lack of literature reviews on how utilizing social media activities for brand strategies.	Conduct further research to dig more on the effect of different forms of social media upon brand awareness, image, and loyalty, to find out and apply ultimate marketing strategies

➢ **Source: Researcher.**

2.3 .4 Knowledge & Purchase Intention:

The correlations of the below empirical reviews with this study is the benefits of utilizing social media in providing a basket of data knowledge and information within viral contents and direct interaction between consumers and organization which build trusts from third trusted parties and significantly affect buying intention decision in the Pre and Post stages of buying goods or services.

Table (4): Knowledge & Purchase Intention Empirical Review

#	Title of Study	Aim of Study	Design of Study	Conclusion	Recommendation	Limitations	Further Research
1	Viral Marketing And Its Impact On Consumer's Purchasing Decision-Making Process: A study On Social Networking Sites Used By Islamic University Students In The Gaza Strip. (**Thabet, April 2017**)	To Identify the impact of viral marketing in making a purchase decision For Consumers from different social media users.	The study conducted an analytical descriptive approach using a questionnaire design on (199) of graduate's students in Islamic University In Gaza Strip.	There is an impact of viral marketing on consumers for purchasing decision of goods and services.	Business corporation should widely adopted viral marketing among marketing strategies for bigger success.	The study was limited on academic students only.	Future research on the impact of viral marketing on marketing communication mix within Palestinian bank services and on brand awareness.
2	Impact of social media on consumer's decision making process among the youth in Nairobi. (**Nyagucha, 2017**)	The impact of social media on decision making among the youth in Nairobi.	The study is a descriptive design, conducted on (389) responded of youth in Nairobi, using random sampling	Social media has an impact upon decision making process.	Companies and manufacturers advised to use social media forms to ensure customers interacting with their products & services.	The research is limited upon youth of higher learning institutions.	Further research to be carried out on the topic within wide scope.
3	Empowered customers in the grocery sector: An analysis of comments posted by customers on Facebook. (**Peeroo, 2017**)	To investigate how Facebook empowered customers within the grocery sector.	Ethnographic approach adopted in this study on Facebook pages of Tesco and Walmart grocery	The power impact of Facebook to gain information, to complain, to create value and the power to provide information to the community.	Manager's grocery store ought to monitor their Facebook page to meet the expectations of their customer empowerment.	Data has been collected from one source of social media; Facebook.	Future research could be restricted to other social media forms in customers exchange information on brands
4	Effective factors in social media on young consumer's purchase intention.	to study the effective factors of social media upon Iranian	It is an applied research using electronic survey questionnaire on (400) Iranian youths that	Social media has significant effect with Awareness & knowledge cognitive	Marketers can increase youths Awareness & knowledge cognitive	a lack of research on the marketing communications	Further comprehensive approach on the effect of

	(Ghafari, 2017).	young consumers' purchase intention	using social media	effect , trust, and brand equity on Iranian youths purchase intention	effect , trust, and brand equity to purchase intention through social media	of social media	social media marketing on communication to purchase intention.
5	The effect of narrative online advertising dimension on purchase intention, with customer's attitude at Facebook in Indonesia. **(Dwikinanda, 2017)**	to know the effect of the narrative online Facebook's advertisements on purchase intention	A descriptive study on a sample of (130) Indonesian Facebook users. Through a questionnaire design.	Narrative online Facebook's advertisements have a positive significant effect on purchase intention.	Social media marketing tools adoption is more efficient and benefits than traditional marketing tools for companies.	The population of the study is limited to present and generalize the whole society. And lack of references in the study topic	More research to be done in this topic study
6	The impact of marketing by means of social media on the intention to purchase in Jordan. **(Nosour, Ziyadat & Manasra, 2016).**	To know the impact of marketing using social media through two dimensions: the company's content and the user's content on Intention to purchase in Jordan	The study adopted analytical descriptive approach by using a Purposive sample	The effect of using social media on marketing on the intention of purchase.	The Importance of Companies to adopt social media in their work, especially in the field of marketing,	Lack of Arabic studies that dealt with the impact of shopping through Social networking on the intention of purchase.	More further research on E-Marketing through social media.
7	The impact of social media on consumers. **(Hajli, 2013).**	To demonstrate social media as a social commercial tools on business development in purchasing decision	The study conducted a structural equation modeling (SEM) through a questionnaire paper search on (237) participants from UK & USA social media users.	Social media encourage interconnectivity which establishes trust and significantly affects intention to buy.	Managers needed to utilize social commerce adoption for customer's building trust and enhance intention to buy.	This study is limited to one city.	More research work in this topic to be carried out in other areas and cities.

➢ **Source: Researcher**

2.3 .5. Social Media Marketing Communication Strategies (SMMCS):

The correlations of the below empirical reviews with this study is the confirmation of the adoption of social media as an integrated marketing tools within marketing communication mix for its effective and significant effects on the strategic objectives of the organizations.

Table (5): Social Media Marketing Communication Strategies (SMMCS) - Empirical Review

#	Title of Study	Aim of Study	Design of Study	Conclusion	Recommendation	Limitations	Further Research
1	Social media as a strategic marketing tool in the Sicilian wine industry. **(Galati, Crescimanno, Tinervia, Fagnani, 2017)**	To recognize the efforts of SM upon within Facebook platforms and examine the relationship with managerial characteristic	Qualitative & Quantitative approach using a model proposed by Chung et al. (2014), on a cluster sample of (45) wineries using questionnaire and Analytics software to reports on the number of likes, posts, shares, reactions, links, photos, videos, and comments for each Facebook page	Large companies showed more modest efforts in social media than small firms.	Companies should adopt social media in their communication tool within their customers as a strategic channel.	limited number of literature reviews that use models to measure companies' SM efforts	Future research should be done on firm's investment in social media activities.
2	Employing social media websites and its role in determining the targeted audience for marketing within cloth manufacturing sector in Jordan, **(Allan & Nimer**	The study seeks to examine the use of social media in marketing plans & strategies in order to reach the targeted audiences in	The study employed a questionnaire on a sample of (444) consumers from different markets, malls, and commercials of cloth sector.	Social media marketing tools and strategies have a big influence on the reaching the target audience.	Organizations must take extra care within social media forms to attract people and push them towards benefit from the services and products.	The outside and inside investigation of understanding and determining the intended interest group	Further research should be done on how online marketing strategies can be personalized within; objectives, aims, mission, and

	Ali, 2017)	cloth manufacturing sector in Jordan					vision of organizations
3	Social Media as an Alternative Marketing Communication Model. (Castronovo, 2012).	Applied social media in business firms as an alternative integrated marketing communication model to their strategies.	Analytical approach	Alternative integrated marketing communication mode within social media provide marketers an effective framework for viable strategies	A successful IMC program incorporates with the adoption of social media marketing.	There are no comprehensive model studies that illuminate the impact of different forms of social media.	More research needs to be attempt in integrated marketing communication model to the company's strategies.
4	The role of social media in the marketing communication mix in south African bank. (Chikandiwa, 2012).	To identify how social media marketing communication mix can implemented in organizations.	The study applies an exploratory research on snow ball sampling that conducted on (68) customers of South African banks by using electronic questionnaires.	The integration of Social Media into the Marketing Communication Mix strategically and tactically intertwined the overall marketing strategy	Social media must be integrated in marketing communication mix and not used as a stand-alone strategy, giving rise to a new approach, namely Integrated Social Media Marketing Communication	The research only focused on the banking sector and the small scope of the population study.	comparative study of the role of Social Media Marketing Communication Mix engages with Social Media
5	Social media: The new hybrid element of the promotion mix, (Faulds & Mangold, 2009).	This article argued that social media consider as a hybrid element in the promotion mix that enable companies to direct interact and talk to their customers.	The study adopted Analytical approach	Social media create a new communication paradigm within employing IMC strategies formulation from three perception: Information about product, influence consumer behavior, guiding purchase decisions making	Managers must utilize and shape consumer discussion consistent with organization's; mission, and performance goals	Some companies still ignoring the impact of disseminating information on digital sites and how to include their promotion mix in social media	Carry out more framework incorporating IMC strategies within social media for effective communication with target market

> **Source:Researcher.**

2.4 . Summary of Empirical Studies:

The chapter reviews various critical literatures of scholars related to social media marketing and its influence upon customer's relationship; Brand awareness, Knowledge, Purchase intention, that shape and determine customer's relationship building. **Regarding to the theoretical framework**; the researcher analyzed the background of the conceptualization of marketing communication, the extended of integrated marketing communication, the retreat of traditional marketing communication and how they related to social media. It has been revealed the evolution of the communication code how it has been changed due to Web (2.0) and viral electronic technology, and found that the communication marketing strategy effected by adopting social media. **Whereas for the empirical framework**; it showed and found that the implementation of integrated marketing communication within social media is significantly affected building customers relationship from the view of brand image and equity, purchasing decision process, reaching targeted audiences, information & knowledge, Customer's recognition and acquisition . It is clear through the researcher's review of previous studies available on the subject of marketing communications through social media forms; there is a clear lack of research in marketing communications locally and in the Arab world.

Most of the available **Arab studies** has not been sufficiently specialized to study social marketing tools within social media and not covered comprehensively; and have agreed to use the analytical descriptive approach and the questionnaire as a data collection tool, while the sample study was diverse among businesses, university students, users of social networks and consumers. Some scholars examine the impact of (SM) social media from the perception of Marketing communication tools: **Bu-Baker (2016)** focus on promoting product in mobile phone company. The study of **Fellag (2017)** concentrates to consolidation of potential customer's relationship and selling product and services.

Moreover, **Almadani and Abdelghader (2018)** clarify the use of advertising tools within the company's strategies through the use of communications technology, and smart phones.

whereas others studied the influence of social media upon decision purchasing: **Ghafari (2017)** focus on the effective of social media factors on customers purchasing process, and **Nosour et al (2016)** dealt with view of company's content and customer's intention to buy. As well as a study from Palestine – Gaza Strip **Thabet (April 2017)** was a comprehensive study focus on the impact of social media on customer's purchasing stages.

Finally**, Qbou'a (May 2016)** view the impact of (SMM) on B2C- Relationship**,** he found the effect of using social media network on customer's; knowledge, recognition, acquisition. On the other hand, **Charfeddine (2015)** examine the role of social media on brand image. **Jayasuriya and Azam (2017)** identified the impact of social media marketing on brand equity. **Allan and Nimer Ali (2017)** concentrated in their study on the impact of social media on reaching targeted audiences within marketing plans & strategies in cloth manufacturing sector in Jordan,

While **foreign studies** has been very accurate, and discussed the details of social media marketing communication forms. From the researcher's assessment this refer due to the effective use and wide tools of social media technologies in those countries, and thus emerged to have an urgent need for detail in such studies. The researcher also note the diversity of the foreign research, where some have been applied studies on university students, marketing managers in companies, users of social networks and others, as well as the diversity of study tools between the questionnaire and structured interviews and the adoption of the descriptive analytical and quantitative approach, along with the use of model studies approaches from different scholars. Some scholars illustrate the effect of social media on marketing Communication: **Haataja (2010),** demonstrated the comparative effective role of social media

marketing efforts against tradition marketing communication using a framework model for marketing communication strategies, **Lagrosen (2005)** study the effect of use internet in marketing communication strategies and utilize of marketing relationship**.**

Others found the effect of social media on marketing relationship **; Rowley (May, 2018)** is the most compatible from all literature reviews to this thesis research, in that he found out that Social media is deeply impact and significant with customer relationship from the view of; Brand perception, product & service information, decision making process, nonetheless this study is only an analytical study comparing to this thesis which is a descriptive, defined and comprehensive study using quantitative methods.   **Purgat et al (2017)** studied the impact of social media on consumers from the view of their perception and attitudes**,** in the meanwhile**, Wang and Abdullayeva (2011)** test the influence of social media on consumer relationship using a model perspective of E-commerce.

Other scholars focus their studies on brand perception from different views: **Kim and Ko (2011)** dealt with the relationship between SMM and customer equity form the view of: brand, relationship, purchase intention within luxury fashion brand, and the study of **Bilgin (2018)** was about the impact of social media marketing on brand from perception of: awareness, image, and loyalty, whereas **Seo & Park (2017)** focus on brand image & awareness from the responsive of customers. On the other hand, **Olakunle (March 2012)** focus only on the effect of SMMC upon brand image. And **Çiçek and Erdogmus (2012)** exposed the impact of SMM to brand loyalty. While other reviews studied the impact of social media forms from the view of purchasing intention and acquisition of information & knowledge: **Nyagucha (2017)** concentrated on consumer's decision making process among the youth in Nairobi, **Peeroo (2017)** dealt with gain information and crate value from Facebook within grocery sector, **Dwikinanda**

(2017) examined online advertising on purchase intention within Facebook, on other view **Hajli (2013)** focus on gain trust and intention to buy.

Others illustrate the impact of (SMMCS) social media marketing communication strategies: **Galati et al (2017)** studied Facebook as a strategic marketing tool within managerial characteristic in wineries, **Castronovo (2012**) pointed the effect; from the view of integrated marketing communication as a strategic tool, **Chikandiwa (2012)** showed the role of social marketing mix within bank strategies, Finally, **Faulds and Mangold (2009)** found social media as a new strategic hybrid element of promotion mix from perception of ; product information, consumer behavior, and guiding purchase decisions making.

Most literature review noted that although many organization, managers, marketers do appreciated and regarded the application of social media marketing communication as a new integrated media requiring new strategies from traditional marketing. However, from the assumption and assessment of the researcher scholars do not have proper successful strategies that can be adopted and implemented in social media. Though, the most important characteristic of this study is that: This study is characterized by modernity, as it is one of the few rare comprehensive studies that dealt with Social media as a strategic integrated marketing communication tool upon customer relationship locally in Palestine, and internationally as the only Arabic study on this topic. Thus, this study is contribute as a reference for marketing and professionals advertising in general, selling and buying sites and companies that are interested in the local market in particular.

CHAPTER III

REESEARCH METHODOLOGY

In this chapter, the researcher will elaborate on the procedures and systematic work of how she implements the task of this Study. So the chapter addressed the design study, sample size, method of data technique, method of data analysis, validity and reliability of data technique that were used in this study.

3.1 Research Design:

Cooper & Schindler (2014) defined research design as the blue print for the research process. it represents the empirical road map that the researcher follows up to accomplish the research work that lead to identify other task and mission in the study work starting from the selection of the sample, the sample tool that used, and study procedures. To examine the hypotheses of the study, this study is adopted the quantitative approach which is an approach that starts from the development of the theory and then identify the hypotheses through uses quantitative techniques to evaluate the hypotheses and the findings result. So, the research approach of this study is consisted of two phases:

1. Phase I: the researcher constructed a study conceptual Model; which is component of five elements (Variables) and four main hypotheses.

2. Phase II: In this phase the researcher conducted an empirical study that use a questionnaire as the study instrument in order to examine the hypothesized study conceptual Model.

Since the quantitative approach is a structure approach, the researcher will require a quantitative measures and instrument to illustrate the concept and the hypothesized model, and emphasizes the collection and validity of data. Thus, in this empirical study the researcher concentrate on the quantitative research method.

3.2 Sampling Design:

3.2.1 Population:

This study is interested in subscribers of mobile telecom companies in Palestine, who uses social media as a tool to affect their relationship process during the relationship with their telecommunication companies which limited for mobile companies as a case study of telecom mobile company in Palestine (Jawwal Mobile Company). According to Jawwal Mobile Company the last declaration number of Jawwal's subscribers are projected to be (2 Million) and (8 Hundred thousands). Therefore, the **population** of the study was **(2,800,000).**

3.2.2 Sample Size:

This study adopted convenience sample technique from Jawwal Mobile Company subscribers who are the target population. The sample size was based on **Yamane (1967) formula**, which is a simplified formula to calculate sample size that takes consideration for sampling error and suits for a large targeted population. The Formula below as following:

n=N/ (1+N (e) 2)

Notably:
(n): is the sample size.
(N): is the total population.
(e): is the desired level of precision.

In calculating the sample size of this study using the formula above of Yamane (1967), the researcher used the confidence level of (95%) and a precision level of (0.05) is being selected because the population is too large. Therefore, the sample size of the study is:

n= (N) / (1+ {N x $[0.05]^2$) =
n= 2000800 / 1 + {2000800 x $[0.05]^2$} =
n= 2000800 / {1 + 2000800 x [0.0025] =
n= 2000800 / {1 + (5002)} =
n= 2000800 / 5003=

n- (Sample Size) = 399.920048 ∼ (400) Observations.

A number of **(414)** questionnaires distributed to respondents, and about **(41)** questionnaires have been excluded for the lack of seriousness in the answers by the respondent

and data missing due to an empty questionnaires. Thus, the researcher continues to hand out questionnaire again until obtained the conformed sample study size in order to get (100%) rate response and an objective result. In the end the researcher collected **(432)** valid questionnaire from participants.

3.3 Study Variables & Conceptual Model:

3.3.1 Study Variables:

The operational variables that are involved in this study are:

1. Independent variables; variables that cause change and effect on others variables (dependents variables). In this study Social Media is the independent variable.

2. Dependent variables; variables that affected by (independents variables). In this study Customers Relationships and its elements; (Knowledge, Brand Awareness, Purchase Intention) that affected by Social Media.

3. Control Variables; are demographic variables which is in our study composed from (Age, Education Level, Profession, Gender).

Table (6): Study Variables Characteristics

Variables	Type	Variables Definition	Indicators/Components	Scales
SOCIAL MEDIA Marketing Communication Tool	Independent Variable	A communication digital tool which attempt to inform, persuade, and remind consumers, directly about a product and brand	----------------	Five Likert Scale
B2C Relationship	Dependent Variable	Building a long commitment communication with customers in present and future.	Dependent Variables: 1. Brand Awareness 2. Knowledge 3. Purchase intent	Five Likert Scale
Demographic	Control Variable	Demographic characteristic of participants: 1. Age of participants 2. Education Level 3. Job type (Proffesion) 4. Gender of Participants	----------------	Dichotomous Questions (Yes, No)

➢ **Source: Researcher.**

3.3.2 Conceptual Model:

The main aim of this study is to determine the role of social media marketing as a strategic marketing communication tool on B2C relationship in mobile telecoms companies in Palestine. Since the study focused on the customer relationship approach, the researcher constructed a Study Conceptual Model which B2C-Relationhsip is the main model aspect that formed from three components:

1. **Brand Awareness**: how customers realize and perceive the image of the company within its brand that the company presents through social media, (Researcher).

2. **Knowledge**: how customers receive information and understood the offer of services and products that the company disseminates through social media, (Researcher).

3. **Purchase intent**: how customers influenced and affected to decide to purchase the service or the product that the company offers through social media, (Researcher).

According to the variables of the study and its objectives above; below shown the model of the study which will help the researcher in identifying clearly of the variables in order to examine and well understanding the study hypothesis.

Figure (1): Study Conceptual Model - Source: Researcher.
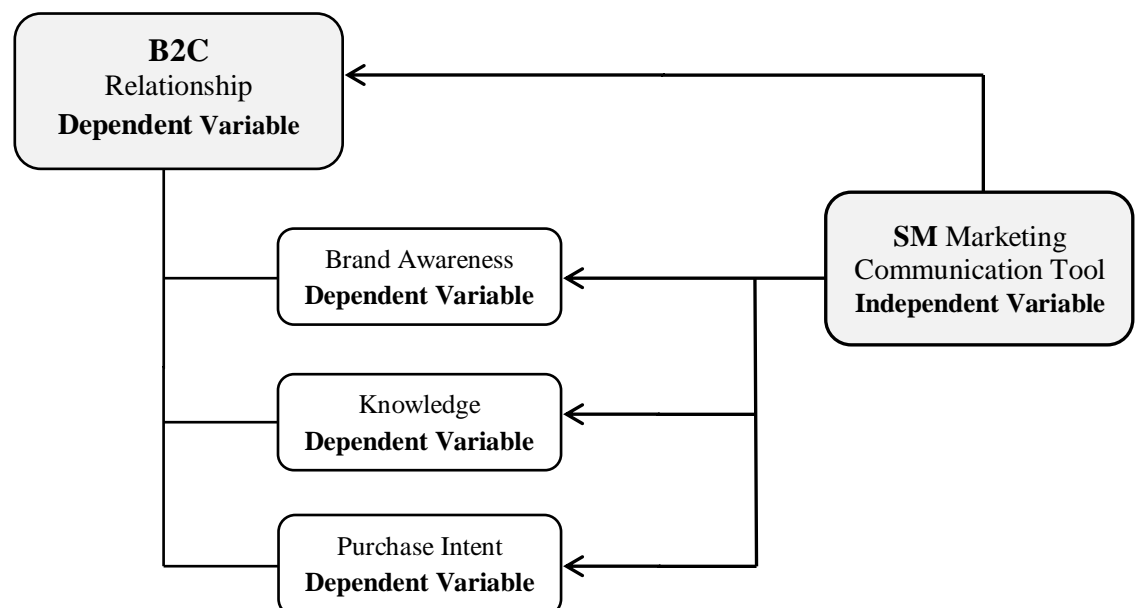
3.4 Data Collection Methods:

3.4.1 Data Collection and Sample Selection:

The researcher used two main sources of information:

3.4.1.1 Primary Data:

This data source has been collected through the study field which embodies the questionnaire study tool that used as a main tool to collect the primary data from participants population study for the fulfillment of the questionnaire.

3.4.1.2 Secondary Data

The researcher handles this data source trough the theory research that fined in different academic sources and empirical studies such as: Academic research Journals, reports and essays, periodicals, empirical studies, and from different academic website internet.

3.4.2 Data Collection Technique:

According to the design study and its objectives, the researcher depends on the questionnaire as the tool of the study because it is a suitable instrument for the nature of the study society and the characteristics of the sample, and it serves the purpose for having the information that our study required.

3.4.2.2 Questionnaire Design:

The model of study constructed from four variables; social media marketing communication, brand awareness, knowledge, purchase intention, and B2C relationship. To cover all the four variables and to encompass the four main study hypotheses, the researcher composed the questionnaire study from five parts:

1. **Part One**: This part included seven closed questions; first to four questions aimed to capture the general information and background of population study such as: age, gender, job characteristic, and education level. Whereas five to seven questions is

closed questions about; type of social media that used by participant, the purpose of using social media, and the rate of daily used for social media.

2. **Part Two to Fifth**: composed of close short statement by using multiple Likert Scales (from 1=strongly disagree, to 5=strongly agree) which embodies the five elements of the model study as following:

2.1 <u>Part One</u>: This part contain of six items that captured social media features.

2.2 <u>Part Two</u>: contain of eight items that captured brand awareness.

2.3 <u>Part Three</u>: contain of six items that captured the knowledge presented by social media.

2.4 <u>Part four</u>: This is the final composed part that contain of seven items that captured purchase intention.

3.4.2.3 Questionnaire Steps:

The administrative study questionnaire was constructed by using Marketing Scales Handbook (Gordon C. Bruner II, 2012), the four dimensions of the questionnaire and its items content were built from eighteen scales. The summarized study questionnaire Scale was shown in the table below:

Table (7) Study Questionnaire Summary Scale

Dimensions / Variables	Scales Name	Scale Reference	Scale Reliability
Social Media	1. Curiosity about the Website 2. Persuasiveness of the Ad 3. Attention to the Webpage 4. Communication Openness (Service Provider/Customer) 5. Interactivity (Communication)	1. (Wang et al. 2007) 2. (Yang 2006) 3. Geissler, Zinkhan, Watson (2006) 4. (Auh et al. 2007) 5. Song and Zinkhan (2008)	1. 0.96 2. 0.82 3. 0.83 4. 0.91 5. 93.4
Social Media Brand Awareness	1. Brand Consciousness 2. Brand Community Interest 3. Attitude Toward the Ad (Brand Reinforcement) 4. Attitude Toward the Brand in the Ad 5. Attention to Ad (Brand Evaluation)	1. Nan and Heo (2007) 2. Schouten, McAlexander, and Koenig (2007) 3. Strasheim, Pitt, and Caruana (2007) 4. (Kim 2011) 5. Chang (2007)	1. 0.74 2. 0.82 3. 0.86 4. 91.8 5. 0.86
Social Media Knowledge	1. Interactivity (Responsiveness) 2. Company Reputation (Product Quality) 3. Attitude Toward the Website (Content) 4. Attitude Toward the Website (Information Value)	1. Song and Zinkhan (2008) 2. Walsh and Beatty (2007) 3. (Kwon 2012) 4. (Holzwarth, Janiszewski, and Neumann 2006)	1. 92.2 2. 0.88 3. 94.7 4. 0.85
Social Media Purchase Intention	1. Purchase Intention Towards the Service Provider 2. Ad's Effects on Recognition and Intentions 3. Attitude Toward the Ad (Informative) 4. Attitude Toward the Website (Shopping Efficiency)	1. (Voorhees, Brady, and Horowitz 2006) 2. (Kim 2011; Kim, Haley, and Koo 2009) 3. Schweidel, Bradlow, and Williams (2006) 4. (Mathwick, Malhotra, and Rigdon 2002)	1. 0.97 2. 0.78 3. 0.69 4. 0.77

➢   **Source: Researcher.**

3.5 Study Procedures:

3.5.1 Validity of Questionnaire:

Before finalization the last version of questionnaire to the study population, the questionnaire pass through many stages as illustrated below:

1. The questionnaire sent to (6) evaluators including the supervisor's thesis in order to evaluate the dimensions and the consistency to achieve the purpose of the thesis.

2. The first draft: the questionnaire was structured from thirty two items and constructed to five part: part one included demographic; (Sex, Age, Education, Profession) and general

social media information consist of eight items, and twenty four items for: part two (social media), Part three (brand awareness), Part four (knowledge), and part five (intention purchase).

3. The final draft constructed to thirty-Four item, the items structured per each Part as shown in table below. **See Appendix (1-p.131) & Appendix (2-p.135):**

Table (8) Questionnaire Modification Process

Parts (Dimensions)	First Modification (# if Items)	Final Modification (# if Items)
General Information	8	7
Social media	8	6
Social media Brand Awareness	6	8
Social media Knowledge	6	6
Social media Purchase Intention	6	7
Total value	**34**	**34**

➢ **Source: Researcher.**

The content validity of this study tool for the present thesis was endorsed as the B2C-Relationship dimensions and its elements, Brand awareness, knowledge, and intended purchase are identified from the previous literature and were reviewed by six evaluators whom participated to test this study tool. All evaluators agreed that the above mentioned dimensions and its items in the questionnaire will achieve the main purpose of study objectives.

3.5.2 Reliability of Questionnaire:

A pilot study was done to pretest the questionnaires because it considered important based on the earlier observations to the pilot test questionnaire to ensure its reliability and consistency in picking up the right information required for this study. The minimum number of questionnaires in pilot thesis should be above 10 questionnaires (Fink, 2013).In this pretested thesis the researcher used pretest sample of (31 customers). The questionnaires tested for content forms and construct of reliability to ensure the conformity with relevant guidelines to ensure the study instrument validity (MacKenzie, 2003). Feedbacks received from the pretest sample and

incorporated to the questionnaire, also quality checks were undertaken to ensure that there is no missing information before administering the final copies.

In this study the researcher used **Cronbach Alpha test** to compute the reliability score, it is used for the study tool before and after the main survey. The test was done by distributing (31) questionnaires to a sample similar to the targeted population with similar specification (using B2C-Relationship) as a pilot thesis. The thesis questionnaires that were distributed were discussed and explained by the researcher with the participants in the target places before answering the questionnaires. According to this intentionally method as illustrated in the feature of the sample size, all the participants were ready and able to answer the questionnaire in order to achieve the meaning of data reliability. The acceptable Alpha value that meets the statistical requirement for the instrument to be characterized as reliable should be equal or above (**0.70**) according to Travakol (2011).

The reliability of the thesis questionnaire can be tested as following:

1. Compared with the suggested (0.7) thresholds, the researcher examined the result of insignificant factor loadings and low factor loadings. It can be seen that (as in table 9) the p-values are all less than (0.01), suggesting the all remained factor loadings are all significant.

2. In addition, based on the threshold suggested by Bagozzi, Yi, & Philhps (1991) that is (0.7) and (0.5) respectively for the values of reliability and mean of item variance, the result of each construct is shown above its own threshold, suggesting the reliability and convergent validity are acceptable. Therefore, the measurement conceptual model is proved to be adequate, as shown in the table below:

Table (9): Reliability Tests- Source: Researcher.

Dimensions	No. of Items	Reliability	Result
Social media	6	0.825	Pass
Brand Awareness	8	0.891	Pass
Knowledge	6	0.757	Pass
Purchase Intention	7	0.893	Pass
Total value	**27**	**0.933**	**Pass**

➢ **Source: Researcher.**

As shown from the above table, validity of the questionnaires was examined by coefficients correlation and the results for all dimensions were above (0.5), also, reliability of the study tool was tested by using **Cronbach's Alpha coefficient** and the result was found **to be more than** (**0.7**), the **Cronbach's Alpha coefficient** for all dimensions Scale was (**0.933**).

3.6 Data Analysis Methods:

The study adopted a symmetric statistics analysis using windows software program (**SPSS version 20**), in order for analyzing the value collected from participant of the questionnaire that distributed to them. The researcher uses two kind of statistics analysis to encompass every data result that collected of the questionnaire as following:

1. **Descriptive Analysis**:

   The researcher use a descriptive analysis statistics to describe the frequencies and percentage of demographic characteristics of the study sample and primary data; such as histogram, tabular ,graphs, charts, to make study data easier to read and more understandable. Also the standard deviation and mean were computed to show the average location of the data, besides inferential statistics were used to know the most respondent of the participant on the statement of the questionnaire.

2. **Quantitative Analysis**:

To test the constructed Study Conceptual model and hypotheses, the researcher employed (Pearson-Correlations) to find the correlation relationship between the independent variable (social Media) and dependent variables (B2C –relationship) and its elements; (Brand warmness, Knowledge, Purchase intent), and linear regression to test the significance impact of independent variable (social media) upon the dependent variables; (B2C-Relationship, Brand awareness, Knowledge, Purchase intent). And for the test of the hypothesis the researcher use: independent T-test, and One-way ANNOVA test.

CHAPTER IV

DATA ANALYSIS AND RESULT DISCUSSION

In this chapter, the researcher presented and analyzed the finding results of this study that collected from a convenience sample of participants for Jawwal subscriber which was (432) participants with (100%) respondent rate, through a questionnaire survey by using Dichotomous Questions (Yes, No questions) and Five Likert Scale. The chapter divided into five sections, which are: Participants Profile, Research Questions analysis, Testing Hypotheses, Summary of results, and results discussion.

4.1 Participants Profile:

This section is consisting from two parts:

4.1.1 Characteristics of the General Information of the Participants:

The table below presented the characteristics of the general information of the participants regarding to their: Gender, Age, education level and profession.

Table (10): Descriptive Analysis of Demographic Variables (N=432)

Demographic variables	Items	Frequency	Percentage
Gender	Male	227	52.5
	Female	205	47.5
	Total	**432**	**100.0**
Age	Less Than 18 Years	42	9.7
	18 – 25 Years	224	51.9
	26 – 29 Years	48	11.1
	30 – 39 Years	51	11.8
	40 – 49 Years	40	9.3
	More than 50 Years	27	6.3
	Total	**432**	**100.0**
Education Level	Secondary & Less	84	19.4
	Diploma	46	10.6
	Bachelor	276	63.9
	Postgraduate	26	6.0
	Total	**432**	**100.0**
Profession	Student	206	47.7
	Employee	160	37.0
	Business	32	7.4
	Retired	9	2.1
	Housewife	25	5.8
	Total	**432**	**100.0**

➢ **Source: Researcher.**

As shown by the above table, out of the total participants of (432):

The male Count (227) which represent (52.5 %) from total sample study and the female count (205) which represent (47.5%) from the total sample study. As we can see both gender have almost the same counts and percentage. Due to the convenience sampling that the researcher chose to distribute equally the sample of this study. See below figure (2):

Figure (2): The distribution of the participants by Gender
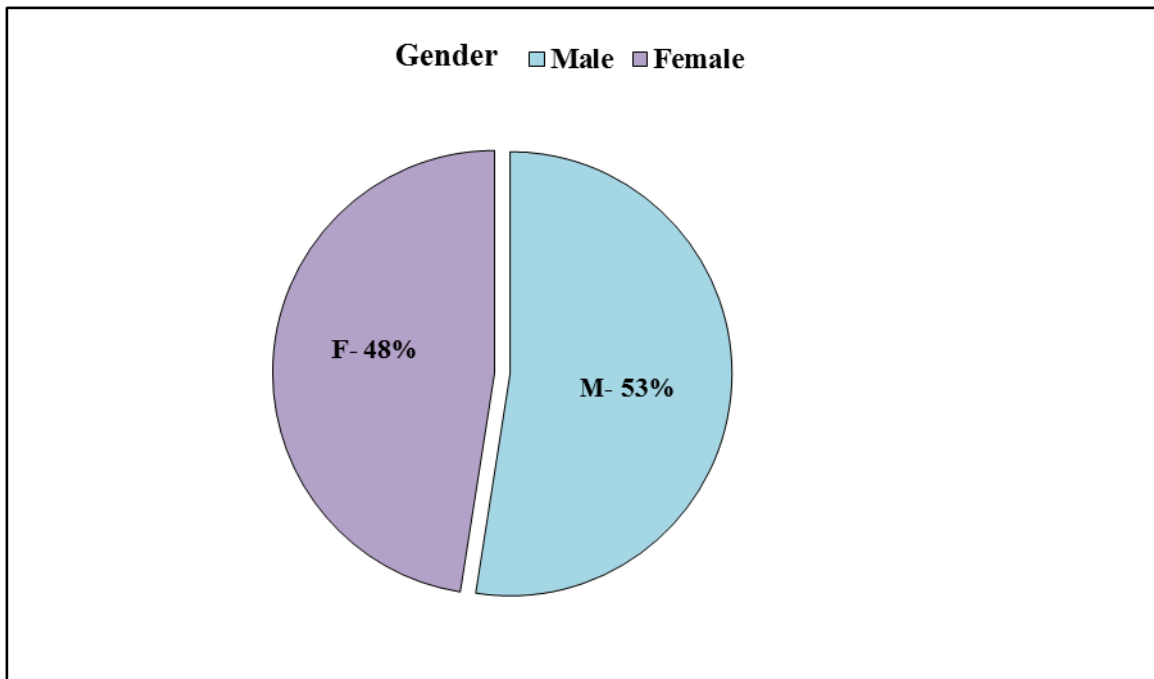
> **Source: Researcher.**

Regarding to the age group the majority of participant are in between (18-25) years old, which are (51.9%) percentages; so the most of the participant sample are in the young age. In contrast, the minority was (More than 50) years old; they were (6.3%) percentages. Whereas the other age groups of (26-29) by (11.1%) and (30 – 39) by (11.8%) which are closely count the same .In addition, the age groups of participant (Less than 18) by (9.7%) and between (40 -49) years old by (9.3%) is also have the same similar percentage. As shown in bar chart below figure (3):

Figure (3): The distribution of the participants by Age Group

Age Group

- Less Than 18
- 18- 25
- 26 - 29
- 30 - 39
- 40 -49
- More than 50

9.7 · 51.9 · 11.1 · 11.8 · 9.3 · 6.3

Less Than 18 · 18- 25 · 26 - 29 · 30 - 39 · 40 -49 · More than 50
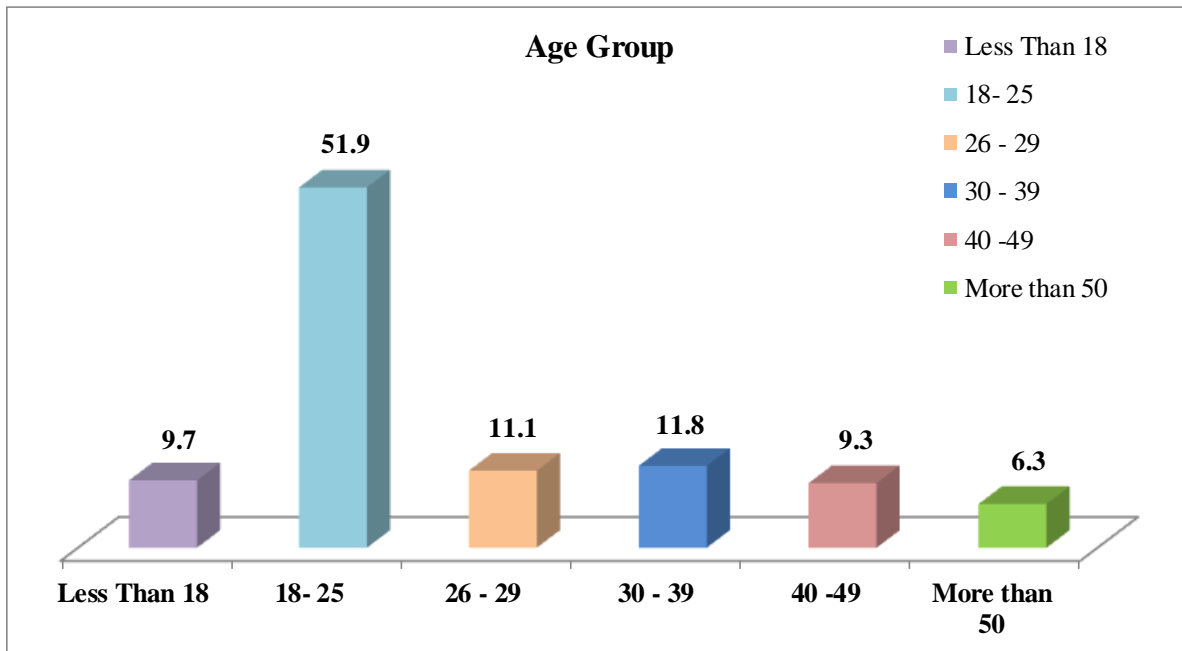
➢ **Source: Researcher.**

Further, the researcher inquires total participants about their education level, the results indicate that most of the participants were Bachelor (63.9%), while (19.4%) were secondary and less, followed by (10.6%) were diploma. And the remaining was postgraduate (6%) which is the minority. As shown in figure (4):

Figure (4): The Distribution of Participants by their level Education

Education Level

6 · 19.4 · 10.6 · 63.9

- Secondary & Less
- Diploma
- Bachelor
- Postgraduate
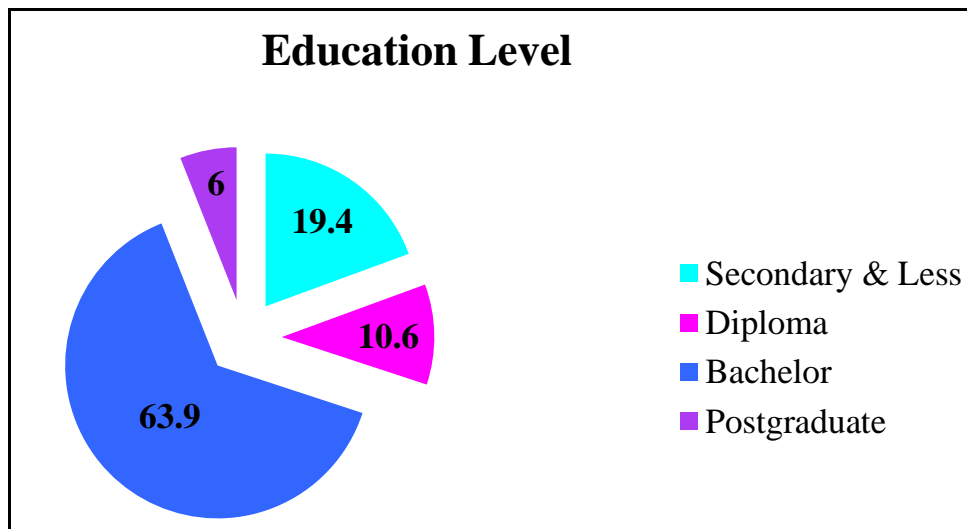
➢ **Source: Researcher.**

As to participants profession; the majority of them were students by (47.7%). Similarly, by (37%) of total participants were employee. Further, others were free business and housewife; (7.4%), (5.8%) respectively. Whereas the minority of them was retire by (2%). See below figure (5):

Figure (5): The Distribution of Participants by their Profession
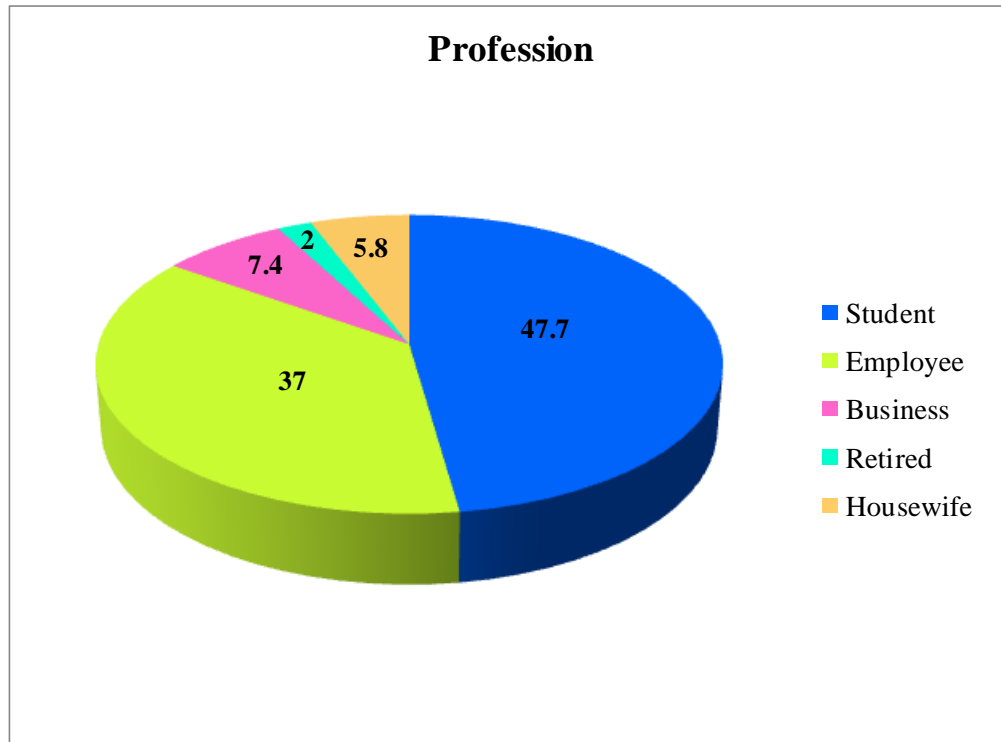
➤ **Source: Researcher.**

4.1.2 Characteristics of Social Media (SM) for the Participants:

This part presented the characteristics of Social Media for the participants regarding to their social media forms, social media using purpose, and daily average use of social media. Thus, Social Media has different forms; social network, microblogging, wikis, podcast and etc. The researcher presented in this study seven common types of social media forms and asked participants of Jawwal Company subscribers to tick, which ones they used. The chart below figure (6) illustrates that (93%) of participants ticked the box of Social Network (Facebook, LinkedIn, MySpace, etc.), which indicates

that SN is the most common type in the sample study. Social media sharing (Flickr, YouTube, Smug Mug, etc.) and Wikis (Wikipedia, etc.) ranked second and third place, which achieved (81.3%) and (42.1%) respectively. Additionally, Podcast (ITunes, IPod, etc.) ranked the fourth place by (32.3%). And more than (20%) of respondents are using; microblogging, blogs and forums. See below figure (6):

Figure (6): Descriptive Analysis of (SM) Forms (N=432)
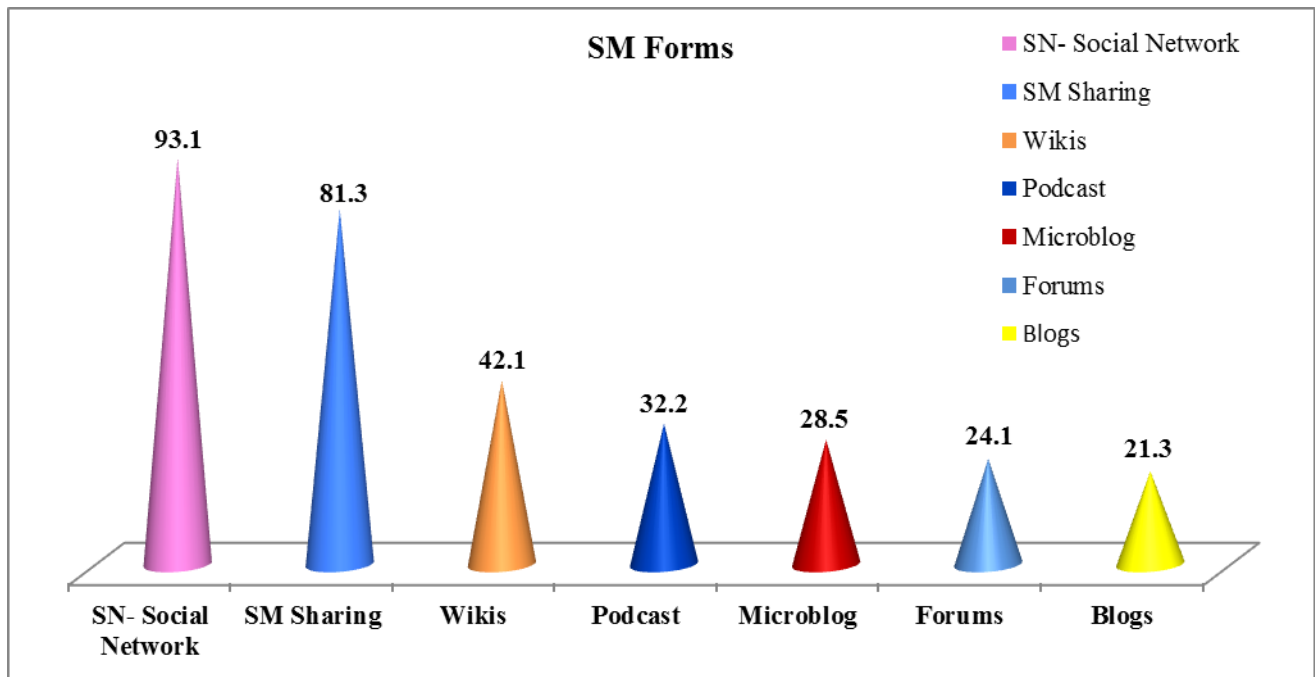
> **Source: Researcher.**

The below figure (7); shows the purpose of the participants for using social media in their life. The majority of the total participant use Social Media for the purpose of keeping in touch with friends by (93%). The purpose of keep in touch with family and discover, share with friends and family ranked second and third place, which achieved (85.9%) and (85.2%) respectively.

Figure (7): Descriptive Analysis of (SM) Using Purpose (N=432)

SM Purpose

- make business contacts — 42.4
- find a Job. — 43.5
- play games — 51.6
- find information and share feedback about Jawwal Co... — 53.7
- meet new people. — 55.6
- share new products and services through SM. — 55.8
- For Knowledge & Culture — 77.5
- keep with family. — 85.2
- discover & share with friends & family — 85.9
- keep with friends. — 93.1
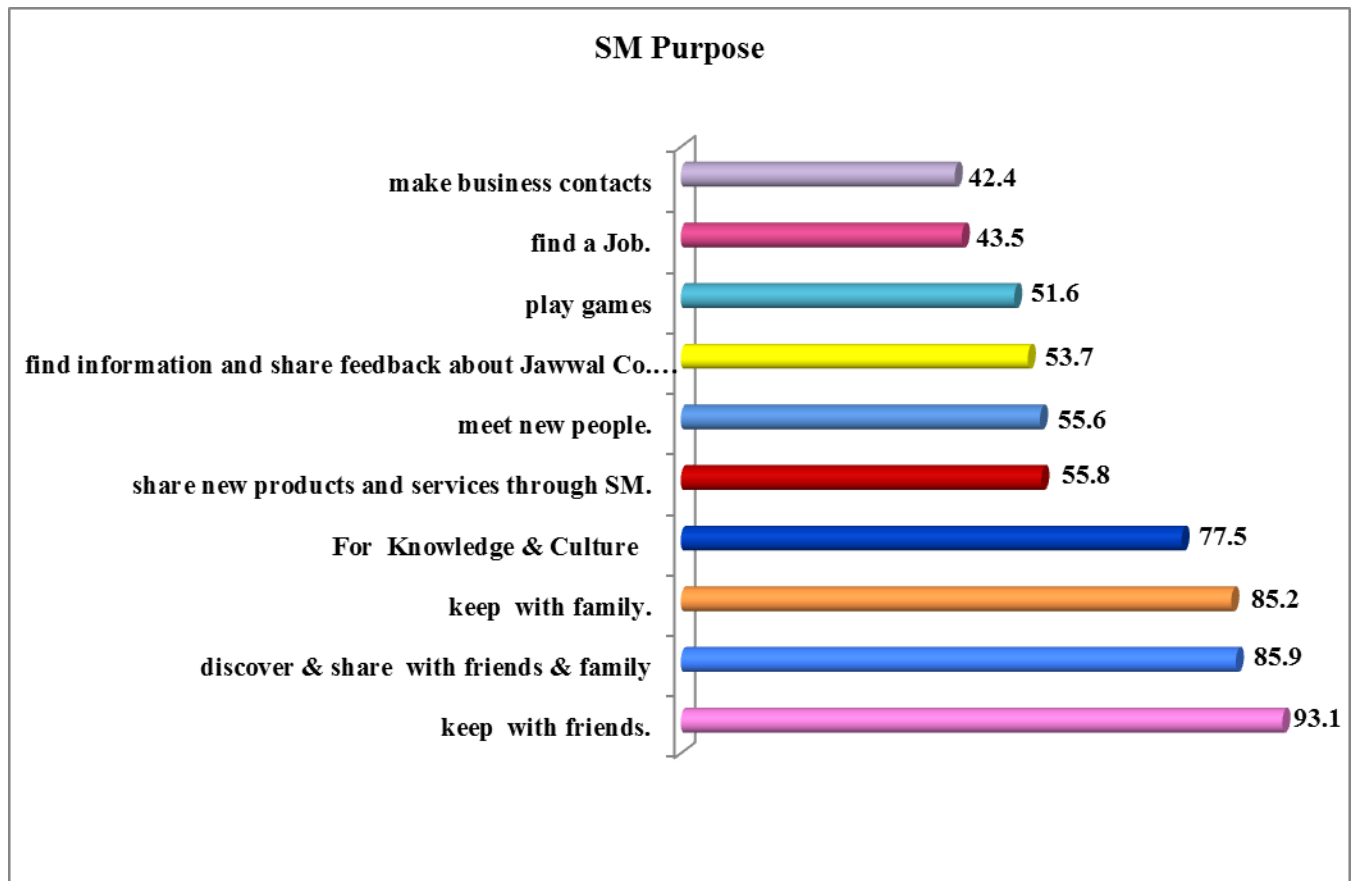
➤ **Source: Researcher.**

Since the objective of this study is to explore the role of social media on building B2C-Relationship from the perspective of; (Knowledge, and sharing feedback of information about product and services for Jawwal Co.). Thus, the researcher pays more attention on the three following purposes. One is for purpose of Knowledge & Culture (77.5%), second purpose is to share new products and services through social media (55.8%).And another is to find information and share feedback about Jawwal Co. brands and products (53.7%).

Those three purposes are ranked at the fourth, fifth, and sixth place, respectively. It indicates that social media is playing an important role in knowledge and information for sharing and feedback. Consequently, the researcher concluded that over half of the total participants use social media to generate relationship related sharing information about brand, product, and services. While other participants use SM for the purpose of meeting new people and games;

(55.6%), (51.6%) respectively. Finally, the minority of them uses social media for the purpose of finding job and making business contacts by (43.5%), (42.4%), sequentially.

In order to establish the relevance of the study, the researcher also asked the participant about their daily average spending on social media. The descriptive analysis revealed that most of participants use social media between (3-4) hours by (31.3%). Conversely, the minority of the total participants by (6.9%) do not spend daily their time on SM. whereas, other participants are ranking continuously at; the second by (25%) for (1-2) hours, third which is (23.4%) for (More than 7 hours), and fourth by (22%) for (5-6) hours, followed by (11.3%) who spend (6-7) hours. See below figure (8):

Figure (8): Descriptive Analysis of Daily Average Use of (SM) (N=432)
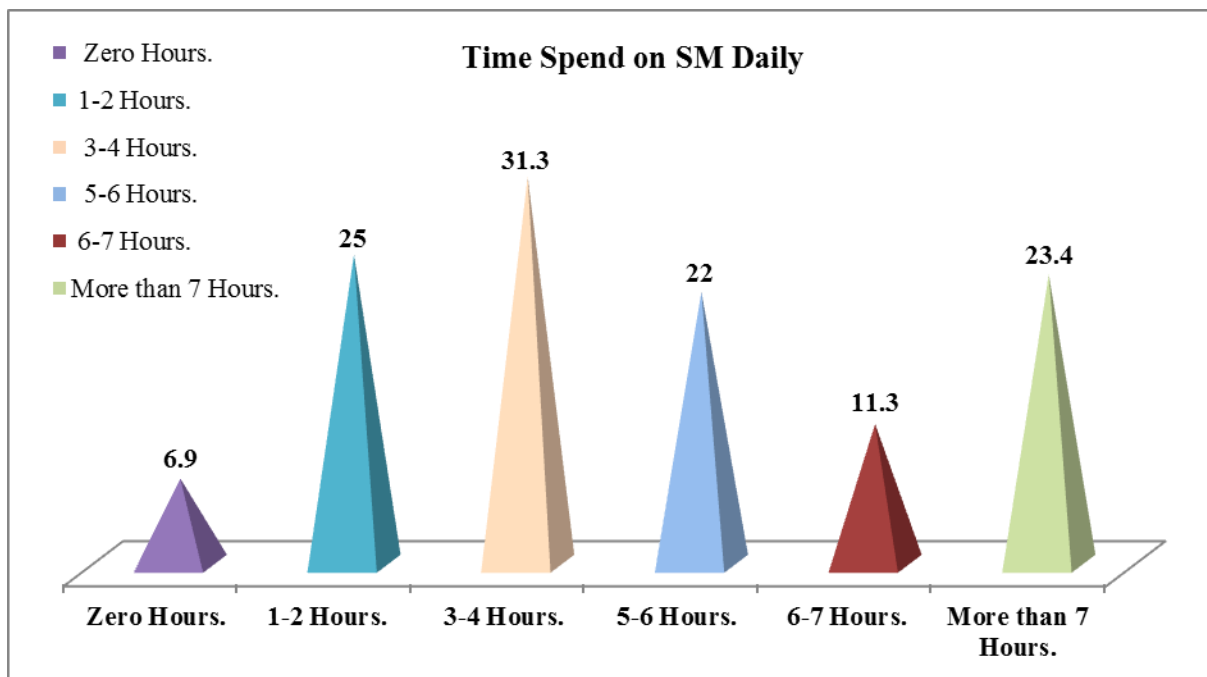
➢ **Source: Researcher.**

4.2 Study Questions:

Since this study sought to identify the role of (SM) marketing in building (B2C relationship) among mobile telecommunication companies in Palestine. The study looked at the effect role of SM regarding to the four construct of the survey questionnaire; SM, Brand Awareness, Knowledge, and purchase intent, respectively.

So, in order to answer the main and the sub questions of the study, the researcher used the mathematical mean and standard deviation based on the Likert scale to judge on the level of each items. According to Iriqat (2016), this refers to the mathematical equation as following:

Table (11): Likert scale

Strongly Agree	Agree	Sometimes	Disagree	Strongly Disagree
5	4	3	2	1

On likert scale; High value – low value / No. of Levels= Length of category.

$$(5-1) / (3) = (4) / (3) = \mathbf{1.33}$$

So the **low level** will be: 1+ 1.33= **2.33**

Whereas **moderate level** will be: 1.33+ 2.33 = **3.66**

And the **high level** will be (**3.67 – 5**).

Thus the level is low when the mean (1-2.33), whereas it is moderate when the mean (2.34-3.66), and the level is high when the mean (3.67-5.00), as shown in the table below:

Table (12): Assessing data level of Likert scale

Degree	Range
High	(5 – 3.67)
Moderate	(3.66 – 2.34)
Low	(2.33 – 1)

➢ **Source: (Iriqat, 2016)**

4.2 .1 Regarding to the first construct of the questionnaire which answers the study question of: What is the level of SM marketing on B2C relationship in the Palestinian mobile telecom industry?

Table (13): Construct level of SM

#	Items	Mean	Standard Deviation	Level
1	I Browse Jawwal's co. Website for curiosity.	2.88	1.196	Moderate
2	The website of Jawwal's co. impressed me.	2.96	1.134	Moderate
3	Social media provides a quick answer to the service	3.58	1.106	Moderate
4	Social media provides me with everything that is new.	3.92	.980	High
5	Social media provide more flexibility in inquiring about service and product.	3.68	1.056	High
6	Social media give a space for discussion and opinion about the service provided.	3.60	1.123	Moderate
SM – Social Media		3.44	.754	Moderate

➢ **Source: Researcher.**

The above table shows that most of the items of SM construct; (1,2,3,6) had a moderate level , in that illustrated from all the mean and standard deviation of them Mean= (2.88 – 3.60), SD= (1.196 – 1.123). The lowest item of SM construct was "I Browse Jawwal's co. Website for curiosity" as its mean was (2.88) with SD (1.196).

Whereas the items of SM construct; (4, 5) had a high level, which indicated in their mean and standard deviation value: (Mean=3.92, SD=0.980), (Mean=3.68, SD=1.056) respectively. The majority of participant's attitude believed that item 4th "Social media provides me with everything that is new" were the most important item in social media construct due to its greater mean value (3.92) with lower SD value (0.980), while the 5th "Social media provide more

flexibility in inquiring about service and product" comes in the 2nd stage of importance since its mean was (3.68).

Additionally, the mean value and standard deviation value of Social media construct are Mean= (3.44), SD= (.754), which demonstrate that the average level attitude of total participant of Jawwal subscriber for SM construct is moderate.

So the researcher concluded that the level of SM marketing on B2C relationship in the Palestinian mobile telecom industry is moderate, which clarified clearly in the high mean value and low SD value of the total SM construct. This is refer to the most of the participant sample are in the young age with (51.9%) percentages, whom use SM application and browse the technology more than other old age group form the total participants. Also, it is due to the most purpose use of social media by total participants which was to keep touch and connect with family and friends than others with (93%) percentages.

4.2 .2 As to the second construct of the questionnaire that answers the study question of: what is the level of Brand Awareness in the Palestinian mobile telecom sector?

Table (14): Construct level of Brand Awareness

#	Items	Mean	Standard Deviation	Level
1	Jawwal's co.website well distinguishes its products and service provided from other companies.	3.45	1.163	Moderate
2	Social media advertising changed my view about the service provided for better.	3.31	1.025	Moderate
3	Social media provides all the details about product and service and its advantages from other companies.	3.43	.961	Moderate
4	Evaluations of others for provided product and service on social media change my view about the organization's reputation for the best.	3.29	1.051	Moderate

5	I know about the quality of Jawwal's product and service through social media.	**3.37**	**1.051**	**Moderate**
6	Pay attention to Jawwal's co. Announcements on social media give me a clear assessment of the organization's name and brand.	**3.20**	**1.092**	**Moderate**
7	Social media uses advanced technology which giving an impression of the progress of Jawwal's product and service and keeping pace with technological developments.	**3.49**	**1.098**	**Moderate**
8	I felt comfortable and safe about the services provided after seeing the Adv. through Social Media.	**3.23**	**1.119**	**Moderate**
Brand Awareness		**3.35**	**.7444**	**Moderate**

> **Source: Researcher.**

According to the above table all the items for brand awareness construct had a moderate level. That's mean that there is a moderate level of Brand Awareness in the Palestinian mobile telecom sector (M=3.35, SD=0.7444), which clarified clearly in the high mean value and low SD value of the total Brand Awareness construct, whereas the mean for all of the items from (3.20 - 3.49).

The majority of participants attitudes believed that the 7th item of brand awareness construct "Social media uses advanced technology which giving an impression of the progress of Jawwal's product and service and keeping pace with technological developments." were the most important item due to its greater mean= (3.49), with SD= (1.098), while the 6th item "Pay attention to Jawwal's co. Announcements on social media give me a clear assessment of the organization's name and brand." is the minority of importance since its mean was (3.20) with SD= (1.092). So the researcher concluded that the level of Brand Awareness in the Palestinian mobile telecom sector is moderate, and this indicated from the results that although an advanced

technology is being used within social media application that does not mean the participants of Jawwal Subscriber do have a big image and assessment about the organization brand and name. This is refers, due to the tools of social media forms that mobile telecom companies used to send the desired message for their targeted customers and on how clear and effectiveness was that message.

4.2 .3 For the third construct of the questionnaire that answers the study question of: what is the level of Knowledge in the Palestinian mobile telecom sector?

Table (15): Construct level of Knowledge

#	Items	Mean	Standard Deviation	Level
1	Social media provides details on the characteristics of the provided product and service.	3.77	1.009	High
2	Social media provides easy access to information.	3.78	.917	High
3	Social media provides credible knowledge.	3.32	.957	Moderate
4	Social media offers Adv. that reflects the reality of the service provided.	3.25	.953	Moderate
5	Social media offers Adv. that shows the differences between different services.	3.37	.968	Moderate
6	Social media provide access to the experiences of others.	3.52	1.055	Moderate
	Knowledge	**3.50**	**.6832**	**Moderate**

➢ **Source: Researcher.**

As shown in the above table; the most of the items of Knowledge construct; (3, 4, 5, 6) had a moderate level, in that illustrated from all the mean and standard deviation of them Mean= (3.25 – 3.52), SD= (0.953 – 1.055). The lowest item of SM construct was "Social media offers Adv. that reflects the reality of the service provided." as its mean was (3.25) with SD (0.953).

Whereas the items of Knowledge construct; (1, 2) had a high level, which indicated in their mean and standard deviation value: (Mean=3.78, SD=0.917), (Mean=3.77, SD=1.009) respectively. The majority of participant's attitude believed that the second item "Social media provides easy access to information." were the most important item in Knowledge construct due to its greater mean value (3.78) with lower SD value (0.917), while the first item "Social media provides details on the characteristics of the provided product and service." comes in the 2nd stage of importance since its mean was (3.77).

Additionally, the mean value and standard deviation value of Knowledge construct are Mean= (3.50), SD= (.6832), which demonstrate that the average level attitude of total participant of Jawwal subscriber for knowledge construct is moderate.

So the researcher concluded that the level of Knowledge in the Palestinian mobile telecom sector is moderate, which clarified clearly in the high mean value and low SD value of the total Knowledge construct. Thus we can see from the results above that although the most important and high level of the first and second item which demonstrate that social media do provides details and characteristics on products and services , also easy access to information, still social media advertisement; according to participant attitude does not reflect the reality of the services provided. This refers as the researcher illustrated before in the brand awareness construct; the purpose of the social media tool that has been used to send the targeted message to their customers does not compatible and reflect the real message within the social media tool that has been selected. Which the participants of Jawwal subscriber believed in their attitudes of the third items "Social media provides credible knowledge." that has the lowest level by mean= (3.25), with low SD = (0.953).

4.2 .4 Whereas the final and fourth construct of the questionnaire answers the study question of: what is the level of Purchase Intention in the Palestinian mobile telecom sector?

Table (16): Construct level of Purchase Intention

#	Items	Mean	Standard Deviation	Level
1	I felt motivated to experience of the offered product and service, after seeing the Adv. through Social Media.	3.57	1.109	Moderate
2	Social media Adv. give me tips on buying what suits me best.	3.38	.971	Moderate
3	After viewing Jawwal's co. website on Social Media I change my mind about buying the service.	3.12	1.078	Moderate
4	I recommended buying provided service with friends and family after browsing it on Social Media.	3.21	1.120	Moderate
5	Social Media advertising convinced me to buy the service.	3.18	1.020	Moderate
6	After identifying the new provided service through Social Media, I shared the publication with friends and family to experience the new service.	3.10	1.098	Moderate
7	After viewing the advertisement through the social media, I was encouraged to purchase the provided service.	3.09	1.173	Moderate
	Purchase Intention	**3.232**	**.775**	**Moderate**

> **Source: Researcher.**

Finally, depending on the results in the above table; all the items for Purchase Intention construct had a moderate level. That's mean that there is a moderate level of Purchase intention in the Palestinian mobile telecom sector (M=3.232, SD=.775), which clarified clearly in the high mean value and low SD value of the total Purchase intention construct, whereas the mean for all of the items from (3.09 - 3.57).

The majority of participants attitudes believed that the first item of Purchase intention construct "I felt motivated to experience of the offered product and service, after seeing the Adv. through Social Media." were the most important item due to its greater mean= (3.57), with SD= (1.109), while the 7th item which is the last one of Purchase intention construct "After viewing the advertisement through the social media, I was encouraged to purchase the provided service." is the minority of importance since its mean was (3.09) with SD= (1.173).

So the researcher concluded that the level of Purchase intention in the Palestinian mobile telecom sector is moderate, and this indicated from the results that although Advertisement on Social Media do motivate Jawwal subscriber for the offer of product and services, also give tips to what is suits for customers, still Jawwal subscriber not encourage enough to purchase the provided service.

This is due to the moderate technology that Middle East countries and Arab world have comparing to other advanced technologies in advanced countries, especially the modest techno that used on social media and the stimulation electronic advertisement that take humans to the reality they want to see. Moreover, the purchasing strategies and tools on the websites and social media in these countries that encourage customers to buy directly within the Web (0.02), such as the promotional campaigns and the free trial that offered to their customers.

4.3 Testing Hypothesis:

The first hypothesis is;

4.3.1 <u>Ha-1:</u> There is a significant role of applying the Palestinian mobile telecom industry for SM marketing as a strategic marketing communication tool in building B2C Relationship, with a (95%) level confidence:

To test the first hypothesis One Sample t-test was used to verify the role of applying the Palestinian mobile telecom industry for SM marketing as a strategic marketing communication tool in building B2C Relationship, which clarified in table (17) as below:

Table (17): One-Sample (T-Test) Statistics for the Role of SM on B2C-Relationship

Items	N	(M) Mean	(SD) Std. Deviation	T-value	df	Sig. (2-tailed)	Results
SM	432	3.4371	.75350	-6.424	431	.000	Accept Ha-1
BA	431	3.3477	.74435	-8.988	430	.000	Accept Ha-1
KN	430	3.5023	.68316	-5.090	429	.000	Accept Ha-1
PI	430	3.2319	.77461	-11.728	429	.000	Accept Ha-1
B2C	427	3.3488	.65138	-10.189	426	.000	Accept Ha-1

➢ **Significant at level (p ≤ 0.05).**
➢ **Source: Researcher.**

The above table is illustrated that, B2C-Relationship is (**M**= 3.3488, **SD**=.65138, t=-10.189, **df**=426, **p-value**= 0.000) and SM is (**M**= 3.44, **SD**.754, t= -6.424, **df**=431, **p-value**= 0.000) , which mean that the results support the alternative hypothesis (**Ha-1)** for B2C-Relationship due to SM because the (P-value) of the test is less than (0.05 level), thus we can see that SM do play a role of applying the Palestinian mobile telecom industry for SM marketing as a strategic marketing communication tool in building B2C Relationship.

The element of B2C-Relationship: brand awareness, knowledge, and purchase intention of (**M**= 3.35, **SD**= .7444, **t**= -8.988, **df**= 430,**p**= 0.000)**;** (**M**= 3.50, **SD**= .6832, **t**= -5.090,**df**= 429, **p**= 0.000)**;** and (**M**= 3.232, **SD**= .775, **t**= **-11.728**, **df**= 429 , **p**= .001) respectively, also support the alternative hypothesis, which means that brand awareness, knowledge, and purchase intention play a role of applying the Palestinian mobile telecom industry for SM marketing as a strategic marketing communication tool in building B2C Relationship.

Second hypothesis is;

4.3.2 <u>Ha-2:</u> **There is a significant difference in Jawwal Mobile Co. subscriber' in applying the Palestinian mobile telecom industry for SM marketing as a strategic marketing communication tool in building B2C Relationship due to demographic characteristics (Gender, Age, Education Level, and Profession.),with a (95%) level confidence:**

To test the second hypothesis the researcher dealt with every demographic characteristic in a single SPSS test to identify if there is a significant difference for each character. As below:

Ha-2-A: There is a significant difference in Jawwal Mobile Co. subscriber' in applying the Palestinian mobile telecom industry for SM marketing as a strategic marketing communication tool in building B2C Relationship due to (Gender) ,with a (95%) level confidence.

Ha-2-B: There is a significant difference in Jawwal Mobile Co. subscriber' in applying the Palestinian mobile telecom industry for SM marketing as a strategic marketing communication tool in building B2C Relationship due to (Age) ,with a (95%) level confidence.

Ha-2-C: There is a significant difference in Jawwal Mobile Co. subscriber' in applying the Palestinian mobile telecom industry for SM marketing as a strategic marketing communication tool in building B2C Relationship due to (Education Level) ,with a (95%) level confidence.

Ha-2-D: There is a significant difference in Jawwal Mobile Co. subscriber' in applying the Palestinian mobile telecom industry for SM marketing as a strategic marketing communication tool in building B2C Relationship due to (Profession) ,with a (95%) level confidence.

Regarding for the demographic character of (Gender); the researcher used One Sample t-test to explore the significant difference at (95%) level confidence between genders in applying the Palestinian mobile telecom industry for SM marketing as a strategic marketing communication tool in building B2C Relationship, which clarified in table (18) as below:

Table (18): One-Sample (T-Test) Statistics for the Role of SM on B2C-Relationship Due to Gender

Items / Gender	Gender	N	(M) Mean	(SD) Std. Deviation	T-value	Sig. (2-tailed)	Results
SM	**Male**	205	3.3829	.79339	**-1.422**	**.156**	**Reject** Ha-2-A
	Female	227	3.4860	.71380			
BA	**Male**	204	3.2776	.79101	**-1.860**	**.064**	**Reject** Ha-2-A
	Female	227	3.4108	.69549			
KN	**Male**	204	3.4730	.69181	**-.844**	**.399**	**Reject** Ha-2-A
	Female	226	3.5288	.67570			
PI	**Male**	203	3.2203	.78596	**-.294**	**.769**	**Reject** Ha-2-A
	Female	227	3.2423	.76590			
B2C	**Male**	201	3.3070	.67293	**-1.251**	**.212**	**Reject** Ha-2-A
	Female	226	3.3860	.63076			

> **Significant at level (p ≤ 0.05).**
> **Source: Researcher.**

According to the above table; Since the p-value of the observed (T) statistic is more than (0.05) level, this indicates that the results support the null hypothesis of all the above items due to gender of Jawwal Co. Subscriber's; which means that there is no significant difference between genders in applying the Palestinian mobile telecom industry for SM marketing as a strategic marketing communication tool and building B2C Relationship.

Regarding for the demographic character of (Age Groups); the researcher used One Way ANOVA-Test to explore the significant difference at (95%) level confidence between Age Groups of Jawwal Co. Subscriber's in applying the Palestinian mobile telecom industry for SM marketing as a strategic marketing communication tool in building B2C Relationship, which clarified in table (19) as below:

Table (19): ANOVA-Test Statistics for the Role of SM on B2C-Relationship Due to Age Groups

Items / Gender	Level of education	Sum of Squares	df	Mean Square	F	Sig.	Results
SM	Between Groups	1.661	5	.332	**.582**	**.714**	**Reject Ha-2-B**
	Within Groups	243.047	426	.571			
	Total	244.708	431				
BA	Between Groups	1.882	5	.376	**.677**	**.641**	**Reject Ha-2-B**
	Within Groups	236.360	425	.556			
	Total	238.242	430				
KN	Between Groups	1.778	5	.356	**.760**	**.579**	**Reject Ha-2-B**
	Within Groups	198.442	424	.468			
	Total	200.220	429				
PI	Between Groups	2.511	5	.502	**.835**	**.525**	**Reject Ha-2-B**
	Within Groups	254.896	424	.601			
	Total	257.407	429				
B2C	Between Groups	.892	5	.178	**.418**	**.836**	**Reject Ha-2-B**
	Within Groups	179.856	421	.427			
	Total	180.748	426				

> **Significant at level (p ≤ 0.05).**
> **Source: Researcher.**

According to the above table; Since the p-value of the observed (F) statistic is more than (0.05) level, this indicates that the results support the null hypothesis of all the above items due to Age of Jawwal Co. Subscriber's which; means that there is no significant difference between Age Groups in applying the Palestinian mobile telecom industry for SM marketing as a strategic marketing communication tool and building B2C Relationship.

Regarding for the demographic character of (Education); the researcher used One Way ANOVA-Test to explore the significant difference at (95%) level confidence between Education of Jawwal Co. Subscriber's in applying the Palestinian mobile telecom industry for SM marketing as a strategic marketing communication tool in building B2C Relationship, which clarified in table (20) as below:

Table (20): ANOVA-Test Statistics for the Role of SM on B2C-Relationship Due to Education

Items / Gender	Level of education	Sum of Squares	df	Mean Square	F	Sig.	Results
SM	Between Groups	1.604	3	.535	**.941**	**.421**	**Reject Ha-2-C**
	Within Groups	243.104	428	.568			
	Total	244.708	431				
BA	Between Groups	2.056	3	.685	**1.239**	**.295**	**Reject Ha-2-C**
	Within Groups	236.186	427	.553			
	Total	238.242	430				
KN	Between Groups	1.006	3	.335	**.717**	**.542**	**Reject Ha-2-C**
	Within Groups	199.214	426	.468			
	Total	200.220	429				
PI	Between Groups	3.394	3	1.131	**1.897**	**.129**	**Reject Ha-2-C**
	Within Groups	254.013	426	.596			
	Total	257.407	429				
B2C	Between Groups	1.714	3	**.571**	**1.350**	**.258**	**Reject Ha-2-C**
	Within Groups	179.034	423	**.423**			
	Total	180.748	426				

➢ **Significant at level ($p \leq 0.05$).**
➢ **Source: Researcher.**

According to the above table; Since the p-value of the observed (F) statistic is more than (0.05) level, this indicates that the results support the null hypothesis of all the above items due to Education of Jawwal Co. Subscriber's; which means that there is no significant difference between Education in applying the Palestinian mobile telecom industry for SM marketing as a strategic marketing communication tool and building B2C Relationship.

Regarding for the demographic character of (Education); the researcher used One Way ANOVA-Test to explore the significant difference at (95%) level confidence between Profession of Jawwal Co. Subscriber's in applying the Palestinian mobile telecom industry for SM marketing as a strategic marketing communication tool and building B2C Relationship, which clarified in table (21) as below:

Table (21): ANOVA-Test Statistics for the Role of SM on B2C-Relationship Due to Profession

Items / Gender	Level of education	Sum of Squares	df	Mean Square	F	Sig.	Results
SM	Between Groups	2.866	4	.717	**1.265**	**.283**	**Reject Ha-2-D**
	Within Groups	241.842	427	.566			
	Total	244.708	431				
BA	Between Groups	2.614	4	.653	**1.181**	**.318**	**Reject Ha-2-D**
	Within Groups	235.628	426	.553			
	Total	238.242	430				
KN	Between Groups	1.804	4	.451	**.966**	**.426**	**Reject Ha-2-D**
	Within Groups	198.416	425	.467			
	Total	200.220	429				
PI	Between Groups	2.899	4	.725	**1.210**	**.306**	**Reject Ha-2-D**
	Within Groups	254.508	425	.599			
	Total	257.407	429				
B2C	Between Groups	1.769	4	.442	**1.043**	**.385**	**Reject Ha-2-D**
	Within Groups	178.978	422	.424			
	Total	180.748	426				

> **Significant at level (p ≤ 0.05).**
> **Source: Researcher.**

According to the above table; Since the p-value of the observed (F) statistic is more than (0.05) level, this indicates that the results support the null hypothesis of all the above items due to Profession of Jawwal Co. Subscriber's; which means that there is no significant difference between Profession in applying the Palestinian mobile telecom industry for SM marketing as a strategic marketing communication tool and building B2C Relationship.

Thus, as we can see that Demographic characteristic (Gender, Age, Education Level, Profession.) is not playing an important role within Jawwal Mobile Co. subscriber' in applying

the Palestinian mobile telecom industry for SM marketing as a strategic marketing communication tool and building B2C Relationship, as the null hypothesis was accepted.

This is refer to, that demographic characteristic of customers in the Mobile telecom companies has no significant difference with the attitude and awareness of customers since the nature of mobile companies is offering public services to a public audiences and these services are self-services for any persons . So, the researcher concluded that there are no special characteristics that will serve: gender, Age group, Education Level, and Profession over others. All will have the same services and offered and this is not depending on their demographic characteristics on the contrary to their preferences and what are suits to their desires.

Third hypothesis is;

4.3.3 <u>**Ha-3:**</u> **B2C Relationship elements; (Knowledge, Brand Awareness, Purchase intention) are significantly correlated to SM marketing in Palestinian mobile telecom industry:**

To test the third hypothesis Pearson Correlation Coefficients test was used to find the significant relationship between B2C-relationship elements: (Knowledge, Brand Awareness, Purchase intention) and SM marketing in Palestinian mobile telecom industry, which clarified in table (22) as below:

Table (22): Correlation Coefficients between B2C-Relationship elements and SM

Items	Sig. (2-tailed)	SM	BA	KN	PI	B2B	Results
SM	.000	1					**Accept** Ha-3
BA	.000	.647**	1				**Accept** Ha-3
KN	.000	.481**	.628**	1			**Accept** Ha-3
PI	.000	.513**	.723**	.635**	1		**Accept** Ha-3
B2C	.000	.632**	.910**	.825**	.903**	1	**Accept** Ha-3

> ****Correlation is significant at the (0.01) level (2-tailed).**
> **Source: Researcher.**

When the correlation coefficient is above 0 (r > 0), this mean that there is a positive relationship between two variables. If (r) is close to (+1), this indicates a large positive relationship between the two variables. If (r) is close to (-1) , this indicates a large negative relationship between the two variables. But If (r) is close to (Zero) , this indicates a small relationship between the two variables. According to Cohen's standard (1988); Scale for Correlation Coefficient (r) are as shown in the table (23) below:

Table (23): Scale for Correlation Coefficient (r)

Strength	r -Value
Small	(0.10) **to** (0.30)
Medium	(0.30) **to** (0.50)
Large	**r > 0.50**

> **Source: (Cohen,1988)**

The above Correlation Matrix among; (SM, BA, KN, PI, B2C) is illustrated that, there is a positive relationship exists between SM and B2C- Relationship and its elements since the (P-value = 0.00) for all of them is less than (0.01) significant level, and the correlation coefficient were respectively (BA-r =.647**, KN-r =.481**, PI-r =.513**, B2C-r =.632**), which shows a strong correlation as the correlation coefficients for all of the variables are more than (0.5) when referring to Cohen's scale.

Hence, we accept the alternative hypothesis that B2C Relationship elements; (Knowledge, Brand Awareness, Purchase intention) are significantly correlated to SM marketing in Palestinian mobile telecom industry, which means that SM Marketing generates a strong positive correlated to B2C-relationship ; (Knowledge, Brand Awareness, Purchase intention).

Fourth hypothesis is;

4.3.4 <u>**Ha-4:**</u> **There is a significant effect of SM marketing as a strategic marketing communication tool on B2C Relationship in Palestinian mobile telecom industry. And sub-hypothesis for this hypothesis is to find the significant effect of B2C relationship's elements:**

4.3.4.1 Ha-(4-1): There is a significant effect of SM marketing on Brand Awareness in Palestinian mobile telecom industry.

4.3.4.2 Ha-(4-2): There is a significant effect of SM marketing on Knowledge in Palestinian mobile telecom industry.

4.3.4.3 Ha-(4-3): There is a significant effect of SM marketing on Purchase Intention in Palestinian mobile telecom industry.

To test the hypothesis (Ha-4) Simple Linear Regression test was used to find the significant effect between B2C-relationship and SM marketing in Palestinian mobile telecom industry, which clarified in table (24) as below:

Table (24): R-square and ANOVA for econometrics model - (B2C)

Model	Sum of Squares	Df	Mean Square	F	Sig.	R	R Square	Adjusted R Square
Regression	72.292	**1**	72.292					
Residual	108.456	**425**	.255	**283.286**	**.000**[b]	.632[a]	**.400**	.399
Total	180.748	426						

a. **Dependent Variable: B2C**
b. **Predictors: (Constant), SM.**
➤ **Source: Researcher.**

According to the above table; the results shows a significant value of (283.286) for the (F) distribution with degrees of freedom (1, 425). The (F-test) can be taken as a measure of the overall significance of the estimated regression, indicates that the (p-value) is less than (0.05, level), which implies that a significant effect exists between the dependent variable (B2C) and the predictor (SM).

In other words, it indicates that the combination of the predictor (SM) is significantly predicts the dependent variable (B2C), also as (R^2= 0.400) which means the independent variable (SM) can explain (40%) from the variation independent variable (B2C), also multiple correlation Coefficient (r = .632[a]) shows positive and strong linear relationship between the dependent variable (B2C) and the predictor (SM).

Table (25): The OLS Summary Statistics of the null hypothesis- (B2C)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Results
	B	Std. Error	Beta			
(Constant)	**1.476**	.114		12.961	**.000**	**Accept**
SM	**.545**	.032	.632	16.831	**.000**	Ha-4

➢ **Source: Researcher.**

Simple Linear Regression was used to test if (SM) significantly predicts (B2C). As shown in the above table, the results of the regression indicated that the predictor (SM) can predict (B2C) since the significant (p-value) is less than (0.05) level: (**p** = 0.000, **df**= 1.425, **F**= 283.286, **ß**= 0.545).

The econometric Model Equation is: B2C = 1.476 + (0.545) SM.

The interpretation of the above equation is that: There is a direct effect between (SM) and (B2C) and in increasing of social media use as a strategic marketing communication tool by (10) units (B2C) may increase by (6.926).

Hence, we accept the alternative hypothesis that: There is a significant effect of (SM) marketing as a strategic marketing communication tool on B2C- Relationship in Palestinian mobile telecom industry.

4.3.4.1 For hypothesis (Ha-4-1): There is a significant effect of SM marketing on Brand Awareness in Palestinian mobile telecom industry. Simple Linear Regression test was used to find the significant effect between Brand Awareness and SM marketing in Palestinian mobile telecom industry, which clarified in table (26) as below:

Table (26): R-square and ANOVA for econometrics model- (BA)

Model	Sum of Squares	Df	Mean Square	F	Sig.	R	R Square	Adjusted R Square
Regression	99.755	**1**	99.755					
Residual	138.487	**429**	.323	**309.017**	**.000**[b]	.647[a]	**.419**	.417
Total	238.242	430						

a. **Dependent Variable: BA**
b. **Predictors: (Constant), SM.**
  ➢ **Source: Researcher.**

According to the above table; the results shows a significant value of (309.107) for the (F) distribution with degrees of freedom (1, 429). The (F-test) can be taken as a measure of the overall significance of the estimated regression, indicates that the (p-value) is less than (0.05, level), which implies that a significant effect exists between the dependent variable (BA) and the predictor (SM).

In other words, it indicates that the combination of the predictor (SM) is significantly predicts the dependent variable (BA), also as (R^2= 0.419) which means the independent variable (SM) can explain (41.9%) from the variation independent variable (BA), also multiple correlation Coefficient (r = .647[a]) shows positive and strong linear relationship between the dependent variable (BA) and the predictor (SM).

Table (27): The OLS Summary Statistics of the null hypothesis- (BA)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Results
	B	Std. Error	Beta			
(Constant)	**1.153**	.128		9.024	**.000**	**Accept** Ha-(4-1)
SM	**.638**	.036	.647	17.579	**.000**	

> **Source: Researcher.**

Simple Linear Regression was used to test if (SM) significantly predicts (BA). As shown in the above table, the results of the regression indicated that the predictor (SM) can predict (BA) since the significant (p-value) is less than (0.05) level: (**p** = 0.000, **df**= 1- 429, **F**= 309.107, **ß**= 0.638).

The econometric Model Equation is: BA = 1.153 + (0.638) SM.

The interpretation of the above equation is that: There is a direct effect between (SM) and (BA) and in increasing of social media use as a strategic marketing communication tool by (10) units (BA) may increase by (7.533).

Hence, we accept the alternative hypothesis that: There is a significant effect of (SM) marketing as a strategic marketing communication tool on Brand Awareness in Palestinian mobile telecom industry.

4.3.4.2 For hypothesis (Ha-4-2): There is a significant effect of SM marketing on Knowledge in Palestinian mobile telecom industry. Simple Linear Regression test was

used to find the significant effect between Knowledge and SM marketing in Palestinian mobile telecom industry, which clarified in table (28) as below:

Table (28): R-square and ANOVA for econometrics model- (KN)

Model	Sum of Squares	Df	Mean Square	F	Sig.	R	R Square	Adjusted R Square
Regression	46.365	**1**	46.365					
Residual	153.855	**428**	.359	**128.979**	**.000**[b]	.481[a]	**.232**	.230
Total	200.220	429						

a. **Dependent Variable: KN**
b. **Predictors: (Constant), SM.**
➤ **Source: Researcher.**

According to the above table; the results shows a significant value of (128.979) for the (F) distribution with degrees of freedom (1, 428). The (F-test) can be taken as a measure of the overall significance of the estimated regression, indicates that the (p-value) is less than (0.05, level), which implies that a significant effect exists between the dependent variable (KN) and the predictor (SM).

In other words, it indicates that the combination of the predictor (SM) is significantly predicts the dependent variable (KN), also as (R^2= 0.232) which means the independent variable (SM) can explain (23.2%) from the variation independent variable (KN), also multiple correlation Coefficient (r = .481[a]) shows positive and Moderate linear relationship between the dependent variable (KN) and the predictor (SM).

Table (29): The OLS Summary Statistics of the null hypothesis- (KN)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Results
	B	Std. Error	Beta			
(Constant)	2.006	.135		14.871	.000	Accept Ha-(4-2)
SM	.435	.038	.481	11.357	.000	

> **Source: Researcher.**

Simple Linear Regression was used to test if (SM) significantly predicts (KN). As shown in the above table, the results of the regression indicated that the predictor (SM) can predict (KN) since the significant (p-value) is less than (0.05) level: (**p** = 0.000, **df**= 1- 428, **F**= 128.979, **ß**= 0.435).

The econometric Model Equation is: KN = 2.006 + (0.435) SM.

The interpretation of the above equation is that: There is a direct effect between (SM) and (KN) and in increasing of social media use as a strategic marketing communication tool by (10) units (KN) may increase by (6.356).

Hence, we accept the alternative hypothesis that: There is a significant effect of (SM) marketing as a strategic marketing communication tool on Knowledge in Palestinian mobile telecom industry.

4.3.4.3 For hypothesis (Ha-4-3): There is a significant effect of SM marketing on Purchasing Intention in Palestinian mobile telecom industry. Simple Linear Regression

test was used to find the significant effect between Purchasing Intention and SM marketing in Palestinian mobile telecom industry, which clarified in table (30) as below:

Table (30): R-square and ANOVA for econometrics model- (PI)

Model	Sum of Squares	Df	Mean Square	F	Sig.	R	R Square	Adjusted R Square
Regression	67.806	**1**	67.806					
Residual	189.601	**428**	.443	**153.064**	**.000**[b]	.513[a]	**.263**	.262
Total	257.407	429						

c. **Dependent Variable: PI**
d. **Predictors: (Constant), SM.**
➢ **Source: Researcher.**

According to the above table; the results shows a significant value of (153.064) for the (F) distribution with degrees of freedom (1, 428). The (F-test) can be taken as a measure of the overall significance of the estimated regression, indicates that the (p-value) is less than (0.05, level), which implies that a significant effect exists between the dependent variable (PI) and the predictor (SM).

In other words, it indicates that the combination of the predictor (SM) is significantly predicts the dependent variable (PI), also as (R^2= 0.263) which means the independent variable (SM) can explain (26.3%) from the variation independent variable (PI), also multiple correlation Coefficient (r = .513[a]) shows positive and Moderate linear relationship between the dependent variable (PI) and the predictor (SM).

Table (31): The OLS Summary Statistics of the null hypothesis- (PI)

Model	Unstandardized	Standardized	t	Sig.	Results

	Coefficients		Coefficients			
	B	Std. Error	Beta			
(Constant)	**1.419**	.150		9.455	**.000**	**Accept**
SM	**.528**	.043	.513	12.372	**.000**	Ha-(4-3)

> **Source: Researcher.**

Simple Linear Regression was used to test if (SM) significantly predicts (PI). As shown in the above table, the results of the regression indicated that the predictor (SM) can predict (PI) since the significant (p-value) is less than (0.05) level: (**p** = 0.000, **df**= 1- 428, **F**= 128.979, **ß**= 0.435).

The econometric Model Equation is: PI = 1.419 + (0.528) SM.

The interpretation of the above equation is that: There is a direct effect between (SM) and (PI) and in increasing of social media use as a strategic marketing communication tool by (10) units (PI) may increase by (6.699).

Hence, we accept the alternative hypothesis that: There is a significant effect of (SM) marketing as a strategic marketing communication tool on Purchase Intention in Palestinian mobile telecom industry.

4.4 Results Discussion:

This section describes the discussion of the study results and findings. Furthermore, the researcher will match the finding and results of the study with other literature findings on the role of Social Media marketing in building B2C-Relationship.

4.4.1 Discussion Research Questions:

In this part, the researcher will discuss the study questions with the previous literature review:

(Q1): What is the level of SM marketing on B2C relationship in the Palestinian mobile telecom industry?

Regarding the first question, it measures the level of SM marketing on B2C relationship in the Palestinian mobile telecom industry, the researcher found that there is a moderate level of SM marketing on B2C. This obviously found in the mathematical mean and standard deviation in the high mean value and low SD value of SM construct, which reflect Jawwal's co. subscriber attitudes and believes.

This is refer as illustrated before that the majority of the sample is a young and youth age that most of them using SM and are able to assess the effectiveness of the company's use of social media and to indicate its role in building customer relationships, which is in agreement with **Nyagucha (2017)**, who stated that over million most of youth are interact and connect with social media. On the other hand, the most purpose of using social media of Jawwal's subscriber was to keep in touch and connect with family and friends also reflect the moderate level of SM marketing which is consistent with **wang & Abdullayeva (2011)**; that the majority of respondent use social media to keep in contact with family and friend.

In the mean while the most important item in SM construct according to Jawwal's subscriber believes was: "Social media provides me with everything that is new." And "Social media provide more flexibility in inquiring about service and product." This was seen in the high

level within these construct, which illustrated that there is a high interacting and connecting between Jawwal Co. and their customers that foster and enhance relationship. This is concurs with the study of **Qbou'a (May 2016);** that SM facilitate commutation and exchanges of views between customers and companies which ease the connection and boost relationships between them.

(Q2): what is the level of Brand Awareness in the Palestinian mobile telecom sector?

For the second question, it measures the level of Brand Awareness in the Palestinian mobile telecom industry; the researcher found in that there is a moderate level of Brand Awareness in the Palestinian mobile telecom sector is moderate. This obviously found in the mathematical mean and standard deviation in the high mean value and low SD value of BA construct, which reflect Jawwal's co. subscriber attitudes and believes.

Which means that although an advanced technology is being used by Jawwwal's Co. that does not provide a well perfect image about their brands name to their customers. This is refers, due to the tools of social media forms that mobile telecom companies used to send their message for their targeted customers. **Chikandiwa (2012)** Argued that before anticipating and implementing this advanced of social media in the marketing plans marketers should select the appropriate SM tools they can use for gain interest and have a clear picture of their audiences. Also this results is consistent with **Çiçek & Erdogmus (2012)** that**;** companies should be reachable and available in every SM communication channel at any time so marketers should analyze their target audience and decide to anticipated in the most effective platforms of these SM tools to communicate with them. Moreover, **Lagrosen (2005)** illustrated that; the role of the internet communications is to lead customers through a sequential process of awareness depending on the scope of internet use.

(Q3): what is the level of Knowledge in the Palestinian mobile telecom sector?

While the third question measures the level of Knowledge in the Palestinian mobile telecom industry, the researcher found that there is a moderate level of Knowledge. This obviously found in the mathematical mean and standard deviation in the high mean value and low SD value of KN construct, which reflect Jawwal's co. subscriber attitudes and believes.

Thus the researcher can clearly concluded that there is connection and flow of information between companies and customers whom the researcher identified in the first question of SM construct about the two statements: "Social media provides me with everything that is new." And "Social media provide more flexibility in inquiring about service and product."

Also the high level of the two important items in KN construct according to Jawwal's subscribers attitudes which illustrated about: "Social media provides details on the characteristics of the provided product and service." And "Social media provides easy access to information."

Still social media in their views does not reflect the reality of the services provided. This refers as the researcher illustrated before in the brand awareness construct; the purpose and the type of SM platforms that used and will reflect the real message for audiences. This is clearly proved by Jawwal's subscriber's attitudes in the third items of KN construct which has the lowest level: "Social media provides credible knowledge."

This is compatible with **Haataja (2010)** study who stated; that winning companies are companies who fit their strategic marketing within social media through tactics, timing, analyze and engage, and the right SM channel. This is also in line with **Fellag (2017)** study; companies which choose the compatible SM tool that suitable for the content of the targeted message attract more customers. Moreover **Bu-Baker (2016)** in the same track demonstrated that; successful using of SM depending on the product and services of the companies and type of SM used to achieve its objectives in order to send the desired message clearly.

(Q4): what is the level of Purchase intention in the Palestinian mobile telecom sector?

Finally, the fourth question measures the level of Purchase Intention in the Palestinian mobile telecom industry, the researcher found that there is a moderate level of Purchase Intention. This obviously found in the mathematical mean and standard deviation in the high mean value and low SD value of PI construct, which reflect Jawwal's co. subscriber attitudes and believes.

So the researcher concluded that the level of Purchase intention in the Palestinian mobile telecom sector is moderate. This moderate level according to researcher point view is due to the moderate technology that Middle East countries and Arab world have comparing to other technologies in the rest of the world, as the researcher clarified it before and the lack of SM monitoring, analytics, and engagement tools that offer Arabic coverage and functionality. On the other hand many companies still used limited options of SM forms for their marketing objectives, which is clearly seen in the majority of SM forms that used by Jawwal's Co. Subscriber; Social Networks such as, Facebook, LinkedIn,..Etc. is the most SM tools by 93%. Whereas SM sharing such as: Youtube, and Whatapps,..Etc. is the second SM tools by 81% in contrast to other SM forms; Forums, Microbologging, Wikis, Podcast…Etc.

Moreover digital experiences purchasing within SM in the Arab country is still primitive and about years late with this trend compared to other countries world. Although Jawwal's Co. is a leading company in Palestine telecom industry that used SM applications in their business, which is manifest by Jawwal's subscribers believes in the moderate level of BA construct that: "Social media uses advanced technology which giving an impression of the progress of Jawwal's product and service and keeping pace with technological developments." This view is in agreement with **Elmadani & Algader Ali (2018);** Factors that help social networking sites to be effective are the availability of Information Communication Technology (ICT) infrastructure. Also study of **Castronovo (2012);** the mix of social media is highly depending on the trend of

social media usage among the target market. This is also in line with **Faulds & Mangold (2009)** study; the content, timing, frequency of the social media, and include providing consumers with different social media platforms to engage customers is a basic requirements in the Internet-based social media.

4.4.2 Discussion Research Hypothesizes:

In this part, the researcher will discuss the study hypothesis with the previous literature review:

> **<u>Ha-1:</u> There is a significant role of applying the Palestinian mobile telecom industry for SM marketing as a strategic marketing communication tool in building B2C Relationship.**

The first hypothesis contended that there is a significant role of applying the Palestinian mobile telecom industry for SM marketing as a strategic marketing communication tool in building B2C relationship. The testing results hypothesis showed that there is a significant role of applying the Palestinian mobile telecom industry for SM marketing as a strategic marketing communication tool in building B2C relationship, which means that SM do play a role of applying the Palestinian mobile telecom industry for SM marketing as a strategic marketing communication tool in building B2C Relationship. This is consistent with **Galati et al (2017)** study; rich content, posts, and messages on Social media as a strategic marketing tool (Evidence from facebook) plays an important role in small and big firms in the Sicilian wine industry to attract potential customers and to retain existing ones. Also **Allan & Nimer Ali (2017)** came up with the same results arguing that; social media marketing tools and strategies have a big influence role on reaching targeted customers. From all above the researcher concluded that SM is an important factor in integrated marketing communication strategies as a vital tool in marketing.

Ha-2: There is a significant difference in Jawwal Mobile Co. subscriber's in applying the Palestinian mobile telecom industry for SM marketing as a strategic marketing communication tool in building B2C Relationship due to demographic characteristics (Gender, Age, Education Level, and Profession.)

Second hypothesis contended that that there is no significant difference in Jawwal's Mobile Co. subscriber's in applying the Palestinian mobile telecom industry for SM marketing as a strategic marketing communication tool in building B2C Relationship due to demographic characteristics (Gender, Age, Education Level, and Profession). The researcher dealt with every demographic characteristic test hypothesis in a single SPSS test to identify if there is a significant difference for each demographic character and these entire hypotheses characteristics test showed that there are no significant differences in dependent (SM marketing) and independent variables (B2C Relationship) due to demographic variables (Gender, Age, Education Level, and Profession).

These results concur with the results study of **Charfeddine (2015);** that there is no difference between demographic characteristic in Ooredo mobile company in Algeria: (Age, Sex, Education level, and Profession). This is as researcher pointed before in the results test in (P.92) there are no special characteristics that will serve: gender, Age group, Education Level, and Profession over others.

Ha-3: B2C Relationship elements; (Knowledge, Brand Awareness, Purchase intention) are significantly correlated to SM marketing in Palestinian mobile telecom industry.

Third Hypothesis contended that B2C Relationship elements; (Knowledge, Brand Awareness, and Purchase Intention) are significantly correlated to SM Marketing in Palestinian mobile telecom industry. The testing results hypothesis showed that there is a positive relationship between B2C- Relationship elements and SM Marketing. These results derived from the questionnaire survey results where Jawwal's Co. subscribers viewed their attitudes and believed about the importance level for each element construct within using social media. These results match **Ghafari (2017)** study that; (awareness cognitive, knowledge cognitive, brand equity, trust, purchasing intention) is significantly affected on social media purchasing. So the researcher emphasize that SM Marketing generates a strong positive effect on B2C-relationship; (Knowledge, Brand Awareness, Purchase intention).

Ha-4: There is a significant effect of SM marketing as a strategic marketing communication tool on B2C Relationship in Palestinian mobile telecom industry.

Fourth Hypothesis contended that there is a significant effect of SM Marketing as a strategic marketing communication tool on B2C Relationship in Palestinian mobile telecom industry. The testing results hypothesis indicated a positive linear strong relationship effect of SM Marketing on B2C Relationship. This is in agreement with **Rowley (May 2018)** study; social media increase brand awareness, purchase decision, customers reviews and comment through enhanced customer relationship. On the same track **Purgat et al (2017)** founded that SM preferences and the frequency use of significant impact customer behavior.

Also **Kim & Ko (2011)** came up with the same results arguing that; SM marketing activities is significant among: relationship equity, value equity, brand equity, and purchase intention. Thus researcher of the study redeemed that SM does effect significantly building customer relationship and bond the connection between both the company that offer its services to their customers.

The hypothesis Ha-4 contains three sub-hypotheses as below:

Ha-(4-1): There is a significant effect of SM marketing on Brand Awareness in Palestinian mobile telecom industry.

Hypothesis (Ha-4-1) contended that there is a significant effect of SM Marketing on BA in Palestinian mobile telecom industry. The testing results hypothesis indicated a positive linear strong effect of SM Marketing on BA. This is compatible with **Bilgin (April 2018)** study; SM marketing activities is an effective factor on brand image and brand loyalty. On the same track, **Jayasuriya & Azam (2017)** found that; SM marketing has an impact on brand equity: (Brand awareness, Brand association, Perceived quality, Brand Loyalty).

The results of the study also matched **Seo & Park (2017)**; SM marketing has a significant effect on brand awareness and brand image. Moreover it is in line with **Olakunle (March 2012)**; SM marketing communication has a positive significant effect on consumer's perception of brands. As from researcher point view SM is a significant affected indicator on brand awareness in integrated marketing communications strategies in mobile telecom industry in Palestine.

Ha-(4-2): There is a significant effect of SM marketing on Knowledge in Palestinian mobile telecom industry.

Hypothesis (Ha-4-2) contended that there is a significant effect of SM Marketing on KN in Palestinian mobile telecom industry. The testing results hypothesis indicated a positive linear moderate effect of SM Marketing on KN. This moderate effect as the researcher demonstrated before refer to the type of SM platform that used to the targeted customers and the content of the message itself whether it is suitable the purpose and appropriate for the kind of services and products that telecom companies provide. This result in concur with **Peeroo (2017)**; customers referral, comments, and opinions on social media act as an advocate and has a significant effect on providing information and knowledge. Also it is in agreement with **Hajli (2013);** SM facilitates social interaction and exchange of information between customers.

Ha-(4-3): There is a significant effect of SM marketing on Purchase intention in Palestinian mobile telecom industry.

Hypothesis (Ha-4-3) contended that there is a significant effect of SM Marketing on PI in Palestinian mobile telecom industry. The testing results hypothesis indicated a positive linear moderate effect of SM Marketing on PI. This moderate effect as the researcher demonstrated before refer to the moderate technology that Middle East countries and Arab world have comparing to other technologies in the rest of the world and the primitive digital experiences purchasing within SM in the Arab country. This is compatible with study of **Thabet (April 2017);** viral marketing on social media has a significant impact on purchasing decision, he also recommended in his study to utilize different electronic technologies of SM to reach targeted customers. Moreover it is in line with **Dwikinanda (2017)**; online advertisement has a positive significant impact on purchase intention. Also **Nosour et al (2016);** came up with the same result; the significant impact of SM on purchase intention within company content and the digital technologies that use beside the content of users.

4.5 Summary:

This chapter explained in details the results and findings of the study. Demographic information analyzed was: Age Group, Gender, Profession, and Education Level. The presentation is connected to the research objectives and covers on the Social media effect on; B2C-Relationship, Brand Awareness, Knowledge, and Purchase Intention.

The findings show that; there is a significant role of applying the Palestinian mobile telecom industry for SM marketing as a strategic marketing communication tool in building B2C Relationship. Moreover, there is no significant difference among Demographic Characteristics in applying the Palestinian mobile telecom industry for SM marketing as a strategic marketing communication tool and building B2C Relationship. On the other SM, B2C- Relationship and its elements; (BA, KN, PI) were positively correlated to each other. The findings also prove that; SM Marketing has a positive direct effect on: (B2C, BA, KN, PI), the most significant were; (B2C, and BA), which illustrated table (32) as below:

Table (32): Summary of Hypothesis & Findings

Hypothesis	Statement	Results	Finding
Ha-1	There is a significant role of applying the Palestinian mobile telecom industry for SM marketing as a strategic marketing communication tool in building B2C Relationship.	Accept Ha-1	YES
Ha-2	There is a significant difference in Jawwal Mobile Co. subscriber' in applying the Palestinian mobile telecom industry for SM marketing as a strategic marketing communication tool in building B2C Relationship due to demographic characteristics (Gender, Age, Education Level, Profession.).	Reject Ha-2	NO
Ha-3	B2C Relationship elements; (BA, KN, PI) are significantly correlated to SM marketing in Palestinian mobile telecom industry.	Accept Ha-3	YES
Ha-4	There is a significant effect of (SM) marketing as a strategic marketing communication tool on B2C- Relationship; (BA, KN, PI) in Palestinian mobile telecom industry.	Accept Ha-4	YES

➢ **Source: Researcher.**

CHAPTER V

Conclusions & Recommendations

This chapter describes the conclusion and recommendation of the study results and findings. It commences with: conclusion, limitations of the study, recommendations for mobile companies to enhance their relationship with their customers, and finally the researcher added end words regarding of the whole study.

5.1 Conclusion:

The aim of this study was to identify the role of SM as a strategic marketing communication tool on B2C Relationship in the Palestinian mobile telecom industry it used Jawwal Co. Mobile as a case study. The study pointed the role of social media on B2C relationship from the view of Brand awareness; highlight the value and meet the desires of the consumer, Knowledge; reaching and connecting targeted customers to introduce services, and as an effective tool in purchasing (Purchase intent).

The study answered the main questions that related to the study problem; the level of SM marketing on B2C relationship in the Palestinian mobile telecom industry, where it identify clearly the important role of SM marketing on building and fostering customers through using different social media forms as an effective tool to connect, share information between both telecom companies and their customers in order to attract them and bond relationship with them.

From a theoretical view, the researcher found the big role of using social media as a new hybrid technology within telecom companies marketing communication strategies and its effect on customers, moreover highlighting the position of the company and coexistence in the market place competition within the same industry, and cope with digital media for the adaptation of business environment. Also SM as a modern approaches marketing tool comparing to the traditional marketing communication tool; in which it characterized as a global , communication,

connectedness, sharing, and economic tool that reaching large number of customers faster than other traditional marketing tools.

From a practical view, the study answer the other Sub-questions on the level of BA, KN, and PI in the Palestinian mobile telecom industry within the exploratory study through the survey questionnaire on Jawwal Co.'s subscriber and get acquainted with their believes and attitudes. So according to the statistical questionnaire survey tests and the theoretical literature, the researcher summarized the finding results of this study as below:

5.1.1 Results of the Theoretical Study:

1. Social media is a new and fast-paced digital media that facilitate interaction, connectedness, sharing content, and participating between customers and companies.

2. Social media is an effective modern marketing communication tool that saving costs and time for companies to adapt to a large group of targeted customers in a way that reinforce and promote the same oriented message at all consumer touch points.

3. The new alternative digital marketing approached proposed herein in this study a strategic framework for effectively leveraging of social media platforms within the synergy and the executions of integrated marketing communication mix. Away from the traditional marketing communication tools.

4. Social media marketing communication strategies of mobile telecom companies in Palestine industry can be characterized according to the B2C Relationship to three elements: Brand awareness; to know and perceived the image of the marked distinguished services of mobile telecom companies, Knowledge; the pile of information and data that can be exchange, affecting on purchasing decision and intention to buy. Thus fostering and bonding to build sustainable relationship within targeted, expected customers and maintain the current one.

5. Social media as a strategic marketing communication tool affected Jawwal Co,'s subscribers.

6. About (54%) from Jawwal's subscribers used social media for the purpose of find information and share feedback about Jawwal Co, which mean that Subscribers of Jawwal co. do interested and attract Jawwal's Co. digital advertisements and campaigns on Social media for acquiring information, perceiving services and products, and oriented to affect their purchasing decision.

7. Facebook is the most social media platform that used by the sample study- Jawwal's Co. subscribers.

5.1.2   Results of the Applied Study:

In this part the researcher summarized the end results of each part and construct of the survey questionnaire; answers study questions, and results of hypothesis:

1. The majority age groups of participant are in between (18-25) years old by (52%).

2. Most of the participants were Bachelor (64%).

3. About (93%) of participants used Social Network (Facebook, LinkedIn, MySpace, etc.).

4. Majority of participants use Social Media for the purpose of keeping in touch with friends by (93%), and (54%) of them used SM to find information and share feedback about Jawwal Co. brands and products.

5. Most of participants use social media between (3-4) hours per day.

6. The level of SM marketing on B2C relationship in the Palestinian mobile telecom industry is moderate.

7. The level of Brand Awareness in the Palestinian mobile telecom sector is moderate.

8. The level of Knowledge in the Palestinian mobile telecom sector is moderate.

9. The level of Purchase intention in the Palestinian mobile telecom sector is moderate.

10. SM does play a role of applying the Palestinian mobile telecom industry for SM marketing as a strategic marketing communication tool in building B2C Relationship, which means that brand awareness, knowledge, and purchase intention play a role of applying the Palestinian mobile telecom industry for SM marketing as a strategic marketing communication tool in building B2C Relationship.

11. Demographic characteristic (Gender, Age, Education Level, Profession.) is not playing an important role within Jawwal Mobile Co. subscriber' in applying the Palestinian mobile telecom industry for SM marketing as a strategic marketing communication tool and building B2C Relationship.

12. B2C Relationship elements; (Knowledge, Brand Awareness, Purchase intention) are significantly correlated to SM marketing in Palestinian mobile telecom industry, which means that SM Marketing generates a strong positive effect on B2C-relationship; (Knowledge, Brand Awareness, Purchase intention).

13. There is a significant effect of (SM) marketing as a strategic marketing communication tool on B2C- Relationship in Palestinian mobile telecom industry. Also B2C relationship elements: brand awareness, knowledge, and purchase intention indicated a significant effect by SM marketing as a strategic marketing communication tool in the Palestinian mobile telecom industry.

5.2 Limitations:

The limitation of this study was in the sample study itself in that the researcher excluded **(41)** questionnaires because of the lack seriousness in the answers by the participant and data missing due to an empty questionnaires. So the researcher had to continue to hand out questionnaire again until obtained the conformed sample study size due to the large number of the sample study.

On the other hand, the researcher couldn't reach all geographical area in Palestine due to far countries from different areas and the block siege that Israel authority imposed, so most of the geographical area that has been included in this study are; the middle and north area. On the other hand most age group of the participants was in the middle age of (18-25) years old by (52%) which mean most of the sample study presented youth age groups and not cover enough other age groups of the total sample study.

Moreover, since SM platforms are a new hybrid technology in the Web (2.0) there is no such literature reviews covering the topic of SM marketing and its related or impacts on business to customers specifically the lack of the Arabic reviews that entailed the topic of SM application in the recent digital era.

5.3 Recommendations:

The findings and results of the study confirm the key role of social media in influencing business to customers' relationship on: Brand awareness, Knowledge, Purchase intention. So based on the above, the researcher formulated a number of recommendations regarding to the study which are the following:

5.3.1 For Jawwal's Telecom Mobile Co.:

1. Since the majority of Jawwal's Co. subscribers used social networks; (Facebook, Linkedin, Myspace, etc.). Jawwal Co. advised to focus on these social media platforms in order to reach and know their customers very well in a close approaches as it serves as a very large database that includes the detailed features of all users of the network, making it easier for the company to target them by knowing as much information as possible about them.

2. The study further recommends that Jawwal Co. increase its interest in ICTs and work on creative methods in promoting its products to win customer attraction and maintain relationship, through incorporate and the synergy of social media with other departments like marketing department and Information Technology department.

3. The researcher recommends Jawwal Co. to choose the appropriate and suitable social media tool that is proportion with the content of the message which sought to send and attract customers towards the benefit from the campaigns and digital advertisements that Jawwal Co. is marketing for.

4. In order for Jawwal telecom mobile Co. to run an effective social media campaign and influence the intention of purchasing to their customers, it exhorted to take into consideration more engaging, participative, interesting applications, games, on social media that draw interest to their customers .

5.3.2 For Business Telecom Mobile Co.:

1. The adoption of Social Media into integrated Marketing Communication of telecom mobile companies within their strategic plans in connecting and bonding to customers and using Social Media as a mass comprehensive communication vehicle which will gain transparency and credibility in the eyes of customers.

2. The need for companies to pay attention to the social networks that are known for growing and rapid attention of individuals and adopting it within their business objectives and plans.

3. Encouraging senior management in business companies to support Internet services of Web (2.0) in marketing, and focus on the importance of coordination and integration between social media marketing and marketing strategy to ensure the best results, and keeping pace with last digital technologies in business world.

5.4 Further Research:

Regarding to the findings from the conclusions and the recommendations above, further research should be explored the following aspects:

1. This study is a quantitative study that depending only on questionnaire survey method and it is not free from any biases when it had designed or answered. So future studies are invited to use other research tools and qualitative methods; such as interview or focus groups to reduce the degree of bias.

2. Further studies could be carried out in a wider scope that will cover most of the regions and cities in Palestine to ensure the perspective and picture of the entire country is captured.

3. Furthermore, there should be some focus on further research regarding the sample of the study; on covering all age groups and not confined to one age group.

4. A comprehensive study of the role Social Media Marketing used marketing and promoting for product and services from two point view of; customers and of the company itself that offer these services and products in order to fully explore Social Media in a very effective way for the objective evaluation and measurement of the influence of these social media platforms on business.

5. This study directly linked the use of social media with the building of customer relations in terms of brand awareness, knowledge and intent in purchasing, and did not take into account any other intermediate or modified variables. Therefore, future studies are invited to introduce intermediate or modified variables of the study model such as loyalty, content messages, comments, and digital word of mouth communication to get to know more deeply about customer desires and needs.

5.5 End Words:

Finally, from all above of the whole study the researcher approves and confirms the role of Social Media on how it creates a powerful revolution in marketing communication and the trend of E-Business especially in B2C-Relaitonship.In that such a global digital phenomenon of Web (2.0) that invaded our life individually and globally that concerns almost all consumers around the world, which present a basket of basic needs of customers; opinions and attitudes, believes, feelings, perception, and customers feedback that will reflect the objectives, plans, strategies of any business. This will favor companies who attentive to efforts to increase the benefits of adopting social media and understand how to integrate a variety of SM platforms into their marketing strategies.

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Appendix (1)

English Version of Questionnaire

FACULTY OF GRADUATE STUDIES

Dear Participant،
The aim of this study is to identify the role of the use of social media as a strategic marketing communication tool for marketing communication on customer relations in mobile companies in north West Bank within the framework of the MA thesis / Strategic Planning Program - Graduate School - Arab American University.

We appreciate your generous contribution in achieving the goal of this study as a valuable source for collecting the information of this research, so I kindly ask you to answer the questions in the questionnaire freely and frankly and to mobilize them seriously and objectively.

Please Note that these answers and information will be treated in strict confidentiality and full reservation and will only be used for scientific research purposes without disclosing the name of the subscriber.

❖ **NOTE**: Please note that this questionnaire questions is only for social media users.

Researcher: Hala Mutie Diebes

Part One: General Information:
We highly appreciate your opinion after filling the main information as following; please tick box below:

1) Gender: ☐ Female ☐ Male

2) Age:
☐	Less Than 18 Years
☐	18 − 25 Years
☐	26 − 29 Years
☐	30 − 39 Years
☐	40 − 49 Years
☐	More than 50 Years

3) Education
☐ Secondary & Less
☐ Diploma
☐ Bachelor
☐ Postgraduate

3) Profession
☐ Student
☐ Employee
☐ Business
☐ Retired
☐ Housewife
Others:

Which social media technologies do you use? (You can choose more than one choice):

☐ Social Network (Facebook, LinkedIn, MySpace, etc.)
☐ Microblogging (Twitter,etc)
☐ Social media sharing (Flickr, YouTube, SmugMug, etc.
☐ Blogs (WordPress, TypePad, Blogger, etc.
☐ Wikis (Wikipedia, etc.
☐ Podcast (ITunes, IPod, etc
☐ Forums

Why do you use social media? (You can choose more than one choice)

☐ To keep in touch with friends.
☐ To keep in touch with family.
☐ To meet new people.
☐ To discover and share with friends and family.
☐ To find information and share feedback about Jawwal Co. brands and products.
☐ To share new products and services through social media.
☐ To play games.
☐ For purpose of Knowledge & Culture.
☐ To make business contacts.
☐ To find a Job.

How much hours spend on social media per Day?

☐ Zero Hours.
☐ 1-2 Hours.
☐ 3-4 Hours.
☐ 5-6 Hours.
☐ 6-7 Hours.
☐ More than 7 Hours.

Part Two: Social Media:

Kindly tick the box below which represents your opinion about the following statements:

STATMENT	Strongly Agree	Agree	Sometimes	Disagree	Strongly Disagree
I Browse Jawwal's co. Website for curiosity.					
The website of Jawwal's co. impressed me.					
Social media provides a quick answer to the service.					
Social media provides me with everything that is new.					
Social media provide more flexibility in inquiring about service and product.					
Social media give a space for discussion and opinion about the service provided.					

Part Three: Brand Awareness:

Kindly tick the box below which represents your opinion about the following statements:

STATMENT	Strongly Agree	Agree	Sometimes	Disagree	Strongly Disagree
Jawwal's co.website well distinguishes its products and service provided from other companies.					
Social media advertising changed my view about the service provided for better.					
Social media provides all the details about product and service and its advantages from other companies.					
Evaluations of others for provided product and service on social media change my view about the organization's reputation for the best.					
I know about the quality of Jawwal's product and service through social media.					
Pay attention to Jawwal's co. Announcements on social media give me a clear assessment of the organization's name and brand.					
Social media uses advanced technology which giving an impression of the progress of Jawwal's product and service and keeping pace with technological developments.					
I felt comfortable and safe about the services provided after seeing the Adv. through Social Media.					

Part Four: Knowledge:

Kindly tick the box below which represents your opinion about the following statements:

STATMENT	Strongly Agree	Agree	Sometimes	Disagree	Strongly Disagree
Social media provides details on the characteristics of the provided product and service.					
Social media provides easy access to information.					
Social media provides credible knowledge.					
Social media offers Adv. that reflects the reality of the service provided.					
Social media offers Adv. that shows the differences between different services.					
Social media provide access to the experiences of others.					

Part Five: Purchase Intention:

Kindly tick the box below which represents your opinion about the following statements:

STATMENT	Strongly Agree	Agree	Sometimes	Disagree	Strongly Disagree
I felt motivated to experience of the offered product and service, after seeing the Adv. through Social Media.					
Social media Adv. give me tips on buying what suits me best.					
After viewing Jawwal's co. website on Social Media I change my mind about buying the service.					
I recommended buying provided service with friends and family after browsing it on Social Media.					
Social Media advertising convinced me to buy the service.					
After identifying the new provided service through Social Media, I shared the publication with friends and family to experience the new service.					
After viewing the advertisement through the social media, I was encouraged to purchase the provided service.					

❧ End of Questionnaire ❧

❉ Thanks for your Participation ❉

Appendix (2)

Arabic Version of Questionnaire

الجامعة العربية الأمريكية
ARAB AMERICAN UNIVERSITY

كلية الدراسات العليا

اخي- أختي الفاضل/ ة،

تهدف هذه الدراسة إلى التعرف على **دور** وسائل التواصل الاجتماعي (Social Media) كأداة اتصال تسويقية استراتيجية للاتصال التسويقي في **بناء** علاقات الزبائن في شركات الهواتف النقالة في شمال الضفة الغربية، وذلك في إطار رسالة ماجستير / برنامج التخطيط الاستراتيجي – كلية الدراسات العليا – الجامعة العربية الامريكية.

ممتنين لكم مساهمتكم الكريمة في تحقيق هدف هذه الدراسة كونكم مصدراً قيما لجمع معلومات هذا البحث، لذا أرجو التكرم من حضرتكم بالاجابة على الاسئلة الواردة في الاستبانة بكل حرية وصراحة وتعبئتها بشكل جدي وموضوعي. علماً بان هذه الاجابات والمعلومات ستعامل بسرية تامة وتحفُّظ كامل ولن تستخدم إلا لأغراض البحث العلمي فقط ودون الافصاح عن اسم المشترك/ة.

❖ ملاحظة: أرجو العلم ان الاجابة على اسئلة الاستبانة فقط لمستخدمي مواقع التواصل الاجتماعي .

الباحثة: هالة مطيع يوسف دعيبس

الجزء الأول: بيانات عامة: يسعدنا التعرف على آرائكم بعد تعبئة المعلومات الأساسية التالية ادناه:

1)الجنس: ☐ ذكر   ☐ انثى

2)العمر:

أقل من 18 سنة	☐
18 – 25 سنة	☐
26 – 29 سنة	☐
30 – 39 سنة	☐
40 – 49 سنة	☐
اكثر من 50 سنة	☐

3) المؤهل العلمي

ثانوية عامة فقل	☐
دبلوم	☐
بكالوريوس	☐
دراسات عليا	☐

4) المهنة

طالب/ة	☐
موظف/ة	☐
أعمال حرة	☐
متقاعد/ة	☐
ربة منزل	☐
أخرى حدد:	☐

❖ **الرجاء الإجابة على جميع الخيارات في كل بند من رقم (5-7) بوضع إشارة (X) أو (✔) أمام الاجابة بنعم أو لا:**

لا	نعم	5) أي نوع من انواع وسائل التواصل الاجتماعي تستخدم/ي
☐	☐	مواقع الشبكات الاجتماعية (.Facebook, LinkedIn, MySpace, etc)
☐	☐	المدونات الصغيرة (Twitter,etc)
☐	☐	المشاركات الاجتماعية (.Snapchat ,Instagram, YouTube , etc)
☐	☐	المدونات (.WordPress, TypePad, Blogger, etc)
☐	☐	الويكي (.Wikipedia, etc)
☐	☐	التدوين الصوتي (.ITunes, IPod, etc)
☐	☐	المنتديات (منتدى سيدات الاعمال، منتدى الصحة، منتديات أخرى).

لا	نعم	6) أستخدم وسائل التواصل الاجتماعي بهدف
☐	☐	للتواصل مع الاصدقاء.
☐	☐	للتواصل مع العائلة.
☐	☐	للتعرف على اشخاص واصدقاء جدد.
☐	☐	لرؤية كل ما هو جديد ومشاركة الاصدقاء والعائلة.
☐	☐	للتعرف إلى معلومات جديدة عن الخدمات والبضائع المقدمة من قبل شركة جوال.
☐	☐	لمشاركة البضائع والخدمات الجديدة على مختلف مواقع التواصل الاجتماعي.
☐	☐	من اجل اللعب على الالعاب (Play Store- Play Games)
☐	☐	من اجل الثقافة وزيادة المعرفة.
☐	☐	من اجل إدارة الاعمال .
☐	☐	للبحث عن وظيفة.

لا	نعم	7) معدل استخدامي لوسائل التواصل الاجتماعي يومياً
☐	☐	0 صفر ساعة.
☐	☐	1-2 ساعة.
☐	☐	3-4 ساعة.
☐	☐	5-6 ساعة.
☐	☐	6-7 ساعة.
☐	☐	أكثر من 7 ساعات.

الجزء الثاني: وسائل التواصل الاجتماعي: لطفا وضع إشارة (X) أو (✔) بجانب العبارة التي تعبر عن رأيك :

لا اوافق بشدة	لا اوافق	أحياناً	أوافق	أوافق بشدة	الـعـبـارة
					اتصفح موقع شركة جوال بهدف الفضول.
					اثار موقع شركة جوال اعجابي.
					وسائل التواصل الاجتماعي توفر لي الإجابة السريعة على الخدمة .
					وسائل التواصل الاجتماعي تزودني بكل ما هو جديد .
					وسائل التواصل الاجتماع تعطي مرونة اكثر في الاستفسار عن الخدمة المقدمة
					وسائل التواصل الاجتماع تفسح المجال للنقاش وإعطاء الراي عن الخدمة المقدمة.

الجزء الثالث: الوعي للعلامة التجارية: لطفا وضع إشارة (X) أو (✔) بجانب العبارة التي تعبر عن رأيك :

لا اوافق بشدة	لا اوافق	أحياناً	أوافق	أوافق بشدة	الـعـبـارة
					موقع صفحة شركة جوال على الانترنت يميز خدماتها المقدمة جيدا.
					الاعلانات المقدمة عبر وسائل التواصل الاجتماعي غيرت من نظرتي للخدمة المقدمة بشكل افضل.
					تقدم وسائل التواصل الاجتماعي كافة التفاصيل عن الخدمة ومميزاتها عن باقي الخدمات في المؤسسات الاخرى.
					تقييم الاخرين للخدمة المقدمة على مواقع التواصل الاجتماعي غير من نظرتي بالنسبة لسمعة المؤسسة للافضل.
					أعرف عن جودة الخدمات المقدمة لشركة جوال من خلال وسائل التواصل الاجتماعي.
					الانتباه إلى إعلانات خدمة شركة جوال على مواقع التواصل الاجتماعي جعلني اعطي تقييم واضح عن اسم وعلامة المؤسسة.
					تستخدم وسائل التواصل الاجتماعي التكنولوجيا المتقدمة مما يعطي انطباع عن تقدم خدمات شركة جوال ومواكبتها للتطورات التكنولوجية.
					شعرت بالراحة والامان اتجاه الخدمات المقدمة بعد الاطلاع على الاعلان عبر وسائل التواصل الاجتماعي.

الجزء الرابع: المعرفة: تقدم وسائل التواصل الاجتماعي: لطفا ضع إشارة (X) أو (✔) بجانب العبارة التي تعبر عن رأيك :

لا اوافق بشدة	لا اوافق	أحياناً	أوافق	أوافق بشدة	الـعـبـارة
					تقدم وسائل التواصل الاجتماعي تفاصيل عن خصائص الخدمات المقدمة.
					تقدم وسائل التواصل الاجتماعي سهولة الحصول على المعلومات.
					تقدم وسائل التواصل الاجتماعي معارف ذات مصداقية.
					تقدم وسائل التواصل الاجتماعي إعلانات تعكس حقيقة الخدمة المقدمة.
					تقدم وسائل التواصل الاجتماعي إعلانات توضح الفروق بين الخدمات المختلفة.
					تقدم وسائل التواصل الاجتماعي إمكانية الاطلاع على تجارب الآخرين.

الجزء الخامس: نوايا الشراء : لطفا وضع إشارة (X) أو (✔) بجانب العبارة التي تعبر عن رأيك :

لا اوافق بشدة	لا اوافق	أحياناً	أوافق	أوافق بشدة	الـعـبـارة
					شعرت بالتحفيز لتجربة الخدمة المقدمة بعد الاطلاع على الاعلان عبر وسائل الاعلام الاجتماعي.
					إعلانات وسائل التواصل الاجتماعي تقدم لي النصائح في شراء ما هو الانسب لي.
					بعد الاطلاع على مواقع التواصل الاجتماعي لشركة جوال جعلني اغير رأيي في شراء الخدمة.
					أوصيت بشراء الخدمة المقدمة مع الاصدقاء والعائلة بعد التصفح للخدمة على مواقع التواصل الاجتماعي.
					أقنعني الإعلان المقدم عبر وسائل التواصل الاجتماعي بشراء الخدمة.
					بعد التعرف على الخدمات الجديدة المقدمة عبر وسائل الاعلام الاجتماعي شاركت المنشور مع الاصدقاء والعائلة لتجربة الخدمة الجديدة.
					تشجعت لزيارة موقع شركة جوال من اجل الشراء بعد الاطلاع على الاعلان عبر وسائل الاعلام الاجتماعي.

✷ انـتـهى الاستبيـان ✷

✹شكـرا جزيـلا لإجابـتكم و مشـاركـتكم✹

Appendix (3)

Mission Letter

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Arab American University-Jenin

Faculty of Graduate Studies

Tel: 04-241-8888, Ext 1472, 1471

</td><td>

الجامعة العربية الأمريكية -جنين

كلية الدراسات العليا

تلفون: 04-241-8888, Ext 1472,1471

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ص: 2018/8/G.S/1 التاريخ: 2018-8-1

السادة في شركة الاتصالات الفلسطينية الخلوية- جوال المحترمون

<u>الموضوع: تسهيل مهمه بحثية</u>

تحية طيبة وبعد،

تهديكم الجامعة العربية الامريكية اطيب التحيات، وتأمل من حضرتكم تسهيل مهمة الطالبة هالة مطيع دعيبس أحد طلبة كلية الدراسات العليا بالجامعة العربية الأمريكية، حيث تقوم الطالبة بإجراء بحث بعنوان:

" دور وسائل التواصل الاجتماعي (Social Media) كأداة اتصال تسويقية استراتيجية للاتصال التسويقي في بناء علاقات الزبائن في شركات الهواتف النقالة في شمال الضفة الغربية "

تهدف هذه الدراسة الى التعرف على دور وسائل التواصل الاجتماعي في التأثير على وجهة نظر الزبائن من ناحية معرفة خدمات ومنتجات المؤسسة والنية في الشراء من خلال الاطلاع على عروض واعلانات المؤسسة عبر وسائل التواصل الاجتماعي المختلفة، وذلك استكمالا لمتطلبات الحصول على درجة الماجستير في التخطيط الاستراتيجي وتجنيد الاموال، أملين منكم التكرم والسماح لها بتوزيع استبانة على زبائن ومشتركي جوال في مؤسستكم، لما لذلك من أهمية في إنجاح البحث، والتوصل إلى توصيات هادفة، علماً بأن المعلومات والبيانات التي سيتم الحصول عليها ستستخدم لأغراض البحث العلمي فقط، وستبقى في منتهى السرية التامة.

وتفضلوا بقبول فائق الاحترام والتقدير،،،

عميد كلية الدراسات العليا

د. عبد الرحمن أبو لبدة

Appendix (4)

Evaluators List

#	Name	Academic Rank	Specialization	Affiliation
1	Dr. Elias Dabit	Associate Professor	Statistics & Mathematics	Upper Lowa University
2	Dr. Shaher Obaid	Associate Professor	Business Administration	Al Quds Open University
3	Dr. Atieh Mesleh	Associate Professor	Business Administration	Al Quds Open University
4	Dr.Mufeed Al Thaher	Assistant Professor	Finance Science	Al Quds Open University
5	Dr.Salah Sabri	Assistant Professor	Business Administration	Al Quds Open University
6	Dr.Ameed Weld Ali	Assistant Professor	Business Administration	Arab American University

Appendix (5)

ملخص الدراسة

هدفت هذه الدراسة التعرف إلى دور وسائل التواصل الاجتماعي في بناء علاقات الزبائن كما تهدف هذه الدراسة إلى استخدام وسائل التواصل الاجتماعي كأداة استراتيجية تسويقية لخدمات شركات الاتصالات حيث استخدمت الدراسة شركة الاتصالات جوال كحالة دراسية ، من خلال دراسة المحاور التالية:(الوعي للعلامة التجارية، المعرفة للخدمات والمنتجات، النية في الشراء)، ولتحقيق هذا الهدف استخدمت الباحثة المنهج الكمي من خلال تصميم استبانة الدراسة كوسيلة لجمع البيانات اللازمة واستطلاع الرأي لعينة الدراسة حيث تم توزيع (432) استبيان على زبائن شركة الاتصالات الفلسطينية- جوال من مستخدمي مواقع التواصل الاجتماعي المختلفة ، وقد تم استرداد عدد (432) استبيان كامل الاجابات اي بنسبة (100%)، و قامت الباحثة باستخدام البرنامج الاحصائي SPSS لتحليل البيانات.

وأظهرت نتائج الدراسة ان هناك أثراً لوسائل التواصل الاجتماعي كمتغير مستقل على كافة متغيرات الدراسة التابعة: (بناء علاقات الزبائن) وعناصرها: (الوعي للعلامة التجارية، المعرفة للخدمات والمنتجات،والنية في الشراء) لزبائن شركة الاتصالات الفلسطينة -جوال. في حين أظهرت نتائج الدراسة انه لا يوجد اثرا لوسائل التواصل الاجتماعي على كافة المتغيرات الديمغرافية المستقلة: (الجنس، العمر، مستوى التعليم، والمهنة).

وقد خلصت الدراسة إلى أهم التوصيات: توظيف استخدام وسائل التواصل الاجتماعي في استراتيجيات مزيج الاتصالات التسويقية لمؤسسات الاتصالات لما لها الدور الكبير والرئيس في التاثير على بناء علاقات الزبائن وبالتالي تحقيق الاهداف و الخطط التسويقية المرجوة للشركة.

تطبيق واستحداث اخر التطبيقات التكنولوجية المختلفة لوسائل التواصل الاجتماعي وضرورة مواكبة كل ما هو جديد لثورة الانترنت الجديدة WEB (2.0) وانتقاء اكثر الوسائل الفعالة والتي تتناسب مع هدف الرسالة

والفئة من الزبائن الموجه لها هذه الرسالة لضمان المعرفة والمصداقية والشفافية لما تقدمه الشركة لزبائنها و

الوعي لعلامة الشركة واهدافها مما يؤثر على نية الشراء وفي النهاية توطيد العلاقة مع الزبائن والحفاظ على

ولائهم.

الكلمات الدالة: وسائل التواصل الاجتماعي، بناء علاقات الزبائن، الوعي للعلامة التجارية، المعرفة للخدمات

والمنتجات، النية في الشراء.