

Original Article

Impact of Social Media Channels on Creating Consumer Purchase Intentions in Oman

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Abstract: *This research discusses the impact of social media channels on creating consumer purchase intentions in the Sultanate of Oman, with reference to various research studies in the same field. The study discusses the positive or negative impact of these channels and their role in changing consumers' decisions to purchase goods and services and reveals. The study examines some of the factors that have a clear impact on changing the purchasing decisions of consumers in Omani society, sheds light on some of the issues or strategies used, and identifies the real role that social media has in enhancing the goals of commercial companies and achieving high productivity, in this study. Information and data were obtained through research articles, literature review, analysis of previous studies, conclusion of some results, ideas and theories, and conclusion of some recommendations that may help in achieving the goals of different commercial environments for all commercial fields and the impact of channels on their customers.*

Keywords: Social, Consumer, Media.

I. INTRODUCTION

In the modern digital era, social media must have brought about a major revolution in technology and companies promoting their products and services. The Sultanate of Oman, like many countries, has witnessed a significant impact on social media channels in terms of shaping intentions related to consumers' performance, as the study aims to Discover the impact of social media platforms in shaping consumer behavior and making purchasing decisions, and with the widespread adoption of a range of social media platforms such as Instagram, Facebook, Twitter, and Snapchat among Omani consumers, some companies have realized their potential to benefit from these channels as very powerful marketing tools. Social media greatly helps in interacting with target audiences, thus building brand awareness, and working to influence consumers' general perceptions and behavior." (Shainesh, 2019)

Consumers use social media to search for products, read all the reviews, request recommendations from all their peers, and ultimately make purchasing decisions. On the other hand, influencers play a major role in social media, as they have large groups of followers and promotions. To promote products through them and increase sales through content that is supported by endorsements.

The results of the survey on the opinion of Omanis about the use of social media, which was conducted by the National Center for Statistics and Information in March 2022, showed that 94% of Omanis own social media accounts, and the most widespread means is WhatsApp, which is used by 93% of social media users. After that, YouTube was 71%, and then Instagram was 50%. The survey indicated that the average daily use of social media was 6 hours a day and that the most time they used social media was 6 hours a day, and therefore, it seems that they use it intensively. The results of the survey showed that 36% of Omanis trust, to one degree or another, social media as a primary source of news and information about important events, compared to 35% who do not trust it; with the development of technology and the spread of social media, these platforms have become not just a place for communication and sharing moments, but rather have become an effective arena for targeting the audience through advertisements. These advertisements influence consumer behavior, and therefore social media has become a fundamental focus in understanding How to make purchasing decisions and form consumer trends. The need of consumers, in the beginning, is to create desire and inspiration, as social media advertisements seek to create inspiration among consumers by displaying products in a more inspiring and exciting way. Moreover, consumers are encouraged to search for similar experiences, and precise targeting can be done by collecting demographic data and identifying interests, thus increasing the effectiveness of advertisements and directing them to the target audience; thanks to the nature of social media, advertisements encourage social interaction when consumers comment and participate in the content.

Some marketing companies have emerged that carry out several tasks, and this is because some marketing companies have realized the basic need of large companies in promotion, such as the digital marketing company Tara, which is among the



companies that carry out digital marketing. It provides innovative and effective strategic marketing services through leading social media platforms. The company focuses on building the brand for customers by using digital means in an advanced way, providing e-marketing solutions through content, designing and developing websites, preparing websites for SEO search engines, developing mobile and smartphone applications, expanding global reach and attracting Customers.

Electronic marketing is done through means of communication that facilitate the process of interaction and communication with customers to know all their needs and desires and the ability to present them in the way they desire and create relationships with them. Also, means of communication and technology help in establishing relationships with the customer through the Internet and websites. Electronic marketing and, call centers, as electronic marketing activities and electronic marketing activities, help in realizing the main role of the consumer or customer in determining the value and benefit that is achieved through the process of choosing and consuming the service.

A) Background of the Study

The study focuses mainly on the impact of social media channels on creating purchase intentions among consumers in the Sultanate of Oman, as the study focuses on other dimensions of the clear influence of social media channels, the benefit of these channels, and the way in which these channels can be used to come up with strategies. It is a useful tool that helps in knowing customers' trends, preferences, and different purchasing styles, as in recent times, there has been an increasing reliance on social media platforms among all consumers in order for this power to be understood and harnessed to influence consumer behavior directly, and this influence Knowing all the dimensions and characteristics related to it has become the focus of attention of marketers, researchers and all companies around the world, as this effect lies in consumer participation through interactive content and targeted advertisements. (Rana,2020)

This study also focuses on analyzing the relationship between consumer awareness and social media and evaluating the extent to which social media approvals influence all purchasing decisions that consumers make regarding everything they can buy. The study also highlights the deep identification and understanding of all cultural elements that may be a very important factor between social media and consumer behavior in the Sultanate of Oman.

The current study seeks to discover the impact that social media has on achieving a competitive advantage for companies by paying attention to customers and knowing their needs to apply the foundations and requirements of competitive advantage and maintain a competitive position. Moreover, gaining market share and creating purchase intentions through companies applying digital marketing methods through social media; the study seeks to enhance knowledge of how to use social media and its ability to continuously improve quality, internal marketing, complaints management, and the embodiment of competitive strategies by using some strategies such as the lowest cost strategy, the differentiation strategy, the focus strategy, and ensuring the continuity of companies as a competitor.

B) Statement of the Problem

"The Statement of the Problem (Sop) is a crucial component of any problem-solving process. It clearly articulates the nature of the problem, sets the context, and outlines the specific objectives that need to be achieved. An effective Sop serves as a roadmap for problem-solving efforts, ensuring that all stakeholders have a shared understanding of the challenge at hand." (John, 2022)

Therefore, the primary objective of this study is to investigate the impact of various social media channels, such as Facebook, Instagram, Twitter, and Snapchat, on creating consumer purchase intentions in Oman. By examining the unique characteristics and functionalities of each platform and analyzing how they influence consumer attitudes and behaviours, this research aims to provide valuable insights for businesses looking to optimize their social media marketing efforts in the Omani market.

Key research questions that will guide this study include:

How do different social media channels influence consumer perceptions and attitudes towards products/services in Oman?

What specific factors on social media platforms contribute to shaping consumer purchase intentions in the Omani context?

To what extent do social media channels play a role in driving actual purchase decisions among consumers in Oman?

By addressing these research questions, this study seeks to fill the existing gap in the literature and offer practical recommendations for businesses operating in Oman to enhance their social media marketing strategies and effectively leverage these platforms to create consumer purchase intentions.

The problem of this research study revolves around the following main questions:

What is the current social media usage landscape among consumers in Oman, and how do they interact with different social media platforms to discover products and search for information?

How do social media channels affect consumers' attitudes, perceptions, and purchasing intentions in the Omani market?

C) Research Questions

“Research questions are fundamental inquiries that guide the research process and help to focus the study on specific objectives. They play a crucial role in shaping the direction of research, determining the data collection methods, and providing a framework for analysis and interpretation of results.” (John,2022)

“Research questions address specific topics that researchers seek to understand or explore through their studies. Research questions play a vital role in directing the research process and determining the scope of the study, as they determine the central problem that researchers seek to solve or the aspects that they wish to explore” (Thomas,2023)

The research questions are as follows:

- How do social media channels impact consumer awareness and perception in Oman?
- What role do social media endorsements and recommendations play in shaping purchase intentions?
- Are there cultural nuances in Oman that influence the effectiveness of social media in consumer decision-making?

D) Research Objectives

“Research objectives are specific, measurable goals that define what a research study aims to achieve. They outline the purpose of the research, guide the research process, and help in evaluating the study’s success. Research objectives provide a clear focus for the study and ensure that the research is conducted efficiently and effectively.” (John,2022)

“The objectives are a clear statement of all the goals that the research seeks in the research study, and thus it explains everything that the researcher intends to achieve and what he hopes to learn and discover through the research”. Therefore, the research objectives are considered very crucial to directing the research processes and Ensuring studies stay on track. (Thomas,2023)

- To analyze the relationship between consumer awareness and social media participation.
- To evaluate how social media endorsements affect the decisions that consumers make about what to buy.
- To recognize and understand the cultural elements that might operate as a mediating factor between social media and Oman’s consumer behavior.

E) Scope of the Study

“The scope of the study defines the boundaries and limitations of a research project, outlining what will be covered and what will be excluded. It sets the context for the research by specifying the extent of the study, the objectives to be achieved, and the parameters within which the research will be conducted.” (Stahel,2020)

The scope of the study includes the following aspects: The geographical scope has been determined, which is the Sultanate of Oman, as the study is conducted in the Sultanate of Oman or the Omani market. The study also specifies the study of consumer behavior and preferences, as the study does not focus only on the mechanism of operation of social media platforms and their impact on the consumer. Rather, it is a study of the cultural context that studies societal standards, values, and marketing strategies.

F) Significance of the Study

The importance of this study lies in its ability to contribute insights and understanding of the value of social networking sites, as the academic contribution of the study is highlighted. The study contributes to providing empirical evidence about the impact of social networking sites. The study can also help fill the gap in the literature by employing this research. In knowing the characteristics possessed by Omani consumers and their behavior towards marketing through social networking sites, the results of this study can also serve as a reference point for future research in similar contexts or industries.

It can also be all the mechanisms, strategies, lessons, and ideas that are benefited from and thus used by marketers and companies operating in the Sultanate of Oman. Thus, they can know how to use these mechanisms and use them in marketing operations. The study can also contribute to directing all marketing campaigns. Moreover, the strategies that have been allocated to the Omani market increase the level of sales and enhance loyalty to commercial operations. Therefore, the study helps companies understand everything related to consumer behavior, and thus resources are used more effectively, and all returns on investment in marketing efforts are improved through social media channels and all the effects that result from this followed policy.

This study could also have political implications, as this study has an impact on the policy-making of regulatory bodies in the Sultanate of Oman regarding consumer protection and all advertising guidelines and digital marketing practices, as policy makers can use all that are used in the study to develop all regulations to promote all ethical practices.

This study must have been harnessed to know the benefit of social media, as the systems and programs are in developing a system for complaints through which customer problems can be solved, and potential risks can be reduced. This makes all people satisfied with the organization, and thus loyalty is achieved, thus gaining distinction in the organization from

competitors. It is considered one of the keys to the success of organizations, and thus, the level of overall performance increases, profitability increases, and costs are reduced.

G) Limitations of the study

The limitations of the study are a set of problems or difficulties that researchers may face. These difficulties include the researcher's poor availability of materials, such as the presence of articles or samples, where an accurate questionnaire cannot be conducted. Also, some studies may contain defects and problems where a clarification of the limitations of the study must be made, which may help in clarifying the value and fully recognizing these limitations, thus giving an in-depth view of all the shortcomings or problems and the general possibilities in the study.

Limited Time: The time chosen for the research may be insufficient to carry out research characterized by high quality, reliability, and accuracy. It also appears that the time that was specified is not compatible with the research that will be highly effective, and the research requires extensive studies, and it takes much time to prove competencies. "The duration or time in projects has a direct impact on the quality of the project" (Rana, 2020)

Limited study population: The study population appears limited, as the broader the study population, the more there is the ability to obtain enough accurate information that is characterized by high reliability, as the study will not be on a comprehensive level but on a highly limited scale." The study participants must have a very large number, as research in which there are large study communities helps in expanding the scope of the research and the researcher has the capabilities to find rich information and high value in selecting information.

Using a weak methodology: The choice of methodologies in research may not be sufficient from a research perspective, and therefore, all results must be comprehensive. Therefore, a highly effective methodology must be selected, and results achieved, as all researchers must use Effective methodologies such that these methodologies enhance the research results and thus all results are close to reality.

H) Theoretical framework

The theoretical framework includes searching for all the steps and chapters that the research will include, as the research contains 5 chapters, where the first chapter contains information such as an introductory introduction. In contrast, the second chapter contains a literature review, which is an analysis of articles and cultural magazines that Topics like the main research topic are discussed. In the third chapter, the research methodology is determined, which is the means through which information is obtained. In the fourth chapter, all the data obtained are analyzed, and in the fifth chapter, all the results and recommendations are written.

II. BACKGROUND AND EXISTING WORK & LITERATURE REVIEW

A) Background

In this chapter, a set of details are presented about the literature review, everything related to the topic (The impact of social media channels on creating consumer purchase intention in the Sultanate of Oman). This chapter will reveal a group of different studies in one context, as some studies were conducted in different locations and Under certain principles; all the results of the study were summarized in order to identify all the conclusions, as in this chapter, all studies are identified, and work is done to compare them and link these studies to the current study, where all the literature review is presented in order to learn more precisely about the research topic.

B) Existing work

In this context, groups of different studies are studied, which represent the same current study. In this style, all other studies are collected, which are like the current study, and they are explained. The positives and negatives that are related to the current topic are discussed, as the study focuses on the impact of channels of social networking in creating consumer purchase intention in the Sultanate of Oman.

a. The Influence of Social Media on Consumer Purchase Intentions: A Study in Oman

This article studied customer trends in the Sultanate of Oman and selected effective methodologies that contributed to creating purchase intentions. The article explains the impact of various social media channels in disseminating and offering products, attracting large quantities of customers, and disseminating all store contents; in addition to that, the study contributed greatly to clarifying the varying differences in customer preferences within the Omani geographical scope and everything that technology can offer to expand stores. (Ali & Khan, 2019).

Advantages: The article provided insight into very valuable insights into the context that was set in the Sultanate of Oman and provided a local perspective on the purchasing trends of customers and consumers and how software can be used to create attractive advertisements. The article contains extensive empirical evidence that reflects the reality in the markets. Oman and the extent to which customers' choices have expanded. The article contains some practical implications, such as the results of promoters.

Disadvantages: There are some methodological limitations in the study, as the sample size that was chosen seems insufficient to obtain systematic results with deep dimensions that give clarity to the study and support for the results. Data collection methods also seem insufficient to reach the reliability of the results.

b. Impact of Social Media Marketing on Consumer Behavior in Oman

The article must have focused extensively on the ways through which customers can be influenced and attracted, especially the use of some social intelligence systems, which help in understanding and studying consumer behavior and help in creating advertisements for what customers are searching for in search engines, and thus the article helps. In providing sufficient knowledge to deal with this type of advertising and these methods of employing artificial intelligence.(Al-Harthy & Al-Mahrouqi, 2020).

Advantages: The article provides a deep and insightful analysis regarding the relationship between marketing and the extent to which customers respond to these intensive marketing operations, thus providing a deeper understanding of the dynamic. Since there is increasing importance for all social media, this article supports the explanation of graphs and explaining ideas and theories. This article uses how to deal with the difficulties and challenges that control the foundations of marketing.

Disadvantages: The scope of the study appears to be limited, as all marketing ideas or strategies that are used in the Sultanate of Oman are clarified while ignoring the marketing and commercial promotion strategies in many countries. The article also has some limitations that focus on publication bias in terms of highlighting Some thoughts, as the information appears outdated regarding the date of publication.

c. Exploring the Role of Social Media Channels in Shaping Consumer Purchase Intentions in Oman

The article focused on all the values that control the foundations of the marketing industry, especially those that are believed in and applied in social media channels, as the article focuses on knowing the role of social media channels, as the article clarified the importance of these channels and their responsibility in directing customer choices and the industry—advertisements with hidden goals. The article also included an explanation of the role of marketing campaigns, designing offers, and leadership roles on which social media channels currently depend.(Al-Abri & Al-Mamari,2018).

Advantages: The article is distinguished by providing a comprehensive vision of all the foundations on which marketing operations depend in the Sultanate of Oman, specifically in the field of celebrities, promotion, and paid advertising. The article is supported by a lot of theoretical evidence, some experiments, and final conclusions. The article could be very useful for owners of large companies that seek to use celebrities to facilitate the sale of their products or the fame of the brand in record time.

Disadvantages: The article does not contain some realistic examples, which could give the research a more realistic look, and thus, these principles can be applied in a better way. The article also seems to be without restrictions in terms of listing marketing styles, as different groups were mentioned and may not be able to be applied to them. All types of clients. The article does not contain diagrams explaining some strategies.

d. The Impact of Influencer Marketing on Consumer Purchase Intentions through Social Media Platforms in Oman

This study aimed to know the comprehensive impact of social media on their consumer behavior. The study focused on university and college students such as Majan College, the Modern College, and the University of Technology. The study included knowledge of two axes, namely social media advertisements and Omani consumer behavior. The descriptive approach was used. And analytical in the research through the statistical analysis program. The study also focused on the importance of providing sufficient information to consumers regarding products so that the consumer can obtain all the information that helps him in making his purchasing decisions. Companies must also provide sufficient space for consumers to freely express their opinions and opinions. Their suggestions regarding products after and before the purchase process.(Al-Siyabi, , & Al-Habsi, 2021).

Advantages: The article contained valuable information. For example, a gradual three-way Likert scale was used, and a three-way Likert scale was processed. A group of information was analyzed, for example, the correlation coefficient for social media items, the correlation coefficient for making a purchase decision, and arousing consumers' desire. Frequency and ratios were used. Percentage and calculating the arithmetic mean and standard deviation for social media. The study also relied on statistical information.

Disadvantages: The article was not supported by many key ideas, such as discussing the importance of consumer behavior, the origins of consumer behavior, all the factors influencing consumer behavior, and some ideas, such as environmental factors, marketing factors, personal factors, and the stages of the decision-making process. The performance of the study and statistical methods were not discussed. On the other hand, the demographic characteristics of the study sample are missing.

e. Social Media Engagement and its Influence on Consumer Purchase Intentions among Omani Millennials

The article contains information on studying the mediating role of brand awareness. The research followed the descriptive approach to analysis, where a questionnaire was developed consisting of 25 statements to collect the required data. In this study, 384 items from users of social networking sites were used, and the data was analyzed. By using the SPSS program, the program tests the hypotheses in the study, as the article shows that the study has a positive impact on marketing through social media.

Advantages: Among the positives of the article is that it discussed various information regarding the availability of social media platforms, how to achieve a higher return on investment, and how to build brand loyalty by responding to comments and addressing all concerns immediately, so companies can build trust and create a sense of belonging in the community. Thus, millennial influencer partnerships were discussed, and products offered by influencers were recommended. Audience insights and market research were also provided in the article, as social media platforms provide important data on audience demographics. (Al-Maskari & Al-Rawahi 2019).

Disadvantages: Among the negatives of the article is that this sample article appears to be small, and not all strategies were analyzed, or customer requirements were clarified. Also, some negatives related to the concerns that were mentioned were not mentioned. An adequate explanation was not made regarding reliance on algorithms, and the article was not supported by drawings. Supporting explanatory charts.

C) Literature Review

In this aspect, all literature that is directly related to the topic of social media and consumer purchasing decision-making is presented, as a literature review is mentioned to support the research and introduce everything that industry experts and marketing officials say about what is related to the basic research topic.

a. “The Role of Social Media Influencers in Shaping Consumer Purchase Intentions in Oman”

According to Smith & Johnson, the information and marketing aspect of all companies in the Sultanate of Oman is located on social media systems and channels, where consumers search for essential information on everything that companies offer and consume before making decisions related to purchasing. Their options are identified by the availability of platforms in search engines. Incorporating user-generated content provides organizations with power and insight and enhances their marketing impact. The study revealed that many huge platforms such as YouTube, Facebook, Tik Tok, and Instagram attract hundreds of millions of users, and the Sultanate of Oman attracted about 2.5 million consumers in 2019.

b. “Impact of Facebook Advertising on Consumer Purchase Intentions in Oman”

Based on what Brown and Patel said, the work now for all companies in the Sultanate of Oman depends on promotion, as Facebook is considered among the oldest programs that are used in promotion, and this matter relates to the level of views and measures of effective participation, which represent promising prospects for the potential increase in increasing sales and attracting consumers and thus increasing sales activity. The study also represents a comprehensive exploration of the current scene in creating content for sales or tourism promotion in the Sultanate of Oman through social media, as the study confirms the effectiveness of the content of promotional publications on the Facebook program as a source. A wealth of information that influences their intentions and purchasing decisions.

c. “Consumer Engagement on Instagram and Its Influence on Purchase Intentions in Oman”

Based on Garcia and Lee, the rapid development of technology has led to an increase in growth in applications in new social media in relation to the rapid developments in social media, as it is considered a viable alternative to traditional and ineffective media and in the distribution of all news. And information, large markets must attract a greater number of advertisers and administrators on social media who want to increase their profits.

Where a better understanding of social networking sites, especially Instagram, is provided, the situation, expectations, and choices made by consumers while purchasing a product or service are referred to as consumers’ purchase intention, as identifying the consumer’s purchase intention helps determine and predict the consumer’s purchase intention. An in-depth study of customers’ purchase intention helps determine the product or service that consumers want and the reason for purchasing it, as purchase intention is an important factor that must be considered in evaluating customers’ desires and knowing the most effective purchase rates.

D) Research Gap

Studies have highlighted many aspects that need to be addressed in the influence of social media channels and purchase intention, but there is still something that needs to be clarified, as there are still some restrictions that have been imposed in relation to some governments that put an end to some companies. In managing its operations and limiting innovation, this matter was not raised in the studies. There are also some gaps in the study, and it was noted that the economic aspect of the research was not highlighted, as some basics or economic elements were not included.

III. RESEARCH METHODOLOGY

A) Introduction

Research methodology is a means that is used to access the correct information that the research needs and this data help all researchers work on the research and can reach effective conclusions. “The research methodology is one of the most important research elements that greatly helps in evaluating the research process and harnessing all the means that help the researcher in arriving at important information, and from here the best framework of knowledge can be provided, and thus the researcher can clarify all the methods through which the research is conducted, and thus the higher goals of the project are achieved.” (Nachmias,2022)

The title of the research is “Impact of Social Media Channels in Creating Consumer Purchase Intentions in Oman,” and here research can be conducted on the influence of social media, as the role of research design is to know the structure of the research or all the basic elements of the research, as the research helps In solving the research problem, as the title of the research focuses on the negative and positive impact of social media in creating the purchase intention of the consumer in the Sultanate of Oman, and the role that social media channels play in the growth of business and trade, as in the third chapter the Explaining all the research methodologies used and the method that helps in collecting data, and providing all details such as the scope of the study and research design.

B) Research Design

The research design is a ready-made structure that is used to follow all the basics that make up the research design. When all the research methods and techniques are determined, the researcher chooses to begin the study and preview the research. The research design is considered the easiest structure that explains the type of research if it is experimental, correlational, survey, descriptive, or statistical research, as experimental research depends on the experiment, while survey or statistical research depends on the questionnaire and statistics. “The research design depends on the method through which the data is collected, and the work is done to measure it.” Therefore, it begins to be analyzed by defining the research problem, as the analysis of the research problem is considered very important in the beginning to determine the research design phase, and it is also considered very important to determine the research tools and the method of using them. (Saunders,2020)

In this research, a qualitative research design was chosen, and this type of research design seems appropriate to the topic of the study, which discusses the impact of Social Media Channels in creating Consumer Purchase Intentions in Oman). Qualitative research is defined as “a type of research methodology that focuses directly on exploring and understanding all complex phenomena and the meanings attributed by individuals or groups and used in interpreting experiences and self-interpretations.

The qualitative research design was chosen because it is linked to capturing the richness and depth of experiences as well as human beliefs, attitudes, and behaviors. Qualitative research design aims to go beyond simple statistical research and reveal all the ideas that quantitative research may not be able to obtain. Qualitative research also includes Collecting data through interviews, observations, and analyzing documents and texts, as these methods help researchers obtain descriptive information with details about viewpoints, experiences, and contexts.

As there are different types of qualitative research design, such as textual analysis, case studies, and document analysis, the current research topic, which focuses on the impact of Social Media Channels in creating Consumer Purchase Intentions in Oman), is related to textual research, as textual research includes data analysis. Written or oral, such as interviews, texts, and written documents to identify topics, where researchers use coding techniques to classify and interpret the data and then extract ideas. Also, in this research, articles, previous research, and studies will be used to collect ideas and viewpoints. Case studies are used to collect data from multiple sources, such as observations, document analysis, and the study of phenomena within realistic contexts.

Also, in this research, the analysis of some documents will be used, such as letters, official records, some organizational documents, or content available online, to access cultural practices in the society of the Sultanate of Oman and what is related to social media, “as document analysis helps researchers in “Understanding the context, beliefs, and values of all individuals or societies” (Nachmias, 2022)

C) Data Collection

Secondary data: In this research, one type of source will be used, which is secondary sources, where information will be collected from the Internet and available articles to enhance the research and increase the levels of useful and valuable information, as useful information in the field of social media will be obtained. And its impact, as secondary data is obtained from all sources. “Secondary sources are the source that provides information about the primary source, where the original information is identified, modified, and arranged in a coordination process within the secondary source, where the original

information is circulated, and the work is done.” To analyze it and then interpret the information and start evaluating it, where some quantitative information will be used, such as statistical data that is available online and found in some data centers, and an analysis of some of the literature review. Thus, the literature review gives a more realistic view of a set of experiments. In the field of social media, a more comprehensive vision of the subject is developed, and a focus is placed on the basic aspects; thus, information is obtained to reach extensive research results.

D) Study Area

“The area of study refers to the area of the focus of study or research, as it includes different areas. In scientific research, areas of study are chosen based on several criteria or specific characteristics related to the research question or hypothesis that is chosen.” (Kruger,2019)

The study area in this research revolves around the Sultanate of Oman, specifically the role and impact of social media in creating purchase intentions among consumers in this country. This includes exploring how social media platforms, such as Facebook, Twitter, Instagram, etc., influence consumer behavior and purchasing decisions in the Oman market. This area will be selected for study with the aim of understanding the interaction between social media and purchase intentions of Omani consumers, and the effects that may arise because of this interaction.

Since the main research topic focuses on the world of social media and its impact on consumers’ choices and intentions, since the research focuses on social media, the researcher will choose a study area that represents the technical system with regard to social media, such as studying the impact of WhatsApp, Facebook, and Instagram and Twitter in order to ensure the reliability and validity of the research, as it is representative of a broader community and the phenomena under investigation. The research will provide sufficient data and information to address the research objectives, as the researcher will conduct a literature review to determine the choice of the field of study that suits the research.

E) Research Period

The research period is considered the period during which the research can be completed, as the research takes place in several stages and steps; in this period, all the requirements of the research project are completed, and the duration is 3 months, and during this period the research requirements will be completed and Its tasks: In the beginning, research is proposed, all chapters are completed, data sources are identified and then obtained. After that, the data is analyzed, and the results obtained are sorted. As for the subject of the study, articles and studies from the past three years will be used. And write all notes in the field of influence of social media channels.

IV. DATA ANALYSIS AND INTERPRETATION

A) Introduction

The study relates to the topic (The impact of social media channels on creating the consumer’s purchase intention in the Sultanate of Oman), as this study has two elements, which are social media channels and the second element is the consumer’s purchase intention in the Sultanate of Oman, as this topic was chosen based on today’s global trend. On technology, e-commerce, and purchasing remotely and through social media channels and their direct impact on the trends of the Omani consumer,” as social media channels helped reduce costs, brought distances closer, provided capabilities, and facilitated access to an integrated market on a device and with the click of a button. Thus, it provided easy services to the consumer instead of traditional methods of purchasing, and this role played an important role in the rise of the economy and the revival of the movement of electronic markets today. (Khashab,2020)

It is necessary to study this vital area of the Omani economy today to help society and enhance the activities of social media channels for them to be the first arm of the Omani economy, as these channels are considered essential today in building a strong economy in terms of the speed and ease of purchasing and the availability of easy tools. To consumers, which can be exploited and benefit from, it is also necessary to create strong strategies to enter this type of electronic market and achieve long-term benefits. This creates a positive impact in modern societies that seek to build a high-quality purchasing system from all elements.

The fourth chapter contains a precise explanation and description of the impact of social media channels on creating consumer purchase intention in the Sultanate of Oman. Secondary data extracted from articles available on the Internet and the writings of experts and their research over the years was used in this context. Many interviews are read, educational and explanatory videos are watched, social experiments are conducted regarding consumer preferences, and some studies have been conducted by researchers in this aspect, such as practices, challenges, issues, and strategies used, which enhance consumers’ ability to continue purchasing and analyze viewpoints. Analyzing data and highlighting the impact of these channels.

B) Data Collection and Resources

The study relies on one type of data, which is secondary data, which is obtained through articles, available electronic research, and previous studies, where all the data that was analyzed is collected by industry experts, and this chapter is used to find evidence and Sufficient support for the research, as the subject of the research focuses primarily on the impact of social media channels on creating consumer purchase intentions in the Sultanate of Oman. More information can also be obtained by focusing on studies that were conducted in the Sultanate of Oman, where a research methodology will be used. One considers that the information that will be available includes a set of information from previous and various research articles while supporting the research with sufficient sources and providing it with sufficient sets of facts.

C) Data Analysis and Discussion

This section will include data on the impact of social media channels on creating consumer purchase intention in the Sultanate of Oman.

a. E-commerce in the Sultanate of Oman and customer trends

E-commerce in the Sultanate of Oman can be considered linked to indicators of e-commerce acceptance. Perceived benefit, facilitating conditions, and social influence have a significant and positive impact on the behavioural intention of all consumers to switch to electronic purchasing. There are also other factors related to e-commerce among users who have an interest in security and privacy, and there is an impact of social media on consumers in the Sultanate of Oman, such as knowing the value of prices, and there is sometimes fear of electronic commerce, and there is concern about security, trust, or the quality of the system and the quality of information as well, but on the other hand Consumer protection initiatives in Oman are well established for online transactions. (FAROOQUE, 2021)

There are some studies and surveys; according to a survey in 2019 conducted by Al-Adwan and Koksh, the study included 237 Facebook users among students at a Jordanian university, where the data collected was analyzed through the use of PLS-SEM, and it was concluded that familiarity can It has a positive impact on customer confidence and has an impact on purchase intentions, as familiarity with social networking sites can help facilitate searches for all information related to social commerce intentions, as comments and evaluations can be identified through websites and forums.

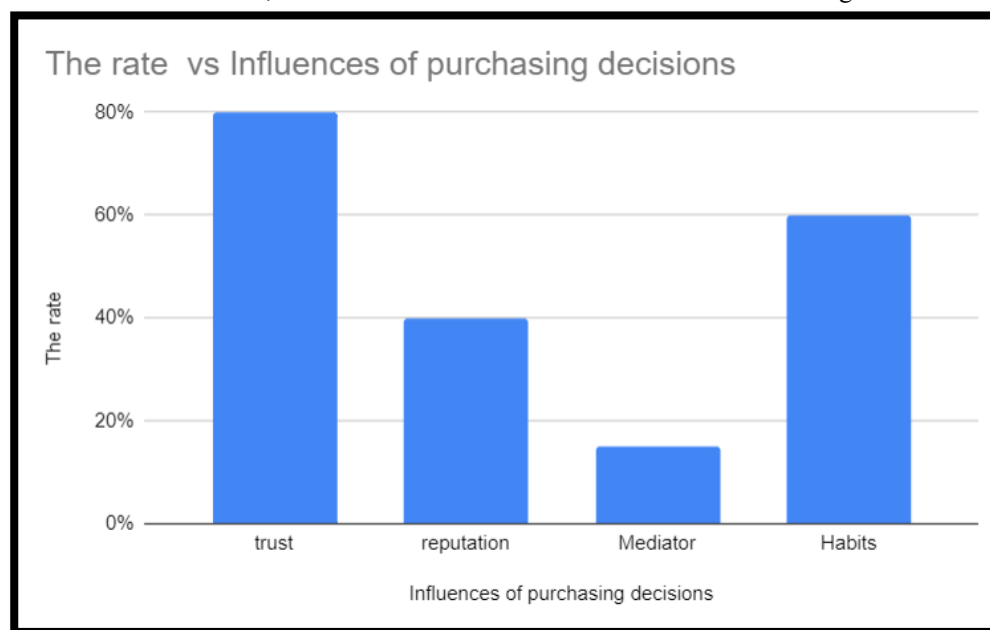


Figure 1: Influences of purchasing decisions

Also, Yahya et al. (2018) conducted a survey of Instagram users in the Gulf Cooperation Council countries and discovered that price features and the reputation of the store may affect the level of trust, but there are habits that may affect and weaken the level of influence regarding the expected results from social interactions. With sellers, and perhaps product differentiation reduces trust; despite this, social support has a detrimental effect on this effect left by social media. There are also other results that have emerged, which are the perceived ease of use of the platform, and perhaps there are other circumstances and motives related to habits that increase from the level of purchase intentions. (Ines,2020)

There are also studies that depend on determining purchase intentions on online platforms through trust in the intermediary and service providers, where data is collected through surveys and the use of some models in decision-making. The issue of trust is considered essential in determining purchase intentions, and habit comes second. Habits can help reduce levels of anxiety and trustworthiness.

A study was conducted to identify the factors that contribute to the acceptance of social media in Oman, where data and information were found. For example, intellectual property is affected by social commerce, among several factors, as the study has sets of basics in the beginning. It depends on the consumer's attitude towards trade, especially that promoted through social media, as well as familiarity and familiarity with using the system, especially in relying on technology. The more familiar the user is with using the system, the greater the likelihood that he will buy a larger quantity.

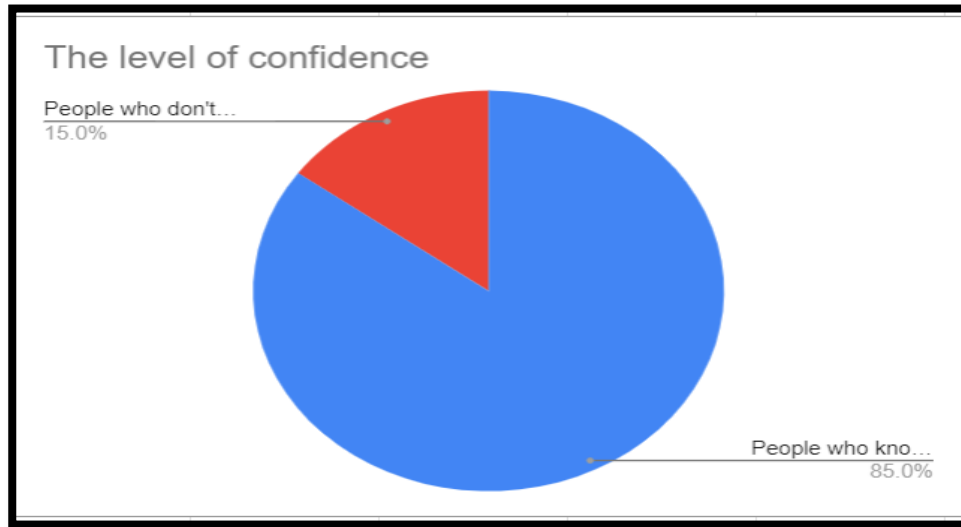


Figure 2: The level of confidence for those who know how to use social media and those who do not know how to use social media

At the present time, the government of the Sultanate of Oman has focused on implementing massive training and very large financial operations, which helped the Omanis to participate in various businesses and create job opportunities, as small and medium-sized companies were operated in all parts of the Sultanate of Oman, and this matter pushes the means of communication. Social media aims to promote companies and create purchasing intentions among users, as 90% of the total institutions in Oman are small and medium companies. There are several factors that affect the creation of purchasing intentions among Omani consumers considering change and development and considering social media, which are Product presentation, marketing communications and customer relationship management, idea generation, product launches, employee engagement, and sustainable presence on e-commerce platforms. (Ines,2020)

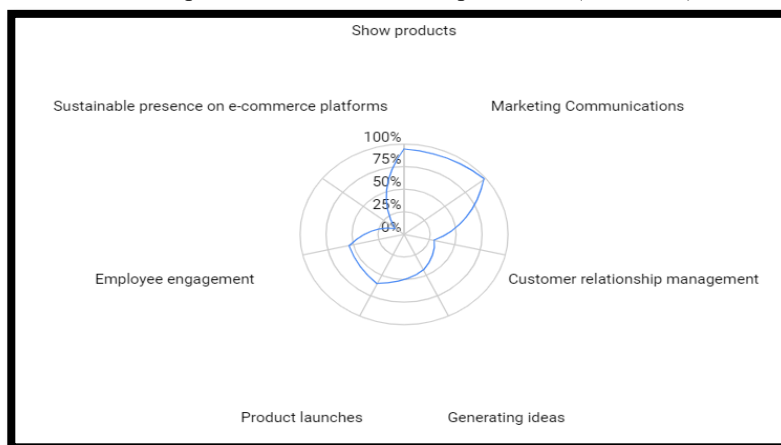


Figure 3: Factors that affect purchasing decision-making in Oman.

Perhaps the first reason for poor purchasing decision-making comes from not using social media, and there are reasons that prevent the use of these tools. A study was conducted, and the first reason was the lack of computer skills. 98 people strongly disagreed with this idea, as the lack of computer skills is not considered an obstacle to social media.

A study was conducted to verify the use of social networking sites (Facebook, Instagram, Twitter, WhatsApp, Google, Yahoo, LinkedIn, YouTube, Wikipedia, Skype, and WordPress).

Where Facebook is considered among the accepted social media with a rate of 60.2%, as it is considered a very large social networking application, for Instagram, it is 35.2%, as the indicator confirms that Instagram is used at a lower rate than Facebook, and as for the Twitter application, the percentage of users is 54%, as the use of Twitter requires realizing the importance of an increase in the rate of usage. As for the WhatsApp application, the usage rate reached 71%, which is considered a very large percentage and must be taken into consideration in employing future advertisements. As for the Google application, it is 56.2%, as it is still considered a social application that can be discovered. In terms of characteristics, the Yahoo application received a percentage of 58.8%, as Yahoo is still considered a social media tool and needs to create new awareness about its use, while LinkedIn results showed 21.9% of LinkedIn users for commercial purposes, while the YouTube website has a usage percentage of 85.2 % of companies can benefit from YouTube in commercial activities related to small and medium-sized companies. YouTube can be used to upload vital information and exchange knowledge about products. Wikipedia is also used by 21% for a commercial purpose, which requires participation. Wikipedia website provides commercial information about the products. As for the Skype program, 31.3%, these results show that Skype is one of the social media applications that needs to be enhanced, and WordPress, 11%, is not used for a commercial purpose and does not appear to be a popular program. (Ines,2020)

Social media application	The rate
Facebook	60.2%
Instagram	35.2%
Twitter	54%
WhatsApp	71%
Google	56.2%
Yahoo	58.8%
LinkedIn	21.9%
YouTube	85.2 %
Wikipedia	21%
Skype	31.3%
WordPress	11%

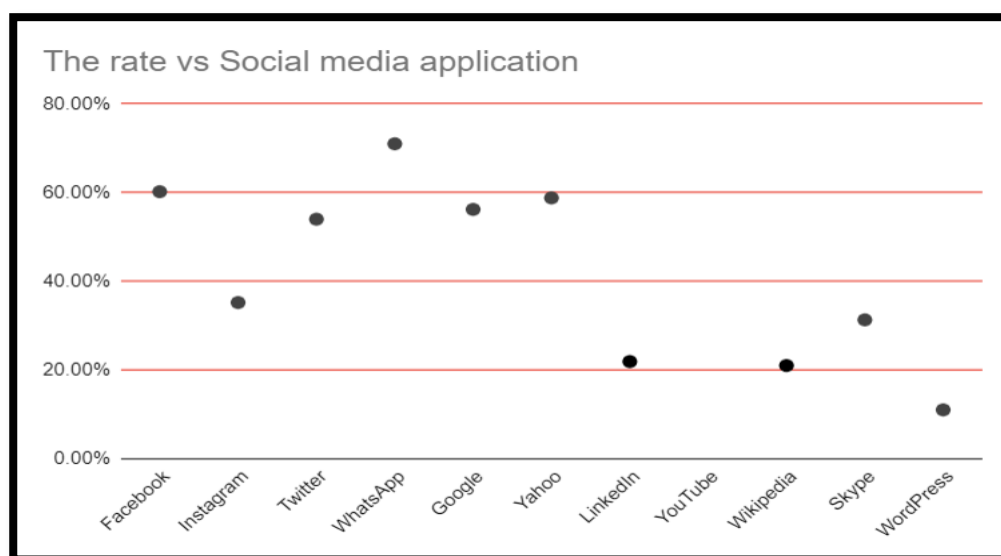


Figure 4: rate of use of social media applications.

“Advertising is considered a paid form of non-personal presentation that targets ideas, goods and services through a sponsor and also a specific entity. Advertising is considered to have a vital role in shaping levels of demand and helping customers obtain products and decisions to obtain a useful brand and reach to a wider audience” (Ines,2020)

Advertisements use attractive images and words that carry a high level of persuasion, new ideas, and innovative ways that attract customers. Advertisements have a role in influencing and creating purchase intentions among customers, and the brand is linked to the product through celebrities, who help create an idea among customers. People's minds, as a large group of people, have audiences and promotional activities that have a role in studying consumer behavior and influencing it, and some studies show that age, price of products, and influence of celebrities have an impact on creating purchase intentions through social media.

The factor	The rate
Age	21%
Product price	96%
Celebrities	88%

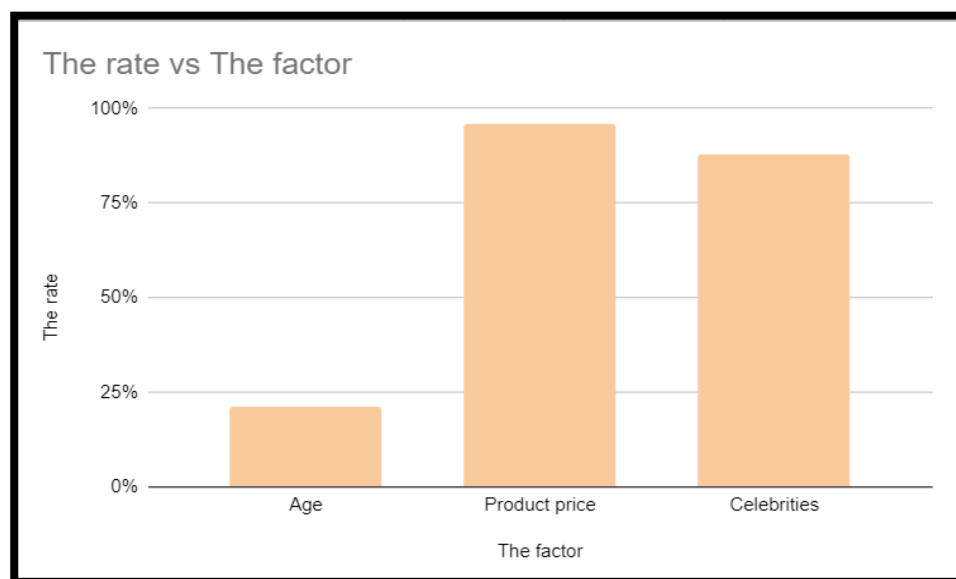


Figure 5: Factors that influence purchasing decisions in Omani society.

Factors that influence purchasing decisions in Omani society based on social networking sites. Celebrities are considered to have a role in creating purchase intentions, with 88% having a major role in influencing, while 96% say product prices, where the high price of the product seems to play a role in not purchasing, and 21 % with regard to age, as the elderly may not use applications to make purchases, and the highest percentage is the percentage of young people, but there is also a large percentage of the elderly who use applications.

It seems that social media channels have an impact on creating the consumer's purchase intention, as there are several factors that affect consumers' purchase of products; company advertisements have a role in creating the purchase intention and the reputation of companies as a company that has a good reputation has high levels of purchase, and Low prices attract customers and create high purchase intentions. Also, products that are sold with symbolic gifts have a higher level of purchase, while some people buy products out of personal needs, which prompts them to buy the product. Social status and traditional image also contribute to creating purchase intentions. During the period of holidays and occasions, sales increase and the percentage of purchases is high based on religious or social orientations or traditional customs. Some people also resort to buying products because of recommendations from family or friends. (Amandeep,2022)

The factors	The rate
Company Advertisements	24.5%
Company reputation	1.9%
Price	1.9%
Free gifts	17.9%
Personal needs	1.9%
Discounts and offers	22.6%
Social status and traditional image	1.9%

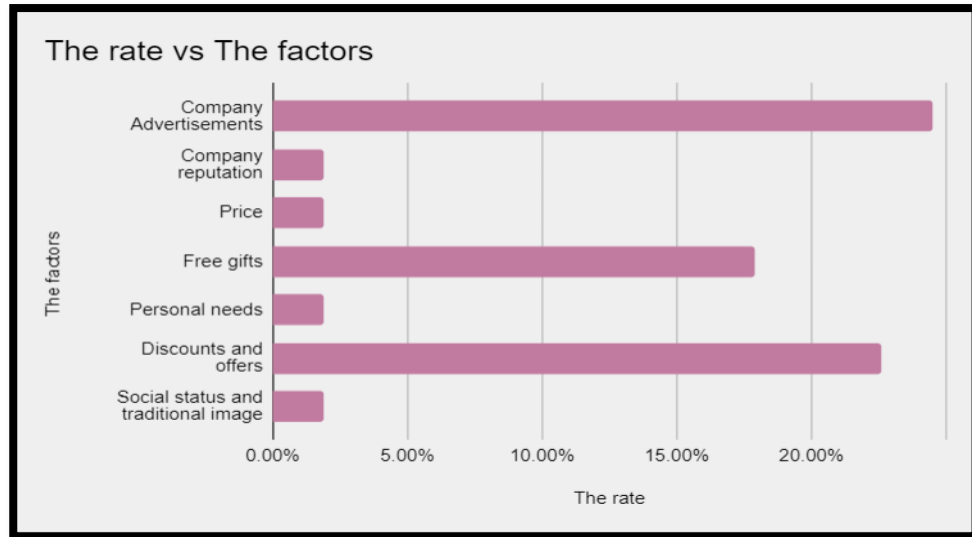


Figure 6: Factors that influence purchasing decisions in Omani society

In the study conducted by Amandeep, where the sample size was 100 participants, the percentage of people who watch advertisements frequently was 41.51%, while the percentage of people who never watch them was 1.89%, and this means that there is a percentage of many people watch advertisements, and therefore they can be affected by a higher percentage than those who do not see the advertisement.

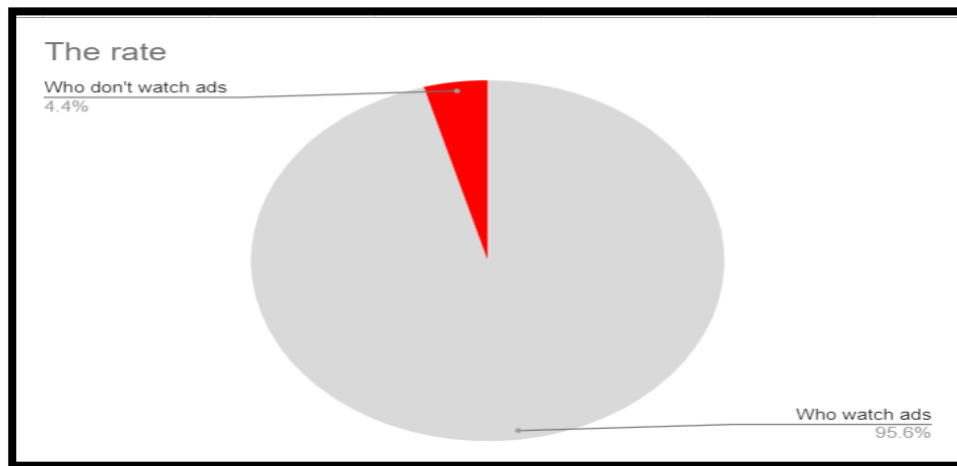


Figure 7: Ad viewing rate

There is a percentage of 33.02% of people answered that advertisements influence them, especially in trying new products, while a percentage of 34.91% answered that attractive advertisements are the main reason for purchasing goods, and 32.08% answered that the company and its reputation influence the purchase of products, and a percentage of 22.64 % answered that purchasing goods depends on discounts, and 17.92% answered that purchasing goods often depends on the presence of free gifts, while 0.94% buy goods because of the low price and 0.94% buy goods for other reasons. (Amandeep,2022)

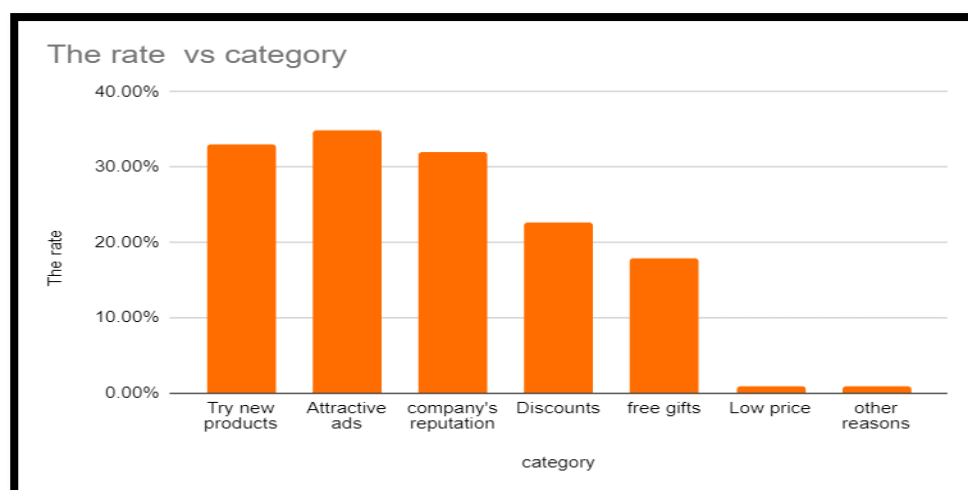


Figure 8: Influences that affect the purchasing decisions of consumers in Oman

We notice that the highest percentage is the percentage of advertising impact, especially to get people excited to try new products.

D) Interpretation of the Findings

In this study, some results were obtained, which are knowledge of the power of marketing through social media, specifically focusing on demographic targeting of social media, and this determines the quality of services provided by companies, as companies depend on social media, and marketing Good quality and reasonable cost achieve customer satisfaction, as it was concluded that social media is very important for displaying business and these means are considered one of the most powerful means of doing business and entrepreneurial orientation and create a very positive impact.

The impact of social media lies in determining consumer decisions regarding purchases due to ease of use, as electronic purchasing has become very easy as a very successful marketing tool that provides useful information to consumers. These means also make the content accurate, interactive, and entertaining, as advertisements on social media facilitate the display of content and help attract large numbers of consumers. “The ease of using social media sites is one of the influences and factors that make these applications preferable, attract consumers, and determine their purchasing decisions” (Al-Badi,2020)

Also, some social media sites are very effective in contributing to increasing the number of followers and building better relationships. Trust also plays a role and is one of the variables that push companies to choose programs as marketing tools. Social media is also considered a communication tool. This enhances customer loyalty through technology. “Advertising organizations are greatly able to establish direct contact with all customers, in addition to the fact that social media is low-cost” (Tummala,2020)

Consumer purchasing decisions in the Sultanate of Oman must be closely linked to social media. Network advertisements have also facilitated the orientation of entrepreneurs through the ability of companies to easily access their resources and identify and mobilize these resources. Social media sites have also helped in identifying and studying the types of customers, their orientations, and what customers want, such as notifications of likes and comments, and knowing everything related to the secrets of e-commerce, and thus the business develops, and many customers can be attracted in this way, and social networks have helped in the performance of business and in Successful project management. In the current era, social media sites are a marketing tool for all companies, as there is no platform that does not interact with customers, and since some companies do not have a supporter, such as small and medium-sized companies, the only refuge is social media, and customer focus depends on electronic systems. This saves time and effort, and some advertisements also provide flexibility and ease for entrepreneurs with lower costs compared to traditional advertising channels.

We conclude that through social media, brand awareness of a product or service can be created due to the huge social participation that is concentrated in the social aspect of these platforms. Awareness can be negative or positive, and social media also helps in attracting new segments among consumers. Since brand awareness is closely linked to the brand itself, as advertisements directly affect performance, we can also conclude that there are key indicators in this context, namely efficiency, quality, and responsiveness, as these dimensions are linked to advertisements, especially if the advertisements are of high quality. Efficient and quick to respond. The results show that advertising requires efficiency, and efficiency cannot be high except through measuring performance, as electronic stores whose performance increases are considered a great indicator of

the efficiency of their business and the strength of their advertising, achieving the organization's outputs, and flexibility is achieved through the ability of electronic stores to deal With all the changing circumstances, the ability in this context can be defined as the company's ability to restructure the system with ease and the speed of response of companies and electronic stores in social media with all flexibility, and stores in the Sultanate of Oman can adopt effective tools to help stores in dealing With all environments that may be unstable, responsiveness is the ability to respond in a purposeful and timely manner to the increasing demand for all customer needs and maintain competitive advantage where customers are involved and responding to customer concerns.

V. FINDINGS, CONCLUSION AND RECOMMENDATIONS

A) Findings

In this research, we can find that there are several factors that may make social media channels capable and influential in creating purchase intentions among consumers in the Sultanate of Oman, as price greatly affects the appeal of customers and consumers, as services of the same category are sold to consumers at prices that may be It is exaggerated in order to suggest the high quality of services, but on the other hand, unreasonable price increases may lead some companies to place discounts in order to reach the normal price for the service, and some company owners may resort to reaching out to influencers in order for the influencers to Attracting customers and followers who are directly affected by everything that the influencer offers in terms of promoting goods and products. Social networking sites are also considered a good platform for promotion as they provide correct information about the product that contains information that affects the customer's feelings and thus make purchasing decisions. Some advertisements are misleading and false, and thus, some promoters lose out on reaching the target group.

There are also factors that affect the effect of social networking sites, as displaying counterfeit products that may bear some of the characteristics of famous international products is considered a type of deception through retail stores, as the external appearance of companies plays a role in the rapid promotion of products through websites. Social communication, as marketing activities, targets the visual appearance of products, especially products that contain supported certificates, tests, and good and normal prices, and these prices do not exceed a large value. Trust also plays a major role in achieving a high rate of consumer attraction, privacy, and quality of service provided. "This success depends on the organizations' ability to properly promote products through social media sites so that the customer takes the purchasing decision as quickly as possible. There are also critical factors in the success of Business organizations." (Sama,2019)

The focus of influence is concentrated on consumer confidence, and this confidence creates more intentions to purchase online. Technology is also considered one of the most supportive means and helps in creating acceptance, as technology brings the far closer together and facilitates the difficult, as the presence of auxiliary means helps. In enhancing the perceived benefits of using the products, Sustainability may also be an incentive for people to make purchases, as some companies may cause great harm to the environment through distribution methods, transportation, and manufacturing conditions that may harm the environment, and thus, consumers have less respect for this type of company that does not respect the environment or "It respects its impact, and therefore there is great loyalty to those environmentally friendly companies that make environmentally friendly and recyclable packaging, "as some companies have been able to have a significant impact on customers by adopting sustainability practices or so-called green practices, which may make online promotion easy and acceptable and achieves a green company image. (Sama,2019)

The diversity of categories of workers and consumers, as well as the diversity of products promoted through social media, may lead to a diversity of products promoted through social media, as some companies resort to using multiple marketing strategies that attract workers and consumers. Consumers may not have much confidence, as There are some unfair marketing principles that are called deceptive marketing, which causes major problems at all levels, which customers may discover after purchasing the product. There is also competition in many markets and online stores, especially those stores that have similar stores and have intense competition, where there are other recurring stores and alternative products, as alternative products may replace other products, no matter how much promotion there is. There is a significant increase in social media, but alternative product solutions come first in consumers' purchasing decisions.

Since electronic marketing, which is carried out through social networking sites, is considered one of the most important marketing and service activities for institutions, and in light of unstable market environments and increasing levels of competitiveness due to the availability of the tremendous development of the media and the growth of awareness levels among individuals, many Organizations look to customers, meet all needs, and win customers in the long term. This standard is called loyalty, which seeks to achieve excellence in the market; some companies care about the customer in order to achieve his loyalty and develop relationships with consumers through CRM strategies, as it is of great importance in light of technological developments, it can be concluded that electronic marketing is very important for achieving competitive advantages, especially in the field of communication, while expanding the customer base and achieving high market shares. As social media channels help attract customers and build long-term relationships with customers, trust, participation and commitment are achieved

between customers and the institution, maintaining customers instead of searching for continuity with them and facilitating the processes of interaction and communication with all customers. Hence, the impact of social media in knowing the needs of customers and information technology links relationships between company owners and customers; marketing through social media helps in achieving quality services and innovation, and companies can fulfill promises and develop their services. It continues to work on its products.

Companies use social media to benefit from their competitive strategies, such as applying the lowest cost strategy, the focus strategy, the differentiation strategy, and creating new marketing opportunities to achieve customer satisfaction, increase profitability, and ensure their survival and continuity as competitors in the market. Social networking sites also help in reducing customer problems and reducing potential risks, this makes people more satisfied, gains competitive advantages, increases the level of profitability, and reduces the amount of costs. "The great countries have turned to information technology in order to save time, effort and money and market services and products" (Sama,2019)

Social media channels also contributed to the formation of various marketing means in all their systems, and thus, these means were able to achieve many of the goals that companies seek to reach customers. It is said that "the customer is the king, as the main decision to purchase is owned by the customer, but on the other hand, Companies can provide the customer with the appropriate environment that makes the customer choose the company's products over others" (Deshwal,2019)

Pricing must be a tool that has contributed to the influence that social media channels bring, as in the current era it has become very imperative in the current era as the customer knows all the competitive prices of products and services, but sometimes the basis of pricing is exposed to the moods of producers and distributors' agents. But good prices in the age of communication and the information revolution must match all levels and prices around the world, with very small increases in covering costs.

B) Conclusion

Social networking sites have a major impact on the daily lives of consumers, as virtual reality has become very important in our daily lives and have an impact on our behaviors and decisions as consumers. According to the Finnish University of Applied Sciences, 78% of consumers are greatly influenced by the consumer trends of what they are exposed to on social media, not only through advertisements but also through following friends or groups that are not advertising. When people's interest begins with certain goods and awareness increases through knowing the details related to a commodity, then it moves to the stage of interest only before the basic picture is seen and to the stage of making purchasing decisions, as some consumers do not make the transition between the stage. The first and the second stages, as the truth in the end, are concentrated on the advertisement on all social media means, which makes the advertisement more effective through the means of communication. Also, when the user receives information, it is based on prior experience, and this gives the impression of receiving advertisements, pictures, and videos. And words, and thus, the probability of a person accepting advertisements is greater. "With reference to the journal Opinion in Psychology, the probability that a person will receive advertisements via social media is approximately 70% greater than the probability of receiving the same advertisement via television," and this matter is more than double the probability of receiving information through the traditional press, while on the other hand, the possibility of receiving advertisements in the streets due to the availability of other factors govern the situation. (Deshwal, 2019)

Studies also show that a large group of social media users make large purchases, which may be unplanned but based on what they see on them. From this standpoint, display on social media networks becomes much more important for companies compared to other advertising means. Studies also show social media users communicate with friends or other dedicated pages to know the evaluation of the product that people want to buy, as some pages are considered a reference and adhere to the choices of celebrities.

Social media provides the opportunity for young people to create identities online, the ability to communicate, make purchasing decisions, and create various social networks. Networks can provide very valuable support, and self-expression, writing opinions, and evaluation can take place on these platforms. Goods and it is possible to know what customers and consumers want, and thus, goods and commodities are evaluated. Social networking sites allow interaction across different geographical barriers and learning about different topics. Social media allows useful communication between groups, in addition to employing broad social networks. Companies rely heavily on advertising on their pages through social media by achieving the idea of reference, which gives the recipient a great ability to make a purchasing decision based on the advertisements that are displayed. Furthermore, studies indicate that social media is distinguished by its great ability. "To guide the purchasing decision at all stages, as large categories of consumers realize the need to purchase goods or obtain services, at the very least, through the Internet page, and they may purchase something that they do not actually need." (Kotwal,2020)

Whereas in the first stage, the need is realized, the consumer's need for the goods that consumers need, as in the beginning, the consumers and their needs must be identified, while in the second stage, all information about the product and consumers' preferences is collected through social media, as 90% Social media users receive more information than those who use traditional media, While there is a contradiction in the behavior of consumers in dealing with social media, as at a time when approximately one-third of users access information about their goods, a percentage that does not exceed 50% can see that social media has great credibility in its information and this matter It describes the opposite, with a percentage of consumers who rely on social media despite their lack of great belief in the reliability of the information they obtain. The psychological impact also has a major role on consumers in purchasing decisions among consumers on social media sites, as some spend One to three hours a day on social media, but there are large differences in purchasing decisions, which are often random and unplanned.

C) Recommendations

Companies must activate their strategic and marketing capabilities in building a distinctive brand, which helps companies make higher decisions among consumers when the influence on consumers is very strong so that the company's website is the most visited and when the company's website is increased by the same user. More than once, "this means that the company has an ongoing basis for influence, so that the customer can repeat the purchase process, and social media may be an ongoing series of discussions focused on the sale of goods and customer experiences." (Kotwal,2020)

- Companies must also increase the strength of their competition in terms of selling the product and creating confidence and certainty among consumers about many products. Therefore, propaganda and advertisements can be developed, which work to create a fundamental role in the final impact on consumer behavior and the change in their purchasing decisions. Since products that may not be known enough can be known for advertising and be in a position of competition, "companies can bring the basic idea of the product closer in the eyes of consumers so that it is very close through the channels available to social networking sites and through continuous advertising in all ports" (Siddiqui, 2021)
- These channels must also be exploited as very huge and effective tools capable of creating a large economy for countries and capable of building a brand for a famous brand that has a good reputation to be followed in this context, and these advertisements must also be improved. Through social media channels, technology must be developed, and consumer behavior studied so that advertisements are created that suit the consumer's taste and what he wants and needs at the present time, and the current circumstances must be studied.
- Companies must have the ability to influence through commitment to electronic marketing and promotion strategies, which allows companies to exercise their freedom in the ability to use social networking sites and these channels to activate their basic role, such as companies creating a simple, professional website that is not Complex so that it is easy for the consumer and makes the consumer make the purchase process with ease so that he does not make a decision not to buy and so that it is distinctive compared to other competitors. Also, creating promotional videos can make consumers agree to buy products that they may not need when they make the purchase.
- Commercial companies must have marketing strategies such as advertising banners, as the banner is a fixed image with a specific theme and is used as an advertising cover. Advertising banners help direct the target groups in a direct way through advertisements, marketing to them, and running paid advertising campaigns over the Internet. , so that it attracts attention; it is not possible to influence the consumer and make him make a quick decision to purchase without putting pressure on him through the emotional impact of advertisements, explaining the benefits of the product or service, and writing professional and attractive articles, which may make social media a window into commercial promotion.
- Governments must allow regulation of social networking sites to promote companies' products instead of displaying useless topics, which may be considered social networking sites, as the target group must be known in terms of the extent to which the service or product attracts people and age stages so that any Age group that can benefit from advertising: children, youth, teenagers, or the elderly, and gender." Does the product serve both sexes, women only or men only? Determine the location. Does the advertisement target a specific region or a specific country? Who should focus on this region to offer the product or service? Because it benefits a specific group," it is possible to benefit from social media channels and the impact of these channels in a positive way and change consumer decisions for the benefit of the consumer himself and the commercial companies. (Elliott, 2023)

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