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**ONAY FORMU**

## DECLARATION

I hereby declare with respect that the study "Institute Of Graduate Studies Department Of Business Administration", which I submitted as a Master thesis, is written without any assistance in violation of scientific ethics and traditions in all the processes from the Project phase to the conclusion of the thesis and that the works I have benefited are from those shown in the Bibliography. (.../.../2021)

**Imane AKRIROUT**

**FOREWORD**

First of all, I thank Almighty God for the will and courage he has given me to complete this work. I am deeply grateful to Dr. Murat Unanoglu for doing me the honor of mentoring and guiding me throughout this work. I would also like to thank the members of the jury for agreeing to review this work and enriching it with their suggestions. And to all those who have contributed directly or indirectly to the creation of my thesis, I say THANK YOU.

Je remercie tout d'abord Dieu le tout-puissant pour la volonté et le courage qu'il m'a donné pour mener à terme ce travail. Jexprime ma profonde reconnaissance envers Dr. Murat Unanoglu pour m'avoir fait l'honneur de m'encadrer et de m'avoir dirigé tout au long de ce travail. je tiens également à remercier les membres du Jury pour avoir accepté d'examiner ce travail et de l'enrichir par leurs propositions. Et à tous ceux qui ont contribué de prés ou de loin à l'élaboration de ma thèse je leur dit MERCI.

**June, 2021**                                                            **Imane AKRIROUT**

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**ABBREVIATIONS**

| | |
|---|---|
| **SERP** | :Search engine results page |
| **Ads** | :Advertising |
| **App** | :Application |
| **HR** | :Human resources |
| **EDI** | :Electronic data interchange |
| **B2B** | :Business to Business |
| **B2C** | :Business to Consumer |
| **C2C** | :Consumer to Consumer |
| **SME** | :Small-to-medium enterprise |
| **MAU** | :Monthly Active Users |
| **SMM** | :Social media marketing |
| **UGC** | :User-Generated Content |

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# THE IMPACT OF SOCIAL MEDIA ON E-COMMERCE IN RETAIL INDUSTRY

## ABSTRACT

Nowadays, social media has not only become a part of people's lives, but also the future of e-commerce. Social media has a very strong ability to influence people all over the world. Since it influences people, it means that it can easily influence consumers, so obviously, we can get a successful online business through it. The purpose of this study is to explain the effect of social media on e-commerce within the fashion industry to answer the research questions. The dataset on which the study was conducted consists of a sample of customers in Turkey and Morocco. The questionnaire was divided into three sections: social media, Brand Attitude, and purchase intention. 300 respondents were asked to answer the survey. As a result, we get that social media has a significant influence on brand attitude, a further brand attitude has a significant influence on purchase intention. However, the influence of brand attitude was less than social media.

*Keywords:* *Social Media, E-commerce, retail industry.*

# PERAKENDE SEKTÖRÜNDE SOSYAL MEDYANIN E-TİCARETE ETKESİ

## ÖZET

Günümüzde sosyal medya sadece insanların hayatlarının bir parçası değil, aynı zamanda e-ticaretin geleceği haline geldi. Sosyal medya, tüm dünyadaki insanları etkileme konusunda çok güçlü bir yere sahiptir. İnsanları etkilediğinden, tüketicileri kolayca etkileyebileceği anlamına gelir, bu sayede başarılı bir çevrimiçi iş elde edebiliriz. Bu çalışmanın amacı, araştırma sorularını cevaplamak için moda endüstrisinde sosyal medyanın e-ticaret üzerindeki etkisini açıklamaktır. Çalışmanın yürütüldüğü veri seti, Türkiye ve Fas'taki bir müşteri örneğinden oluşmaktadır. Anket üç bölüme ayrılmıştır: sosyal medya, Marka Tutumu ve satın alma niyeti. 300 kişiden anketi cevaplaması istendi. Sonuç olarak, sosyal medyanın marka tutumu üzerinde önemli bir etkisi olduğunu, daha fazla marka tutumunun satın alma niyeti üzerinde önemli bir etkisi olduğunu anlıyoruz. Ancak marka tutumunun etkisi sosyal medyadan daha azdı.

*Anahtar Kelimeler: Sosyal Medya, E-ticaret, perakende sektörü.*

# 1. INTRODUCTION

## 1.1 Social networks and social media

A social network is a service that allows different individuals to come together to establish an exchange on a particular topic or not in the field of technology. In some ways, social networking can be traced back to the beginning of the Internet when gatherings, discussion groups, and chat rooms were popular. The proliferation of social networking, also known as community networking, has been on the rise since the early 2000s. (Nawaz Ahmad A. S., 2015).

The word social network was first invented to distinguish between, Networks that have been used for business reasons from those used for socializing amongst people. The concept of social networking has been expanded to include grouping people into separate categories, especially in the workplace, universities and high schools, However the most widely agreed concept of social networks applies to the interactive websites that give users message boards, Chat spaces, forums, and the ability to leave suggestions and have a conversation with other persons. Otherwise social networks are often referred to as a forum with a shared group that brings people together to chat, exchange thoughts and interests, or make friends (Dr. Manohar Singh, 2017).

According to Médiamétrie, more than three out of four Internet users are members of at least one "generalist" social network (Twitter, Facebook, LinkedIn), and one in ten is a member of Instagram or Snapchat. In addition, these social users check social networks for about 19 percent of their browsing time. That equates to about 2 hours per day. Digital technology has significantly influenced the behavior of prospects and consumers. In order to assess their problems and find suitable solutions, people today investigate the knowledge available on the internet as well as their own network via social media. In B2B, 57% of buying decisions are now made before the first interaction with a salesperson, and 90% of prospects make 50% of their purchases themselves. A

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buyer increasingly searches the internet themselves during the purchase decision process.

Thanks to their study on Google and social media, buyers and decision-makers form an opinion, a body of opinion. This pre-buy phase is a longer or shorter cycle of gathering information, benchmarking and sorting (depending on the size of the purchase, the industry and the type of good/service) before taking the next step.The potential buyer does not accept direct contact with a seller during this period. With the advent of digitization, the economic relationship has become unbalanced in favor of the consumer who now has the power. In this new environment, the main issue for companies and sellers is to become visible to potential customers and attract their attention so that they can be contacted. (Suha AlAwadhi, 2013).

(Lon Safko, 2009) Noted that social networking is an umbrella term that refers to activities, practices, habits within people's groups that meet online to communicate and exchange content, knowledge, and opinions using communication media.

This method of collaboration and exchange on social networking sites is referred to as social media. Social media encourages consumers to express their opinions, views and facilitate conversations and community building influenced by clients. Unlike traditional media that are traditionally generated and owned by only a bunch of individuals (Dr. Manohar Singh, 2017).

The expression "Social Media" is gotten from the expressions "Social" and "Media" which are characterized as follows: the expression "Social" alludes to the sharing of information with other people characterized by mutual companionship or relationships. The term 'media' refers to the communication tool that reaches people widely such as radios, television, newspapers, magazines, the internet, etc.

Social media, according to Weinberg, incorporates the sharing of data, encounters, and points of view by means of local area arranged sites (Dr. Manohar Singh, 2017).

So we can conclude that social media is a social networking platform that is focusing on the web that allows individuals to connect by both exchanging and

consuming content. Social media has grown from being a simple networking hub to an agent of transformation that has influenced people's everyday habits and changed the lives of people (Hamzah., 2011).

## 1.2 Types of social media platforms

The internet has changed our impression of the general population and the way we interact with them. We would now be able to convey, offer and offer material and thoughts much faster than ever before in recent past, continuously and with people all over the world. Web-based media works with the entirety of this internet exchange and collaboration.

The present advancements of the Internet have been essentially influencing different parts of the human social order around the world since the mid-2000s. Online media stages are perhaps the most recent manifestations of the developing connections between individuals and innovations that are changing civilizations. "Groundswell" is utilized to describe a cultural pattern where individuals utilize web-based media innovations to get data from other online media customers instead of traditional experts or public sources. (Li, 2011)

As indicated by,(Mohapatra, E-Commerce Strategy, SpringerScience+Business Media, 2013), the Web has changed people's lives and the way they communicate and collaborate with each other. In correlation, the web has influenced advertising, publicizing and presenting. The impact of the web on brand equity has improved somewhat. The term "online media" refers to electronic systems that allow customers:

To burn-through and post substance, take part in discussions with different clients, and additionally to interface with brands and organizations. (ennig-Thurau, 2010); (Kaplan, 2010).

Among the most well-known web-based media stages are informal organizations, websites, assessment destinations, and video sharing channels. Moreover, the widespread utilization of cell phones and tablets to access these online media stages is another main drive that permits shoppers to stay connected to the Internet wherever they are and whenever they need to, in any case when they are not at home or at work. (David Lindsey Williams, 2012).

(Rauschnabel, Hinsch, Mrkwicka, & Ivens, 2013) Advocate that web-based media can be used both preemptively and responsively. Proactive use of web-based media alludes to how organizations use web-based media stages to achieve hierarchical goals, such as brand promotion, executive customer relations, business, chief marking, and advertising. Allowing clients to spread the company's advertising message through electronic informal exchanges is a critical point of proactive online media advancement. (Sun, 2006). Monitoring of social media provides companies with easy access to useful knowledge about customer profiles, brand awareness/interest/like/preference, and the willingness of users to understand the brand.

What's more, organizations can evaluate the essential devices for creating a stage or applications, as well as utilize them for showcasing. Through online media, organizations or advertisers can provide material that is freely accessible. (Weinberg, Social spending: Managing the social media mix, 2011).

Stages like Facebook, text informing, and talk rooms are instances of online media gatherings, as are sites, for example, person to person communication pages, sites, and photograph and video sharing locales like YouTube. (Weinberg, Social spending: Managing the social media mix, 2011).

Online media is utilized by both little and enormous organizations. Organizations have utilized Twitter to tweet, Facebook to make fan pages, and YouTube to post recordings. Indeed, even business associations today perceive the advantages of online media, realizing that it will keep on being significant in boosting trade for their organization. (Weinberg, Social spending: Managing the social media mix, 2011).

Moreover, long range interpersonal communication locales are perhaps the most well known online media sharing viewpoints. As far as informal communication, clients use interpersonal interaction destinations for an assortment of reasons, remembering centering for a specific objective or interfacing with others (Bulut Z. A., 2017).

For example, Twitter is utilized as a microblogging stage, Instagram as a video and photo sharing stage, and LinkedIn as a business organizing apparatus for work situation. The entire informal communication stage's highlights and assets

are practically totally free. One reason why interpersonal interaction destinations have gotten so mainstream all through the world may be a direct result of this. (Bulut Z. A., 2017).

These days, we have a great deal of web-based media stages. Here are the greatest web-based media stages:

- **Facebook**

With more than 2.74 billion month to month dynamic clients, Facebook is quite possibly the most famous long range informal communication destinations. In the creation of the association's own picture neighborhood, can make their own modified and profile page and exchange fundamental information rather than simply giving assorted advancing projects. Additionally, associations have an outstanding ability to push toward their group directly and connect between the business and clients (Castronovo, 2012). Facebook is viewed as the most utilized online media stage, where retailers produce something other than a Facebook outline in electronic trade. Retailers use Facebook as an approach to speak with their clients, as the worldwide number of Facebook clients is assessed to be 1.69 billion worldwide in 2020. Retailers can remunerate their fans with this type of online media by just contribution Facebook clients limits and sneak looks of their new things (Saravanakumar M. a., Social Media Marketing, 2012).

- **Instagram**

Instagram is one of the world's driving cell phone web-based media locales, with in excess of 400 million day by day clients. It esteems lies in developing brand pertinence through eye-getting visual substance and enormous possible crowds. Organization pages and presents cost nothing on set up, however Instagram is turning into a compensation to-play space, as most web-based media locales. To draw in a more assorted crowd, advertisers need to utilize supported posts. Without a business site, brands can promote posts however don't approach bits of knowledge and information on their clients and their connection with posts and publicizing (Social Media Chanels).

The enormous number of forthcoming adherents and the investigation information provided for corporate records give advertisers with pivotal data

about possible buys. To utilize Instagram's examination apparatus, Follower Insights, which can be immediately coordinated to a brand's Facebook page, it requires a corporate profileTheir contact data will be imported accurately, and the organization will actually want to contact any Instagram devotees through the stage. Since Instagram is claimed by Facebook, it coordinates with the Facebook publicizing interface, taking into account smooth remarking across the two organizations. (Social Media Chanels).

- **YouTube**

One of the portraying features of electronic media is the ability to make and share material for nothing, and YouTube is every now and again saw as the most notable stage for doing thusly. The watchword here is free: there are no expenses to join, regardless of whether you're distributing or real time video, and premium paid participations like YouTube Red can give more capabilities.This suggests that countless individuals are attracted to such pages. Truth be told, as indicated by Alexa's rankings, YouTube is the world's second-biggest site, after Google! (Alexa, 2016. ). Since YouTube is presently possessed by Google, it enjoys the benefit of being first in Google's list items.

Advertisements on YouTube arrive in an assortment of organizations. YouTube's "Advance Your Video" apparatus and "YouTube Fan Finder" are just two of the numerous alternatives to advance your video on the web. It is additionally doable to oversee Google AdWords ads. For extra data, see the parts on Social Media Advertising and Video Marketing. A brand stage is incredible for content showcasing. Content transferred on your image's channel ought not to be excessively business, yet rather focus on your crowd. Crowds expect and like some promoting, however in the event that you need to engage them and urge them to pursue your ads and keep on watching them, the substance should be significant. (Social Media Chanels).

- **Twitter**

Twitter is the most broadly utilized microblogging administration. Microblogging is a kind of contributing to a blog that permits clients to distribute short instant messages that might be seen by anybody or confined to a particular crowd, and are normally restricted to 140 characters. Twitter

(www.twitter.com) was begun in July 2006. Tweets are 140-character messages that for the most part contain fast comments or connections to fascinating substance. Twitter has approximately 330 multi month to month dynamic customers, with 145 million consistently powerful customers passing on more than 500 million tweets each day.

Twitter was constantly thought to be a discussion for the older, yet new figures show that over portion of all clients are between the ages of 18 and 29, contrasted with just 26% of clients matured 30 to 49. Twitter is without a doubt a spot for individuals to use progressing, with more than 80% of clients getting to the site from their cell phones. (Omnicore, 2017).

- **Snapchat**

In the year 2011, Snapchat was dispatched. It's a portable informing programming that conveys pictures, recordings, writings, and drawings that suffer for just a brief time prior to disappearing. Snapchat is totally allowed to download and use, just as to send messages. Snapchat has been exceptionally well known among teens, who seem to cherish the application's short lived nature.Although this is quick changing, 71% of Snapchat clients are younger than 25, and 28 percent of US youngsters trust it to be the main interpersonal organization. Since the material is disappearing, 35% of clients recognized to utilizing the application. There were 166 million every day dynamic clients in 2017, with 60% of them contributing material consistently. Snaps are shared at a pace of more than 9,000 every second, with a normal of 400 million every day, and the site gets 10 billion video sees every day. The run of the mill client utilizes the application for 30 minutes every day. Snapchat's pay has expanded at an outstanding rate. Income in 2014 was $3 million; in 2015, it was $50 million; in 2016, it was $404 million; and in 2017, it is required to surpass $1 billion. (Techcrunch, 2017).

Snapchat has demonstrated to be a successful, albeit exorbitant, showcasing instrument. Paid promoting on the site is essentially saved for significant organizations that can bear the cost of the strong estimating and improvement costs related with building fascinating and intuitive channels. More modest autonomous organizations, then again, may profit with the stage by sharing in

the background data, featuring occasions, and developing a dedicated following, especially if your objective market is more youth-situated.

Snapchat might be utilized to share a wide range of kinds of material with your adherents. This might be either esteem added substance like how-to guides, current industry information, and effective suggestions, or story content that takes your crowd in the background of your business or features portions of your corporate culture and qualities while additionally giving understanding into the brand. Geofilters and supported focal points are other brilliant strategies to draw in your crowd with your business on the site. Brands pay a day by day charge, now and then as much as $750,000 every day, for clients to explore different avenues regarding and share marked channels and focal points. (16 social media platforms).

- **LinkedIn**

LinkedIn is an expert systems administration site. It has a worldwide participation of 433 million individuals in 200 nations. All the more altogether one out of each three experts in the world has a LinkedIn account, and over portion of all basic leaders use it for business. LinkedIn is additionally 277% more effective than Facebook or Twitter (PerfectBoom, 2016.). You must have a business presence on LinkedIn to get the most out of it. LinkedIn is a social media platform that is used for networking, building credibility, and recruitment. LinkedIn has the ability to:

- Increase your firm's search engine rankings and provide a plethora of data for market research by assisting your firm in networking with key people in the field.

- Enable organizations to monitor possibilities and buyers.

- Enable organizations to pronounce their qualities.

- Keep track of and study the news sources that cover your area.

- Assist your firm in setting up itself as an industry suspected pioneer

- Draw in clients with content facilitated on LinkedIn (Karr, 2015. ).

LinkedIn individuals may find more about your firm, your image, and any employment opportunities by visiting your organization profile. A corporate

page is a brilliant spot to begin on the off chance that you need to build up yourself as a suspected pioneer or major part in your field. Organization pages were once alluded to as HR points of arrival, yet they have since created. They may help your firm accomplish better business results, bring issues to light of its labor and products, and advance work prospects. Your LinkedIn corporate profile ought to be seen as an expansion to your association's site, since it might help drive guests there. These pages give free advancement prospects and may improve the standing of your business.To ensure that your site is streamlined for web search tools, great language on your site ought to fuse your key expressions and watchwords. Coming up next are some useful clues for making a fruitful organization page:

1. Utilizing a feature page, you may feature your organization units.

2. Make convincing material consistently and use watchwords to advance for web indexes

3. With a lifelong tab, you can allure possible enlisted people.

4. To draw in individuals' consideration, use an eye-getting cover pic. (Edgecomb, 2016).

With regards to making mindfulness, knowing your crowd, making associations, and building up connections, LinkedIn is a phenomenal advertising device. It likewise gives an assortment of publicizing choices. These are some of them:

- Lift your substance with supported substance.

- Sponsored InMail - send important data straightforwardly to the inboxes of your possibilities on LinkedIn.

- Text Advertisements

- A self-serve publicizing stage that produces top notch leads on a careful financial plan.(LinkedIn, 2016)

- **Pinterest**

Pinterest was set up in 2010. It's a visual bookmarking administration where clients may "pin," arrange, and share pictures and thoughts they go over on the web. In spite of the way that the site is advertised as a greater amount of a

thought assortment than a long range interpersonal communication stage, it is quite possibly the most mainstream online media stages, with more than 100 million month to month dynamic individuals. (Rouse, 2016).

You may assemble a business page as an organization. This covers various apparatuses, including:

- Web examination - Backlinks to your site

- Utilizing the save button, you can undoubtedly stick your site's substance.

- Email bulletins

- Pins that might be bought

- Materials advancement alternatives

- And even gadget makers.

The reason for organization profiles isn't just to offer sheets with data about their merchandise. Sheets could likewise pass on the brand's way of life or soul. A makeup business, for instance, may incorporate sheets devoted to high form, new beautifying agents patterns, one of a kind beautifiers utilization in films, and surprisingly fundamental skincare. Organizations may utilize Rich Pins to add more data to their pins, for example, the capacity to:

- Install an application straightforwardly

- Add contact and area data - Link to articles

- Provide a connection to item data and buying data.

- Incorporate plans

- Display late film evaluations and audits.

Advanced Pins will be pins that a brand pays for to contact a bigger crowd. They're local publicizing units that permit individuals to discover and save your thoughts. Elevated Pins are proposed to expand brand acknowledgment, commitment, and traffic to your site. Pinterest has now dispatched buyable pins, which permit clients to buy your things directly from the stage. (16 social media platforms).

## 1.3 Effect of social media

Online media has both terrible and great impacts on our general public and associations. The benefits range from casual systems administration to a methods for stating our viewpoints on things or administrations. On the opposite side, uncovering any noxious associations would endanger the client's security. There ought to be surely known moral standards and guidelines set up to resolve the issues.(Mohammed Kemal, 2019).

- **Social Media and Its Benefits**

Today, numerous business organizations are via web-based media to interface with their clients, crowds to advance their business. Organization appearances via online media hugely affect their labor and products. Social Networking allows corporate enterprises to improve their brands and get back to a real audience in various ways (Laun, 2018).

Insight and market intelligence are among the advantages of social media. Social networking is a convenient way to learn about our audience, which is often less costly than standard methods of market analysis, for example, overviews and center gatherings. Additionally, you can utilize online media to find out about contenders, what their identity is, the thing that content they share, what their customers think about them (Mohammed Kemal, 2019).

The data available on social media, according to (MSI, 2014) has gotten another rush of what is feasible for advertisers. Online media knowledge can help advertisers track the design of brand wellbeing and showcase and can likewise give a main indicator of client assessment changes.

Web-based media clients presently have the ability to discover illuminate and instruct them. On the off chance that the normal Facebook client has 250 companions, posting an item or administration survey to those companions and getting only one re-post from them, spreads that audit to 62,500 individuals. One more re-post from those individuals contacted 15.6 million individuals in just two re-posts free of charge (Mohammed Kemal, 2019).

On the grounds of (Laun, 2018) an off-base item or administration audit may have a negative and considerable impact on market associations. The idea that

customer kickback could compel the business to change strategies since, supposing that scope was customarily restricted to cases that caught the premium of public news.

- **Disadvantages of Social Media**

Security is the main worry of online media and the web through some evil utilizations. The ill-advised utilization of advancements, loss of protection, sharing of private information, and dropping declaration on client locales, uncertain teens for dangers and outstanding danger, in light of (Palfrey J, 2010). The programme will get to clients continually perusing information that the client leaves on the destinations, empowering the programmer to have the option to secure the enrollment information from one site to execute assaults.

With regards to online media digital assaults, they are economical, simple to oversee, and frequently have little danger as far as ID, yet their impact could last more. The low attribution, in light of (Sumeet, 2016), is on the grounds that following digital assaults is crude in the current organization plan. What's more, the deficiency of implementation arrangements of all inclusive law makes cybercriminals difficult to contend, despite the fact that the ID is perceived, and accordingly, recognizable proof is essentially an obstacle. (Mohammed Kemal, 2019).

**1.4 Research Aim and Question**

As we probably are aware customers anticipate more prominent assortment and development from design organizations step by step. So the organizations, who can improve, will in general draw more purchasers, offer more merchandise. Thus, get more pay from the market and increment their scale more than their adversaries. Organizations that can make various advancements later on would be bound to develop their portion of the overall industry. Web-based media plays an awesome middle of the road to draw in individuals without any problem. Consequently in this examination, we will decide the impact of web-based media in online business.

The motivation behind this investigation is to clarify the impact and the part of web-based media on web based business inside the design business to respond to the examination questions.

- **Main questions:**

RQ1: How does social media provide a commercial opportunity for retailers?

RQ2: What role does, social media play in brand awareness? (For example, the visibility of their e-commerce sites.)

In this way, considering the pandemic, the conflict of the issue is the way electronic media has been valuable in delivering buyer brand affirmation and the impact of online media on the retail business.

## 2. LITERATURE REVIEW

### 2.1 E-commerce

Electronic business, frequently alluded to as online business, is the utilization of PC organizations, like the Internet, to exchange products or administrations. Advancements like flexible trading, the difference in electronic money, store network the board, Internet exhibiting, online movement of trades, electronic data exchange (EDI), stock organization systems and customized data variety structures are used in electronic business. The World Wide Web is regularly used for contemporary electronic business for in any occasion one piece of the trade's life cycle, despite the way that it may in like manner use various advancements like E-Mail (kütz, 2016).

- A few or the entirety of the next might be utilized by internet business organizations:

- Websites for internet looking for retail deals straightforwardly to shoppers,

- Providing or taking part in online business sectors that cycle shopper or buyer to-purchaser deals to outsider organizations,

- Purchasing and offering business-to-business,

- Gathering and using portion data through Web and online media

- Trade of business-to-business electronic data,

- Marketing by email or fax to forthcoming and existing customers (for instance, with pamphlets),

- Engaging in pre-tail occasions with the dispatch of new labor and products.

- Pre-tail (additionally alluded to as pre-retail or pre-trade) is a sub-grouping of online business and web retail for the execution of online

pre-dispatch of new items, administrations, and brands, frequently as little amount reservations preceding delivery, acknowledgment, or business accessibility. Pre-deal exchanging, pre-request retailers, hatching stages, and group subsidizing bunches give pre-deal exchange (kütz, 2016)

As per (Standifird, 2001), electronic trade is portrayed as a monetary exchange in which the dealer and the buyer go into a legally binding course of action on the stockpile of explicit administrations or items and the cost, just as on the finish of the exchange through the inventory of installments and administrations or items as contracted, by means of electronic web media. Internet business, nonetheless, represents electronic trade. This way of exchanging has increased the expectation on the planet's corporate local area about the conceivable outcomes given by online business to organizations (Niranjanamurthy, 2013). Internet business isn't just an online electronic installment exchange, yet in addition numerous different fields of use, like promoting, conveyance, the board, electronic circulation, banking tasks, and deals gateways. There are three unique sorts of internet business; Business to Business (B2B), Business to Consumer (B2C), and Consumer to Consumer (C2C) (Niranjanamurthy, 2013). In expansion, electronic trade was likewise depicted by (Gunasekaran, 2002), as an arising field that incorporates measures by implication and expressly identified with the deal, buy, and trade through the web of administrations, items, and data. Nonetheless, electronic trade can be classified into four unmistakable viewpoints; online point of view, correspondence point of view, business measure viewpoint, and administration point of view. The chance to sell and buy merchandise and data on the web just as other web assets is the online point of view of internet business (Gunasekaran, 2002). The arrangement of data, administration/item, or installment through the phone line, web, and some other electronic methods is the correspondence viewpoint of electronic trade (Gunasekaran, 2002). In light of the business cycle point of view of online business, this sort of innovation is the utilization of innovation to the robotization of organization exchanges and work processes (Gunasekaran, 2002). Ultimately, the online business administration point of view is a strategy that delineates the requests of the association, the board, and customer to lessen

the expense of exchanges while improving the proficiency of the items and expanding the circulation administration (Gunasekaran, 2002).

The advancement of innovation has expanded a company's intensity and improved the usefulness of organizations and retail deals, assisting with selling a wide assortment of administrations or then again items, either electronic or physical. (Yuliandre, 2013). The manner in which organizations get and appropriate labor and products has been adjusted by web based business. The online business idea has additionally changed the manner in which organizations work together (Niranjanamurthy, 2013). Besides, the internet business area is increasing at an excellent rate. The Visa Corporation is a credit card company. assessed that 13 billion USD was procured by its clients on the web in 2000 (Gefen, 2000). Numerous organizations in the retail business enjoy taken extraordinary benefit of these new advancements prompting the ascent of web based business (Forbes, 2005). In the web based business retail market, the ascent of purchaser internet spending has fundamentally improved. In 1999, customer web bargains hit 19 billion Dollars, which later rose twice in 2000 to 38 billion Dollars, and stretched out to 54 billion Dollars in 2001 (Forbes, 2005). While all the energy encompassing the insurgency in web business spending has died down, the quantity of individuals spending on the web is developing and the electronic retail market is ascending all throughout the planet (Forbes, 2005).

For some, 2020 was a difficult year. Simultaneously, online business developed more than ever.

The curfews, isolate, and disconnection rehearses forced in numerous nations because of Covid-19 prompted an adjustment of shopping techniques, bringing about a huge change in purchaser conduct and a rebuilding of the web based business area. After Covid-19 was perceived as a worldwide plague by the (The world health organization, 2020), it was obvious to see an increment in new and dynamic internet business client action. In this manner, as per studies, particularly in Turkey after March 11, an increment in web based business volume of up to 200% is noticed. Notwithstanding these upgrades, COVID - 19 has drastically altered the conduct of purchasers and has offered the internet business market another measurement as far as item volume and client

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assumptions. For instance, an item bunch that had a huge showcasing and deals volume before Covid-19 (food and drink industry, travel convenience the travel industry, administration deals, and so forth) has altogether diminished after Covid-19, while other item gatherings (individual consideration, beautification, leisure activity diversion, and so on) have taken significant jumps. Albeit new client propensities have been produced by the developments in both Covid-19 and the online business market, they have likewise presented numerous legitimate issues (Law, 2020).
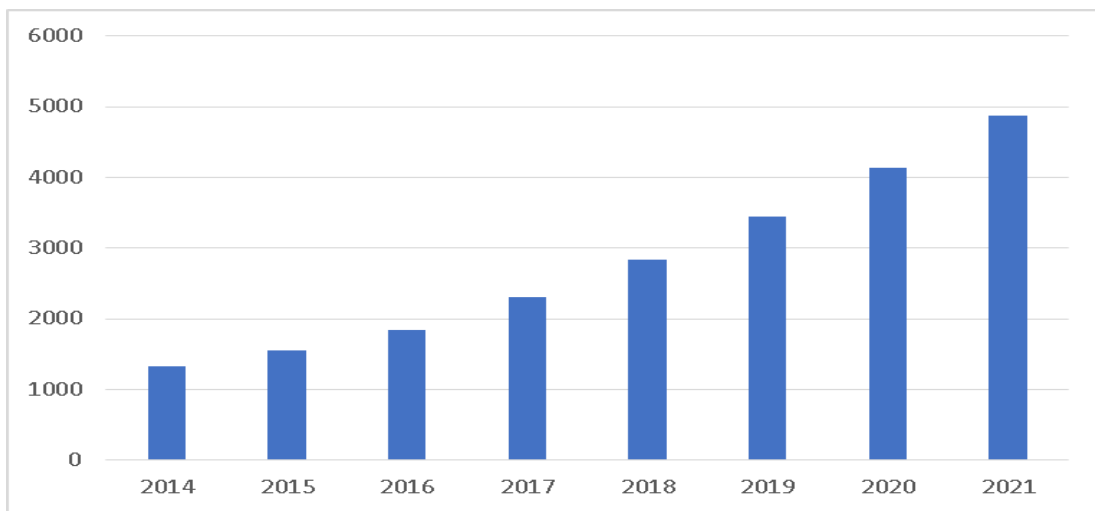


**Figure 2.1:** Global retail e-commerce sales (2014-2021) in US dollar.

Sources: Statista 2018.

During the last decade, (web based) shopping has consistently supplanted a portion of the in-store looking for an assortment of reasons: simple access, more noteworthy decision, example examination, amusement, the advancement of Internet infiltration, 24-hour accessibility, saving shopping time, and once in a while cash and exertion, and the idea of the Internet and its highlights: 'The Internet has become an incredible power affecting shopping conduct' (McGaughey, 1998).

In the data and advanced age, it has gotten simpler than at any other time to contact worldwide crowds in unfamiliar business sectors by means of the Internet, and there are openings more than ever to work internet business sites (Bryan Heathman, 2014). In any case, generally, organizations will in general restrict their business first prior to entering new business sectors (Curry, 1999) which is additionally valid for the e-retail industry. Accordingly, restriction of

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web stores could draw in unfamiliar guests and increment web traffic, which is a huge marker of business openings and ampleness of the online business in attracting new potential customers.

### 2.1.1 E-commerce in Turkey

Turkey is quite possibly the most crowded nations in both Europe and the Middle East, with a populace that surpassed 80 million without precedent for 2017, and has one of the quickest developing web based business markets in the locale (development pace of 30% on normal lately). The web entrance rate expanded to 69.6% in 2017, with 56 million web clients in 2017, up from 49 million out of 2016 (Internet World Stats). While this rate is lower than most Western European countries, it is practically identical to the rate in the Balkan countries. Regardless, the sheer size of the Turkish people puts the Turkish web market in the principle 5 in Europe after Russia, Germany, the UK, and France (8.5% of all out clients in Europe). What's more, Turkey has one of the highest rates of cell phone penetration in Europe. and as per a Deloitte study, a normal client checks their telephone at regular intervals (the most elevated rate in Europe). Google.com.tr is by a wide margin the most well -known web search tool in Turkey (around 98%), with Yandex representing the leftover portion of the overall industry (Nordea, 2021).

The market for online business in Turkey has recently experienced one of the highest rates of development in Europe (30% by and large). Nevertheless, it remains lower than most European countries with comparable populations. The market has kept a consistent pace and was estimated at more than $6.17 million by every 2017 and is required to develop to $54 million by 2023. According to Turkish Industry and Business Association (TUBISAD), the internet business entry rate was 3.5% in 2016, well below the global normal (8.5%). Currently, internet business accounts for 3.5% of Turkey's absolute stock market area. According to TUBISAD, Turkish online commerce had an expected value of €8.6 billion in 2017. In 2018, it is expected to develop by 30-35% and business is expected to rise to over $11.5 billion by the end of the year. Much of the development in the internet business market is expected to be driven by mobile devices, as Turkey has one of the highest mobile access rates in Europe. According to TUSIAD, half of all online business must be conducted via mobile

phones. The Turkish internet business market has recently experienced one of the best growth rates in Europe (30% overall). Be that as it may, it stays less than most European nations with comparative populaces. The market has kept a consistent speed and was esteemed at more than $6.17 million out of 2017 and is relied upon to develop to $54 million by 2023. As indicated by the Turkish Industry and Business Association (TUBISAD), the internet business infiltration rate was 3.5% in 2016, well beneath the worldwide normal (8.5%). Right now, internet business represents 3.5% of the absolute exchange area Turkey. As indicated by TUBISAD, Turkish online business had an expected worth of € 8.6 billion out of 2017. In 2018, it is relied upon to develop by 30-35%, taking deals to over USD 11.5 billion before the year's over. A significant part of the development in the online business market is relied upon to be driven by versatile, as Turkey has one of the greatest cell phone infiltration rates in Europe. As indicated by TUSIAD, at any rate half of all online deals are relied upon to be made through cell phones by 2021. Cross-line shopping isn't pretty much as famous as in other European nations as Turkey isn't an individual from the European Union, despite the fact that the tax-exempt breaking point for import shipments was brought down to $25 per buy in mid 2018. While the primary web based business retailers Hepsiburada and Gittigidiyor offered their administrations as right on time as 1998 and 2000, separately, web based shopping just took off after 2008, when internet clothing stores got famous. The main ten internet business retailers represent almost half of every online buy, while buys made on the sites of customary retailers and SMEs represent 30% of absolute deals. The forthcoming dispatch of Amazon Turkey in 2018 is required to change the nearby online business market and fundamentally increment rivalry (Nordea, 2021).

Turkey has a web infiltration pace of 72%, as indicated by a recent report by Nielsen. This report also shows that 4% of Turkish purchasers shop online consistently, while 46% solicitation things and organizations two or multiple times every month. Per capita, just about 160 euros is spent online in Turkey. For assessment, the overall ordinary is around 735 euros. (Internet business News Europe, , May 2020). Shoes and garments (68% of clients buy them on the web), trailed by shopper hardware (58%), individual consideration and

magnificence items (49%), and books, films, and games are the most widely recognized item classes. It is likewise famous to arrange food from cafés (47%) (Ecommerce in Turkey, 2020).

As a meeting with the CEO of Turkish online portfolio provider Iyzi Payments revealed, the most notable online portfolio techniques are card portfolios: loyalty cards with division decisions, MasterCard and Visa. Nonetheless, players like BKM Express, ipara and Paytogo are on the rise in Turkey (PayPal ceased its operations in Turkey in June 2016). Card sales on the web (for various purposes, not just web business!) increased by about 30% in 2012 to €10 billion, and this figure is expected to increase dramatically by 2015. (Ecommerce in Turkey, 2020).

In 2019, web based business in Turkey (counting web based wagering) was worth 10.76 billion euros, after a development of 39% the prior year. This is a to some degree diverse pattern from 2018 when it was said that in 2018, Turkey's internet business market was worth EUR 5.7 billion. (These are various sources and they have various strategies for estimating the worth of the public internet business industry). For instance, a few sources do exclude web based wagering when estimating the worth of the country's internet business industry (Ecommerce in Turkey, 2020).

The Turkish internet business market is by all accounts overwhelmed by online commercial centers, multi-classification retailers, and private shopping locales. Major online stores in Turkey are Gitti Gidiyor, Hepsiburada, Araba.com, and Trendyol (Ecommerce in Turkey, 2020).

Exchange Minister Ruhsar Pekcan as of late reported that the absolute volume of internet business deals in Turkey expanded by a noteworthy 48% in the initial five months of this current year, regardless of the current Covid pandemic tormenting the world (Deggin, 2020).

The January-June figure arrived at 91.7 billion Turkish liras ($14.2 billion), up from 55.9 billion Turkish liras ($9.98 billion) in a similar period last year, and it featured that homegrown spending represented 91% of all out online business volume in the initial a half year of the year, up from 81% in 2019.

The portion of internet business in the nation's absolute exchange arrived at 14.2% in January-June, up from 8.4% in a similar period last year, Pekcan added (Sahin, 2020). She noticed that the volume of installments through bank cards for web exchange represented 58.1 billion Turkish liras (about $9 billion), or 63.3% of the aggregate.

It called attention to that orders by means of the Internet rose to 850.8 million units from 558.7 million units in a similar period. Subsequent to fluctuating somewhere in the range of 37% and 49% from March to May, when the lockdown measures were carried out in Turkey, the expansion in online business arrived at 93% in June on account of the standardization interaction, Pekcan said. Food and markets recorded the most elevated expansion in exchanges through charge and Visas, up 400% on a yearly premise, trailed by the product area (more than 100%), the nursery, furniture and design area, clothing (up 95%), and home devices (up 90%) (Sahin, 2020).
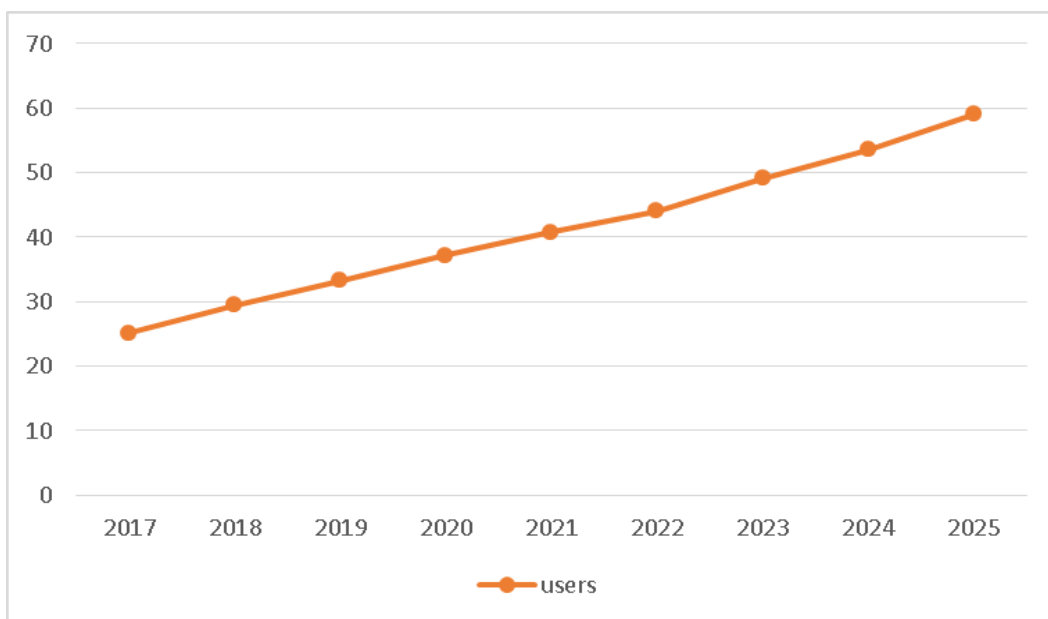


**Figure 2.2:** Users in the e-commerce market in millions (Turkey)

Source: Statista (Forecast adjusted for expected impact of COVID-19) Nov 2020.

There are presently 37.2 million web based business clients in Turkey, which is estimated to reach 58 million by 2025. The average user spends US$303.7 online, which will reach US$442.36 by 2025. In 2020, 53.9% of online ecommerce users are male (Statista).

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### 2.1.2 E-commerce in Morocco

Morocco, with a populace of 36.2 million, is a medium-sized country by African norms and has the 6th most noteworthy web infiltration rate on the mainland. The web infiltration rate toward the finish of 2017 was 62.4% (63.67% as indicated by Moroccan National Telecommunications Regulatory Agency) with 22.6 million web clients (Internet World Stats). This implies that Morocco has practically 5% of all web clients in Africa, in spite of representing 2.8% of the all out populace in Africa. About 90% of cell phone clients access the web (20.83 million) and their number expanded by 31.69% in 2017.

Morocco had 1.32 million fixed web customers (ADSL) around the completion of 2017, up from 1.23 million of each 2016. Just 36,347 customers have the Fiber Optic Internet (10,657 of each 2016). 6.8 million customers had 4G access Wireless Internet close to the completion of 2017 (2.8 million around the completion of 2016, +143% year-on-year At the completion of 2016, the amount of cells extended to 18.06 million (3.36 million more than in 2015). (Public Telecommunications Regulatory Agency). To the extent web search devices, Google administers the business with a segment of the general business of 96.31%, followed by Yahoo with 2.7% (The distribution network in Morocco, 2021).

The Moroccan online business market is impacting and is perhaps the most one of a kind in Africa. Morocco positions 6th among African countries (after Mauritius, South Africa, Tunisia, Nigeria, and Kenya) and 85th worldwide on UNCTAD's B2C online business list. In the underlying nine months of 2017, retail destinations associated with Moroccan Electronic Interbanking Center uncovered $211 million in pay, a 51.4 percent increase year-over-year. Skillet African Jumia, which is the top online retailer in various African countries, also stands firm on a principle balance in Morocco, with more than 5,000,000 visitors every month and a typical of 230,000 visits every day. Morocco-based Hmizate is in like manner a huge part keeping watch and has dispatched various unprecedented arrangements (Black Friday, Mobile Week, Ramadan exceptional) to go facing overall retailers. To the extent specific destinations, Inwi drives the contraptions region, while Citymall and Lavieclaire overpower the greatness and food exhibits independently. Richbond and Azurahome

produce practically 66% of arrangements in the home and style region. Decathlon and Vetement lead online style bargains (more than 40% of trade bargains). Cross-line trade is less standard than in European countries in light of the general shortfall of secure online portion techniques. Notwithstanding, AliExpress has dispatched a close by type of its site, and Amazon France passes on Amazon orders to Morocco close by some extraordinary center individuals. The shortfall of online portion structures has reliably been an obstacle to the progression of Moroccan web business. Regardless, online portions and Mastercards saw strong advancement in 2017 and 2018. As shown by Moroccan Electronic Interbanking Center, web portion development was depicted by strong advancement in the essential segment of 2018, with the amount of online portions extending by 32%. Furthermore, web portion organizations, for instance, PayPal are beginning to enter the business and are getting more acclaimed in this country as well. Finally, the Moroccan Government is endeavoring to execute approaches and frameworks highlighted accelerating the nation's modernized change (The distribution network in Morocco, 2021).

Internet business in Morocco proceeds to progress and the quantity of internet business locales has developed dramatically. In 2019, in excess of 1,000 web based business destinations are dynamic, including almost 500 locales that were set up in 2019 and 300 that began working around the same time (Chettabi, 2021).

With the pandemic of the coronavirus (Covid-19), Moroccans had to change several aspects of their way of life, including the way they shopped. During the quarantine period, when they were forced to limit their travel, some Moroccans resorted to e-commerce, normalizing an already growing practice (Post Covid-19 : comment se lancer dans l'e-commerce au Maroc , 2020). 6 million is the number of online payment transactions made with bank cards (Moroccan and foreign) on merchant sites connected to CMI. The total amount is DH 2.9 billion in the first half of 2020 (MAP, 2020).

As for Moroccan cards, they recorded 5.8 million transactions in the first half of 2020 for an amount of DH 2.7 billion. Concerning to foreign cards, 260,000 transactions were carried out, i.e. 180 million DH during the same period.

Activity continues to be dominated by Moroccan cards, which account for 95.7% of transactions and 93.7% of the total (according to the latest CMI report) (MAP, 2020).

It should be noted that since the emergence of e-commerce in Morocco, the majority of transactions are carried out outside the banking circle. These e-merchants use digital channels (such as a simple Facebook page, Instagram, or other pages) and only offer cash as a means of payment. However, the amounts generated are far from negligible. The sector then takes on a digital, informal 2.0 appearance (MAP, 2020).

Mahdi Ouadghiri, e-commerce manager at a digital agency in Kenitra, said in a statement to MAP, that the coronavirus may well be a game-changer in the transition to the digital economy.

**Table 2.1:** Evolution of E-Commerce statistics in Morocco, Table published by the CMI on 01/31/2020

| Periods | Moroccan Bank Card | | Foreign Bank Card | | Moroccan And Foreign Card | |
|---|---|---|---|---|---|---|
| | Quantity | Amount | Quantity | Amount | Quantity | Amount |
| 2016 | 3 514 024 | 1 599 911 154 | 106 121 | 155 134 208 | 3 620 145 | 1 755 045 362 |
| 2017 | 6 473 703 | 2 437 076 472 | 118 355 | 200 196 702 | 6 592 058 | 2 637 273 174 |
| 2018 | 8 095 434 | 3 004 578 519 | 173 164 | 275 639 640 | 8 268 598 | 3 280 218 159 |
| 2019 | 9 399 989 | 4 405 874 619 | 376 301 | 407 137 510 | 9 776 290 | 4 813 012 129 |
| Variance 19/18 | 116,11% | 146,64% | 217,31% | 147,71% | 118,23% | 146,73% |

This data was collected from: https://www.energiedin.ma/e-commerce-maroc/

## 2.2 Retail industry

The retail industry encompasses all businesses that sell goods and services to end customers via various delivery methods. It does not include the discount industry. Retailers are the intermediaries between wholesalers and final customers. Retailers buy a wide range of items from wholesalers and sell them in small quantities to last-minute customers for personal, family, or familial usage. (Babu, 2012). Retailers also provide clients with tangible products as well as intangible services. These might be itemized administrations or unadulterated administrations. The sale of items to customers who want to exchange them is not included in retailing. It only includes transactions with the final buyer.

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The purchaser's justification purchasing is significant. In the event that a client purchases a useful with the end goal of resale, it's anything but a retail deal, yet a business deal. Retailing is the last advance during the time spent carrying the organizations or things to the customers (Pasnoorwar, 2016). With everything taken into account, "a retailer is the last association in the chain of arbiters". (Saravanakumar S. a., 2013). In addition, retailing fuses publicizing and unique activities. Retailers do such activities to grow care and image of the association and its things and to fabricate arrangements and advantages. For instance, showcasing exercises of retail organizations incorporate print promoting efforts and notices in other media (Martínez, 2014).
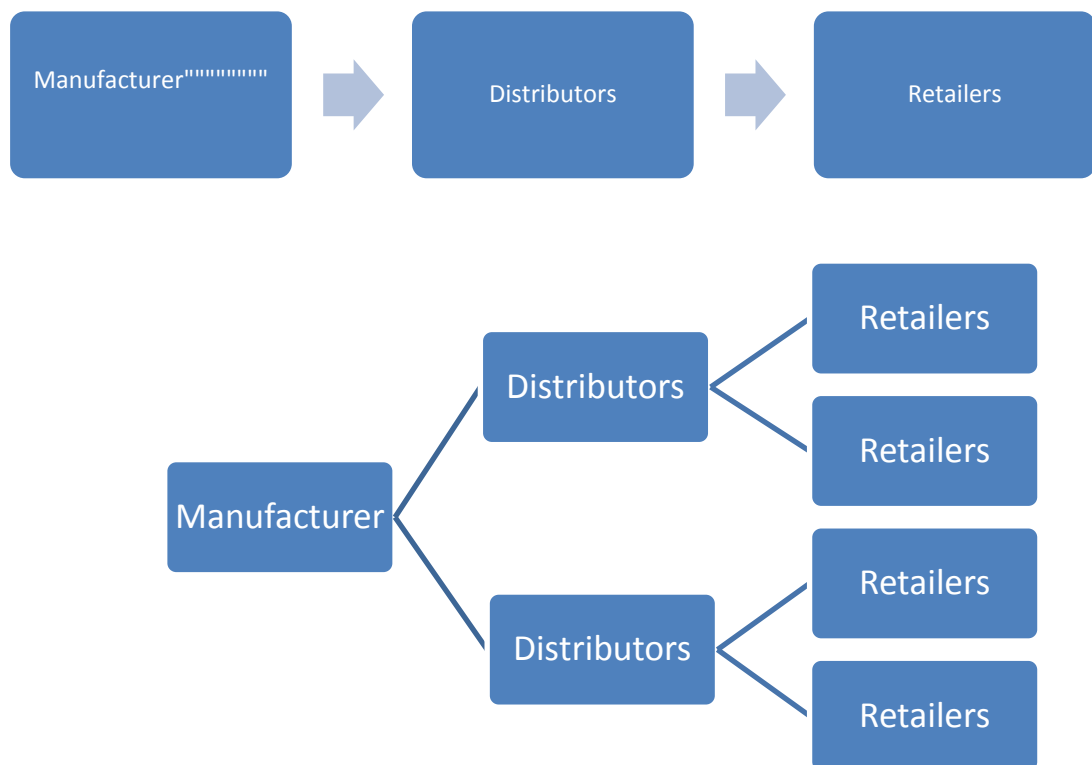


**Figure 2.3**: Basic Supply Chains of Retailers

Source: Own graphical presentation on the basis of Huang et al. (2008, p. 50)

Stores, vehicle sales centers, nearby bistros, service stations, retail chains, pharmacies, supermarkets, furniture stores, PC stores, online stores, like Amazon, and a lot more are essential for the retail business.

These days, retailers are confronting a genuine test because of quickly changing economic situations fuelled by expanding worldwide contest, higher client and market execution assumptions, and continually developing advancements.

Before 2020, the retail business was in a change. However, the beginning of the pandemic sped up that change, reordering drastically how and where individuals purchase, and undulating through the more extensive economy (Corkery, 2020).

Coronavirus has drastically upset the area. Additionally, customer conduct is impacted by the worldwide Covid pandemic around the world. Contrasted with the examination time frame in January 2020, web traffic in the retail classification developed by 34.8 percent in October 2020 (Corkery, 2020).

Coronavirus has caused enormous problems for shops all around the world. For some, it may have also resulted in opportunities. The firm has been exposed to unprecedented levels of risk, complexity, and change during the last few months. Following that, certain stores will thrive while others will struggle to stay afloat. (René Vader and Paul Martin, 2020).

Strangely, COVID - 19 has sped up significant major patterns that were at that point affecting the area: the development of plans of action, the worth of convenience, the savage spotlight on cost decrease, and the expanding force of the shopper. Maybe than stopping these patterns, on-going changes in retail basics have made them considerably more intense and earnest (René Vader and Paul Martin, 2020).

The retail business is being driven by another, dynamic, worldwide change. This progress has been placed moving by more prominent worldwide infiltration of the Internet by the overall population, pushing retailers to set up internet business drives and to carry out the multi-channel approach into their plans of action. (Geyskens, 2002).

## 2.3 Social Media

An informal community is a stage that permits contact between Internet clients by making individual profiles that companions, family, and colleagues can get to. It additionally gives informing and moment talk administrations - alluded to as "Visit ". Informal communities empower the sharing of different substance,

for example, photographs, recordings, press articles, sites, just as assessments, rules, and so on They empower correspondence by permitting individuals to keep in contact and cultivate a feeling of local area. They are characterized by (Boyd D.et Ellison N., 2007) as web services that enable users to: "1-create a public or semi-public profile inside a framework, - 2 manage a list of clients with whom they share a connection, - 3 browse and study their list of connections and the connections created by others within the framework. (StengerT., 2011) take the past definition and add a fourth measurement to it. As indicated by the creator, "socio-advanced organizations" should basically put together their allure with respect to the capacity to "discover one's" companions "and collaborate with them through profiles, contact records, and applications in an assortment of exercises.

Online media came into our lives in the twentieth Century. Particularly in 2005-2006, when it's anything but a significant piece of our lives when a ton of interpersonal organizations were accessible and utilized by individuals. For example, Facebook, Twitter, Instagram are the most well known ones.

These days, web-based media has not exclusively been essential for the existences of individuals yet has additionally gotten the fate of internet business. Web-based media has an amazing capacity to influence individuals all throughout the planet. Since it influences individuals, it implies that it can undoubtedly influence buyers, so we get a fruitful online business through it's anything but an outcome.

The impact of informal communities on the demonstration of procurement is progressively articulated around the world, particularly in the acquisition of amusement content and electronic gadgets, During an interest in an offer, item, or administration, the purchaser goes through a few driving stages where a brand should be available. In a thought about buy, the Internet client will typically go through the screening and choice stages. From that point onward, he will attempt to discover what we say about the brand or the proposal being referred to. In doing as such, he will depend essentially on individuals (companions, family members or master purchasers) who report their encounters in sites, gatherings  (ABELHAK Soumia, 2016).

Since online media is getting a ton in and inside the retail market. Organizations today utilize web-based media as a special device. One of the ventures where ordinary enhancements occur in the design business, and online media is the most helpful and least expensive mechanism of contact.

Over the previous decade, web-based media has been a significant promoting device, adding an alternate showcasing measurement as well as giving sponsors numerous approaches to fabricate brand mindfulness among clients. It is presently known as the most open technique for advertising, both cooperating and synergistic.

Interpersonal interaction is a progression of online discussions and correspondence networks utilized by people to trade information, accounts, suppositions, musings, knowledge, anxiety, and media, advancing correspondence and commitment between assorted networks of people from everywhere the world. (Nawaz Ahmad A. S., 2015).

As indicated by (Mohapatra, E-commerce Strategy, 2012), the Internet has completely changed people and the manner in which individuals interface and lead business. Furthermore, the web has likewise changed publicizing, advancement, and promoting exercises. The impact of the web on brand value has expanded a bit.

Online media makes use of electronic and mobile technologies to provide deeply intuitive platforms for networks and individuals to collaborate on creating, discussing, sharing, and changing client-created content. These include the ones that deal with the social marvel, as well as the ones that have a direct influence on a company's business, reputation, and long-term viability. (Kietzmann, 2011).

What's more, online informal communities are sites where people can make their landing page to post photographs, share thoughts, compose writes, and interface with different sites in which they have interest (Lai, 2008). As of late, there has been an enormous development of client produced content on the Internet using an assortment of gadgets characterized as online media, albeit other specialized terms, for example, Web 2.0 have been utilized (Parra-Lopez, 2011). This region turns out to be the quickest developing section on the web,

which incorporates a social trade of perspectives by means of social photograph and video sharing, web journals, and microblogs, social bookmarking, social sharing of information, and numerous different types of client created content. This kind of hardware permits individuals to put together, search, remark, share and contribute content in a collective strategy (Parra-Lopez, 2011).

What's more, organizations can assess the essential apparatuses of fostering a stage or applications or use them for corporate showcasing. Organizations or advertisers can make free online media content (Weinberg, Social spending: Managing the social media mix. , 2011). (al., 2008), additionally expressed that person to person correspondence objections are the latest online particular gadget that licenses online customers to make relational associations and help out various customers in their associations. The correspondence get-togethers of the web change which consolidate applications like email, messaging, and talk rooms similarly as web regions, for instance, casual correspondence objections, online diaries, photo, and video sharing objections, for instance, YouTube (Weinberg, Social spending: Managing the social media mix. , 2011). Both little and gigantic associations are becoming tied up with on the online media pattern as they think about the benefits. Associations have tweeted on Twitter, made fan pages on Facebook, and posted accounts on YouTube. Nowadays, various associations see the meaning of online media as they understand that it is and will remain a huge piece of exchange for their association (Weinberg, Social spending: Managing the social media mix. , 2011).

(Mohapatra, E-commerce Strategy, 2012). As buyers are progressively riding the web, planners are utilizing the web to make an upper hand. The Internet has additionally changed the serious scene, helping set up brands in online channels. Subsequently, for Internet-sharp clients, web based business strategies are turning into an allure.

Also, informal community destinations are quite possibly the best sharing components of online media. There are numerous reasons why individuals utilize Social organization destinations, either to zero in on a particular objective or to collaborate with others as far as interpersonal interaction (Bulut, The ABCD typology: Profile and motivations of Turkish social network sites users., 2017). Twitter, for instance, is utilized as a microblogging site and

Instagram as a video and photograph transferring stage, while LinkedIn is utilized for a business organizing webpage. Practically all product and offices of the long range informal communication site are free. This might be one reason why informal communication destinations have spread across the world (Bulut, The ABCD typology: Profile and motivations of Turkish social network sites users., 2017).

### 2.3.1 Social media users

Because of the progression of innovation, the web has given a one of a kind component of web-based media intelligently, making it an indispensable piece of the rich side of life. With person to person communication destinations, people can share an unprecedented measure of photographs, data, news, information, and so on By utilizing person to person communication destinations, individuals from everywhere the world with various societies, countries, and religions have the chance to impart their insights, stories, news, and so forth with the world (Bulut, The ABCD typology: Profile and motivations of Turkish social network sites users., 2017).

It has been investigated that 58% of individuals utilize one of the online media as per Statistic Brain. That is 14% of individuals have LinkedIn, 56% have Facebook, 9% have Google+ profile and 11% have Twitter. Notwithstanding, Facebook is known to be the biggest long range informal communication site with around 1.5 billion clients. Then again, in excess of 200 million clients have Tumblr, Instagram, Google+, Baidu, and Twitter (Bulut, The ABCD typology: Profile and motivations of Turkish social network sites users., 2017).

The improvement of long range informal communication applications like Twitter, Facebook, YouTube, and particularly Instagram has prompted another worldview of electronic trade called social business (Kim, 2013). Social trade is the subset of web based business that utilizes social correspondence and presents on work with internet shopping and selling of different kinds of items and administrations (Kim, 2013). To put it plainly, social trade (S-business) is the mix of electronic trade and web-based media by online organizations to offer clients day by day bargains from neighborhood foundations (Kim, 2013).
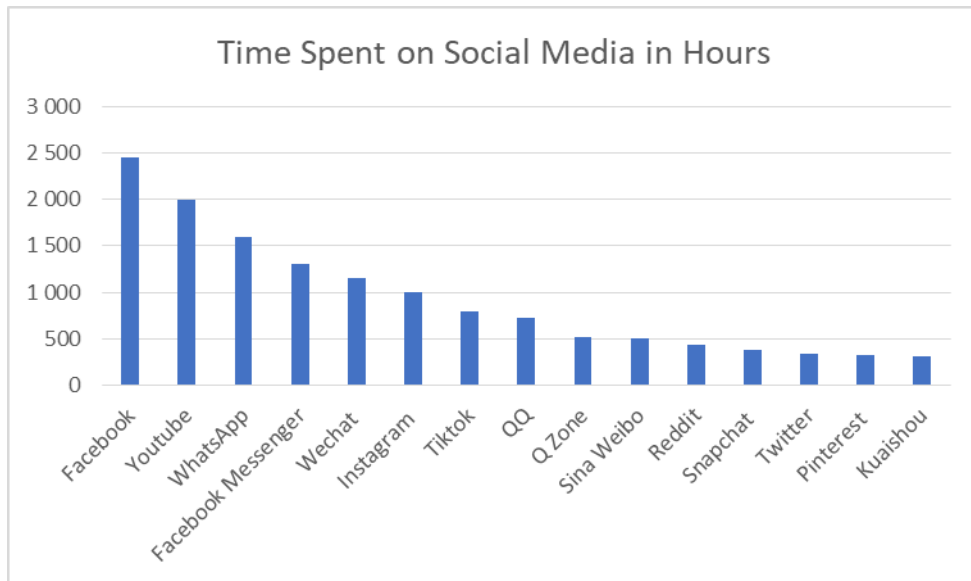
**Figure 2.4:** The world's most-used social platforms

Source: https://wearesocial.com/blog/2020/01/digital-2020-3-8-billion-people-use-social-media

Notwithstanding different difficulties lately, Facebook is as yet on top with regards to long range informal communication. Patterns in client numbers detailed in the organization's income declarations recommend that the stage ought to have effectively outperformed the notable 2.5 billion month to month dynamic clients imprint, and client numbers have kept on filling consistently in many nations in 2019 (KEMP, we are social , 2020).

In any case, for an assortment of reasons, advertisers can't arrive at all of those clients with Facebook promotions, and the stage's self-administration publicizing instruments show that the complete addressable Facebook crowd currently remains at 1.95 billion, or around 80% of absolute MAUs (KEMP, Digital 2020, 3.8 billion people use social media, 2020).

What's more, (Öztamur, 2014) expressed that organizations that have begun to utilize web-based media as an advertising methodology enjoy taken benefit of the remarkable attributes of the Internet and changed their market system to electronic trade. The Internet has gotten quite possibly the most beneficial apparatuses for organizations to advance their items and benefits and draw in their objective clients. A portion of these organizations have entered the market to turn into an electronic retailer and some others have become a substance

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supplier, exchange facilitator, and specialist co-op or market The fast development of the Internet lately has opened up numerous new chances for the two organizations and clients. Attracted by the fast entrance of web-based media in the public arena, the development of organizations utilizing online media as a component of their marking and advertising exercises has flooded (Tsimonis, 2014).

Associations that utilization online media can profit with brand reach and mindfulness, client correspondence through references, exchanges, and notoriety the board. Also, Organizations can take advantage of the intelligence of their clients, share their mastery and information, connect with expected clients through customer evangelism, and the chance for shoppers to help different buyers (Neti, 2011).

More than 4.5 billion people now use the Internet, and the number of people who use online media has surpassed 3.8 billion. Almost 60% of the world's population is already online, and current trends suggest that by the middle of this year, the majority of the world's entire population will be using online media. (KEMP, Digital 2020, 3.8 billion people use social media, 2020).

Some key difficulties remain, nonetheless, and more work should be done to guarantee that everybody on the planet has reasonable and equivalent admittance to groundbreaking computerized network.

Contrasted with January 2019, the quantity of individuals utilizing the web on the planet has expanded to 4.54 billion, a development of 7% (298 million new clients) (KEMP, Digital 2020, 3.8 billion people use social media, 2020).

As of January 2020, there were 3.80 billion web-based media clients around the world, with the figure ascending by in excess of 9% (321 million new clients) since last year.

About 5.19 billion clients are right now utilizing cells around the world, with utilization figures expanding by 124 million (2.4 percent) in the course of the last year (KEMP, Digital 2020, 3.8 billion people use social media, 2020).
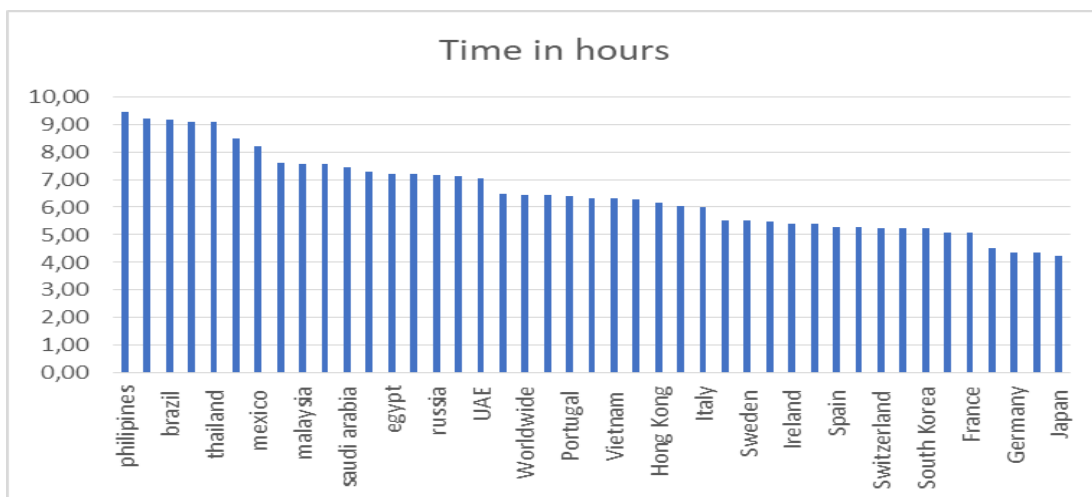
**Figure 2.5:** Daily time spent using social media

### 2.3.1.1 In Morocco

Moroccan Internet Users are progressively dynamic via web-based media, spending a normal of 2 hours and 24 minutes out of every day on these stages and 2 hours and 53 minutes online as a rule, as per Hoot Suite. The quantity of online media clients is assessed at 16 million - 44% of the absolute populace - a 12% increment more than 2017. Practically every one of them - 15 million clients - likewise access their records on portable, a 15% expansion over a similar period. As indicated by National Telecommunications Regulatory Agency, 77% of online media clients check their records day by day, a rate that increases to 80% in metropolitan regions and drops to 68% in provincial regions. Facebook is by a wide margin the most famous web-based media network with almost 16 million records, of which 13.2 million have a place with clients younger than 34 (8.2 million men under 34 and 5 million ladies). Likewise, of the complete number of records, 36% have a place with female clients and 64% to male. WhatsApp clients are somewhat more dynamic than Facebook clients. Instagram has 3.5 million clients in Morocco, addressing practically 10% of the complete populace, and is more well known among men, with 43% of records having a place with female clients and 57% to male clients. Twitter and LinkedIn are among the most un-well known organizations, with just 8% and 3% of web clients dynamic on these stages individually. In August

2018, the main online media stages by portion of the overall industry in the nation were YouTube (50.19%), Facebook (43.4%), Twitter (2.74%), Pinterest (2.74%), Instagram (0.36%) and Google+ (0.18%). (The distribution network in Morocco, 2021).

**Internet users in Morocco** (KEMP, DIGITAL 2020: MOROCCO, 2020).

- In January 2020, there were 25.32 million web clients in Morocco.

- The quantity of web clients in Morocco expanded by 2.9 million (+13%) somewhere in the range of 2019, and 2020.

- Internet infiltration in Morocco was 69% in January 2020.

 **Social media users in Morocco** (KEMP, DIGITAL 2020: MOROCCO, 2020)**.**

- In January 2020, there were 18.00 million web-based media clients in Morocco.

- The quantity of online media clients in Morocco expanded by 1.7 million (+11%) between April 2019 and January 2020.

- Social media entrance in Morocco was 49% in January 2020.

- Facebook

In December 2020, there were 21,730,000 Facebook clients in Morocco, addressing 58% of the all out populace. The majority of them were men - 60.6%.

Individuals matured 25 to 34 were the biggest client bunch (7 900 000). The greatest contrast among people is among 25-34-year-olds, where men lead with 2 100 000 (Social media users in Morocco, 2020).

- Instagram

As of December 2020, there were 7 229 000 Instagram clients in Morocco, addressing 19.3% of the all-out populace. The vast majority of them were men - 52.8%.

Individuals matured 18 to 24 were the biggest client bunch (2 700 000). The greatest distinction among people is among 25-34-year-olds, where men lead with 300 000(Social media users in Morocco, 2020).

- Messenger

In December 2020, there were 19 040 000 Messenger clients in Morocco, addressing 50.8% of the complete populace. A large portion of them were men - 62.1%.

Individuals matured 25 to 34 were the biggest client bunch (7 000). The greatest contrast among people is among 25-34-year-olds, where men lead with 2000 000 (Social media users in Morocco, 2020).

- Linkedin

Morocco has 2,978,000 Linkedin users in December 2020, accounting for 7.9% of the entire population. The largest user group was between the ages of 25 and 34. (1,700,000).(Social media users in Morocco, 2020).
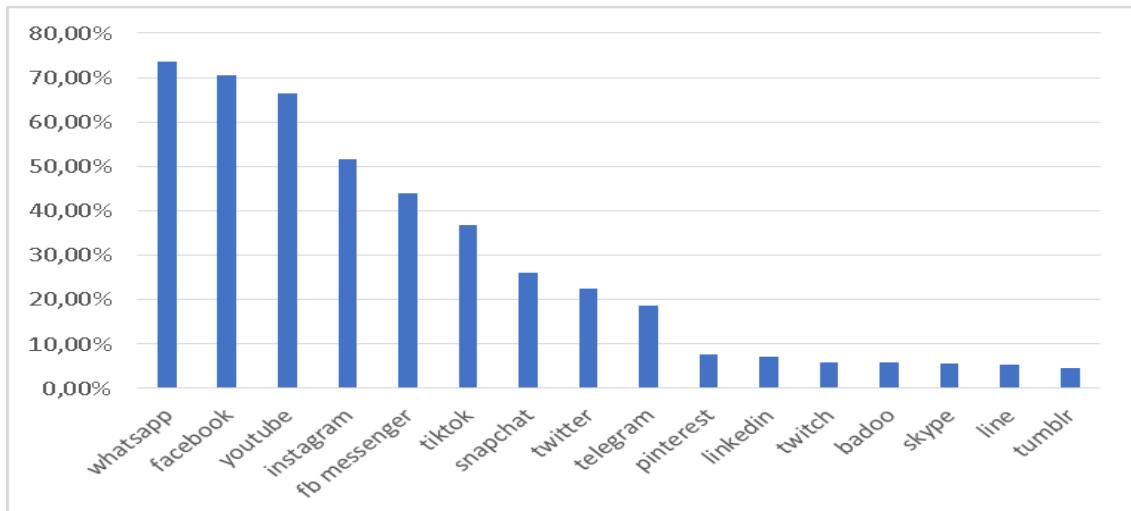


**Figure 2.6**: Moste used social media in Morocco

Source: https://aujourdhui.ma/culture/reseaux-sociaux-22-millions-dutilisateurs-au-maroc

The 2021 version of Global Digital Insights' yearly Digital Report presents the most recent worldwide information and patterns in advanced, web-based media, versatile and internet business, web based substance, and computer games. Morocco is excelling on an African and surprisingly worldwide scale, particularly as far as web access and web-based media utilization. As indicated by the report, 27.62 million internauts will live in Morocco in January 2021, addressing a 74.4% rate. The report likewise shows that the quantity of web

clients in Morocco expanded by 2.3 million (+ 9.1%) somewhere in the range of 2020 and 2021 (jadraoui, 2021).

Concerning web-based media, the examination shows that there are 22 million enrolled web-based media clients in January 2021. Besides, the quantity of web-based media clients in Morocco expanded by 4 million (+ 22%) somewhere in the range of 2020 and 2021. "The quantity of web-based media clients in Morocco addresses 59.3% of the absolute populace in January 2021," it says. The investigation shows that WhatsApp, Facebook, YouTube, and Messenger are the most utilized stages around the world. In Morocco, the WhatsApp application beat the positioning. Also, 73.7% of web clients (matured 16-64) utilize the WhatsApp application, 70.5% Facebook, 66.5% YouTube, 51.6% Instagram and 43.8% Facebook Messenger, 36.8% TikTok and 26.1% Snapchat. (jadraoui, 2021).

### 2.3.1.2 In Turkey

As of January 2018, there were 51 million dynamic online media clients in the country, of which 44 million got to interpersonal organizations by means of cell phones. YouTube, Facebook, WhatsApp, Instagram, and Twitter are among the most famous online media networks in Turkey, and their notoriety has slowly expanded as of late. Facebook has 51 million clients, of which 31.6 million are under 34 years of age - 19.6 million male and 12 million females. Instagram has 33 million clients in Turkey - of which 59% are male and 41% are female - which is the second-most elevated rate on the planet after Sweden. In any case, Turkish online media clients invest the most energy on YouTube (as indicated by a review by Hootsuite, 55% of clients say they are generally dynamic on this stage). Turks spend a normal of 7 hours and 9 minutes online every day - the thirteenth most noteworthy on the planet - remembering 2 hours and 48 minutes for web-based media. Among proficient organizations, just LinkedIn stands apart with around 5 million clients (practically 1% of all LinkedIn clients around the world). In August 2018, the most famous online media stages in the country by piece of the pie were Facebook (36.65%), YouTube (22.09%), Twitter (16.3%), Pinterest (13.3%), Instagram (9.53%), and Tumblr (0.93%) (E-commerce in Turkey, 2021).

**Internet users in Turkey** (KEMP, DIGITAL 2020: TURKEY, 2020).

In January 2020, there were 62.07 million web clients in Turkey.

-The number of web clients in Turkey expanded by 2.4 million (+4.0%) somewhere in the range of 2019 and 2020.

-Internet infiltration in Turkey was 74% in January 2020.

**Social media users in Turkey** (KEMP, DIGITAL 2020: TURKEY, 2020)**.**

- In January 2020, there were 54.00 million online media clients in Turkey.

-The number of online media clients in Turkey expanded by 2.2 million (+4.2%) between April 2019 and January 2020.

- Social media entrance in Turkey was 64% in January 2020.

Turkey had recently prohibited the absolute most utilized sites on the planet, including Wikipedia, Twitter, and YouTube. Also, there are at present in excess of 54 million online media clients in the nation of 83 million individuals, the BBC Turkish help revealed, refering to the "Advanced in 2020" report by We Are Social and Hootsuite. (Desk, 2020).

The following are not many insights in regards to the utilization of the Internet in Turkey:

- There are 62.7 million web clients in Turkey (as of January 2020), four percent more than around the same time in 2019. As indicated by the Turkish Statistical Institute (TurkStat), 81.8 percent of men and 68.9 percent of ladies in the nation utilize the web.

- The normal time spent on the web is 7 hours and 29 minutes. Turkey is among the 15 nations with the most significant length of time spent on both day by day web use and web-based media use.

- In SimilarWeb's rundown of Turkey's most visited sites, YouTube is second, Facebook is third, Twitter is fifth and Instagram is 6th.

- WhatsApp is the most utilized informing application.

- There are at present 54 million web-based media clients in Turkey. This addresses 64% of the nation's populace.

- The most utilized web-based media stages are Facebook, YouTube and, WhatsApp. Instagram is positioned sixth, TikTok seventh, Snapchat twelfth and, Twitter thirteenth, as indicated by the Global Web Index.

- Turkey has the 10th most Facebook clients on the planet, with 37 million records. As such, 56% of individuals beyond 13 years old use Facebook.

- In April, there were 13.6 million Twitter clients in Turkey, the 6th most on the planet, as indicated by Statista. Eighteen percent of individuals qualified to cast a ballot to utilize Twitter.

- Netflix recently reported that it has over 1.5 million supporters in Turkey. (There are 54 million social media users in Turkey, 2020).
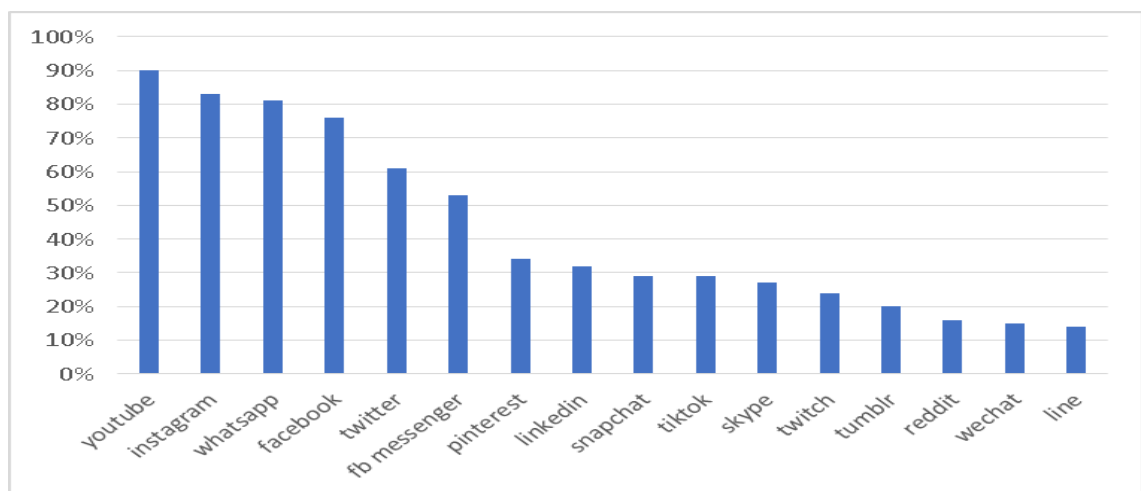


**Figure 2.7:**The Most Used Social Media Platforms in Turkey

Source: (WeAreSocial,2020)

As we can find in Turkey Instagram is more mainstream than some other online media stages. Instagram is the second-most utilized online media stage in Turkey.

## 2.4  Social media marketing

The Internet has partaken in the progressions on the planet and conduct, and along these lines it has significantly affected the advertising approach. By offering shoppers quicker and simpler, admittance to data and, most importantly, to a wide assortment of items and administrations. Furthermore, obviously, without failing to remember organizations, it has permitted them to

overcome new business sectors, offer extra administrations at a lower cost, utilize new correspondence methods and be more aggressive. The Internet is both a conveyance channel for items and administrations and a correspondence channel (BEKKARI SOUKAINA, 2019 ).

"Lustrous promoting", and the utilization of email may before long be eliminated for e-advertising and web-based media. Following people, an ever increasing number of organizations are going to Facebook, Twitter, and even YouTube to arrive at a great many potential clients by means of the Internet. These new correspondence stages are altering the exchanging and promoting techniques of little, medium, and enormous organizations. At first considered as basic local area networks between people, experts are starting to understand that these are genuine specialized apparatuses and that, whenever utilized accurately, the brand picture of an item or an organization can rapidly acquire mindfulness. (BEKKARI SOUKAINA, 2019 ).

For huge organizations, this is not, at this point an alternative. To arrive at likely clients as viably as could really be expected, you must be available where they are, and today that is not through print media, but rather through the significant interpersonal organizations. The equivalent goes for customary media. News should be right away accessible and available through different interfaces, like cell phones, tablets, or PCs. This better approach for utilizing the Internet is definitely changing the propensities for buyers and organizations. Coca-Cola, Starbucks, Nestle, Rolex, Cartier, Dell, and Mercedes have perceived this well. On the primary pages of their sites, they notice their quality on these various organizations and practically the entirety of their ads and occasions are dispersed through these new media. It's anything but a piece of their correspondence ideas and customers are more than cheerful about it. (Faessler, 2011).

Because of the new worldwide financial downturn, numerous corporate advertising techniques and shopper discernments and practices have been influenced. During and after the worldwide financial downturn, the showcasing capacity assumes a significant part for organizations to endure and stay beneficial and client centered (Kirtis, 2011). The assistance of utilizing online media as an advertising device has assisted firms with diminishing their

expenses. It costs nothing for firms to utilize online media to advance their brands and other advertising exercises (Kirtis, 2011). This is the most advantageous business approach for firms to showcase their items to their objective market. Advertisers utilize web-based media broadly for their business techniques to diminish the expense as it is quite possibly the most remarkable methodologies in business practice (Kirtis, 2011) Associations utilize web-based media as they have connections, crowd, cost benefits, and time. Web-based media can decrease the expense as the business part is in a mass medium. In any case, most online media outlets are open for nothing (Kirtis, 2011).

In the previous many years, the matter of promoting and publicizing has changed radically. The utilization of web-based media as a showcasing procedure has expanded altogether, while actual promoting media like bulletins, radio, magazines, and papers have declined. The web has been known as the best correspondence procedure at any point imagined, which has prompted a quick change in the showcasing climate with innovative advances (Montague, 2016).

Because of this, associations have needed to change the manner in which they plan and execute their showcasing messages to stay aware of the developing requests of advancing correspondence innovation. Web-based media is quite possibly the most thorough contemporary advertising techniques created because of the ascent of the advanced commercial center (Montague, 2016). Web-based media is at present extraordinary compared to other accessible ways for organizations to interface with their possible clients. This media development has acquired the trust of clients by interfacing with them on an exceptionally profound level. Toward the start of 2010, online media promoting turned into the mantra for a few organizations (Neti, 2011). In a short definition, web-based media advertising is an organization's technique for attempting to persuade clients regarding its items as well as administrations utilizing web-based media. This is done using informal communication, online networks, blog advertising, and that's just the beginning (Neti, 2011).

These days, advertisers, see web-based media as an extraordinary chance to build the portion of the overall industry number. Additionally, advertisers see web-based media as another arrangement of channels through which they can

advance and market their merchandise or administrations. Web-based media has become a vital issue for some organizations these days (Saravanakumar M. a., Social Media Marketing, 2012). They permit organizations to set up a correspondence channel with their clients, develop brand value, market their items, and increment client dedication. In any case, these systems administration locales are a two-way channel that requires a ton of care and exertion from the organizations to deal with these correspondences (Saravanakumar M. a., Social Media Marketing, 2012).

Indeed, even as of now, effective organizations are exploiting every one of the manners in which they can utilize SMM to draw in clients. The utilization of web-based media assists clients with feeling more liberated, i.e., informal, in their correspondence with the organization. (Siddiqui, 2016). The pith of web-based media is the free trade of sentiments, and it's anything but a significant base for advertisers to fabricate their item advancement on. (Evans, 2008). Besides, as per C. M. Van der Bank, the viability of SMM is clarified by the high cutthroat chances. Organizations today are confronting solid rivalry in the worldwide market. Organizations should be adaptable and ought to rapidly adjust to the changing scene - as indicated by C. M. Van der Bank. The utilization of web-based media is vital for them now since it's anything but a stage where grown-ups and youngsters invest a great deal of energy sharing encounters about organizations and buys (Bank, 2015).

Summing up the abovementioned, Social Media Marketing alludes to social perceivability in business crusades. SMM influences the standing of a business and helps assemble long haul connections between a business and a client. Fruitful organizations today will in general depend on the special capability of SMM, trusting it's anything but an amazing stage for getting clients to acknowledge or surrender certain perspectives and thoughts (Janouch).

### 2.4.1 Advantages of social media marketing

The way a few companies think about promoting has altered because to informal networks like Facebook and Twitter. Clients are being directed to their pages on informal networks rather than their websites by a few organizations. There are

certain advantages to advertising through internet media, but there are also some drawbacks. (Watson, 2002).

The essential benefits of web-based media advertising are diminished expenses and expanded reach. The expense of an online media stage is typically lower than the other advertising stages, for example, up close and personal salesmen, mediators, or wholesalers. Also, web-based media advertising permits organizations to arrive at clients who may not be available because of time and area constraints of existing deals channels. Online media stages increment reach and diminish costs by giving three advantages to clients (Watson, 2002).

In the first place, the showcasing firm can give limitless data to clients without the requirement for human intercession. This is a benefit over different types of contact as the measure of data that can be given is a lot more noteworthy than some other type of correspondence. Additionally, and all the more critically, the data can be given in a structure that the client can without much of a stretch interaction and comprehend. Carrier booking and reservation frameworks, for instance, are exceptionally hard to make and keep up to address singular issues. Additionally, in this specific situation, the decision is enormous and hard to give in an organization that is superior to the online arrangement (Watson, 2002).

Second, web-based media advertising firms can make connections by redoing data for singular clients that permit clients to tailor items and administrations to meet their particular requirements For instance, online checks and seat tasks should be possible on the web.

At long last, online media stages can empower exchanges among clients and firms that would regularly require human contact, as on account of fruitful firms like Dell and amazon.com (Watson, 2002).

**2.4.2 disadvantages of social media marketing**

The online climate sets out open doors as well as complexities and difficulties for the web-based media promoting measure. The straightforwardness of the Web makes online data accessible to all crowds and supports the requirement for consistency in arranging, planning, carrying out, and observing internet

promoting correspondences (Hart, 2000). Five fundamental disservices should be considered in web-based media advertising, specifically.

- **Time intensive**

As the name recommends, web-based media is intuitive, and effective two-way connection requires responsibility. The idea of advertising changes on interpersonal organizations, as the emphasis is on building long haul connections that can transform into more deals. Somebody should be liable for checking each organization, reacting to remarks, responding to questions, and posting item data that the client discovers significant (Barefoot, 2010). Organizations without an assistance to deal with these informal communities will struggle contending. The principal fundamental thought, and likely the most significant, is that web-based media advertising requires a huge time venture (Barefoot, 2010). As a rule, it is fanciful to just evaluate a couple of online media assets and desire to make gigantic benefits. An organization should know about the time responsibility required and either acknowledge or reject that responsibility as conceivable for its activities (Barefoot, 2010).

- . **Trademark and copyright issues**

Advertisers ought to, in any case, play it safe to lessen the administrative dangers implied with showcasing efforts that utilization web-based media to disperse client produced content (Gommans, 2001). An association's brands and other ensured advancement are consistently close to as critical as the things or organizations they offer. The limit of electronic media to work with relaxed and spur of the moment correspondence, regularly consistently, can help associations with propelling their brands and flow secured material, anyway it can similarly work with the maltreatment of an association's image name and copyright rights by outcasts (Steinman, 2010).

When using electronic media, whether or not, through pariah providers or their own online media stages, sponsors should reliably screen the usage of their image names and copyrights. Associations should screen both their online news sources and untouchable electronic media stages to ensure that those giving substance through news sources are not abusing their authorized development. Web following and screening organizations are available to screen the usage of

your association's image names and copyrights on untouchable districts, including checking on the web media objections for profiles or usernames that are indistinct or liberally like your association's name or brand name (Steinman, 2010).

As (Steinman, 2010) noticed, this type of corporate pantomime can harm an organization's image and notoriety whenever left unchecked; such observing can likewise fill in as a positive marker of business achievement. Organizations ought to consider holding usernames on different web-based media locales that match or intently look like their image names and brand names (Steinman, 2010).

Also, associations should have arrangements for their online news sources that show how to suitably use the association's or untouchable's authorized development. Promoters, who run specific kinds of online media exhibiting endeavors, especially progressions and customer created content missions, should have concludes that fuse unequivocal preventions concerning store and copyright infringement and reproducing (Steinman, 2010).

- **Trust, Privacy, and Security Issues**

Utilizing online media to advance one's image, items, or administrations may likewise include issues of trust, protection, and information security. Organizations should know about these issues and find suitable ways to limit their obligation hazard related with the assortment, use, and upkeep of individual data.

Trust, especially the individual components of exchange security and protection (Hoffman, 1999), assumes a basic part in client faithfulness to online media advertisers. An examination by (Ratnasingham, 1998) showed that dread of online charge card misrepresentation is one of the primary reasons why clients don't buy online undeniably (Ratnasingham, 1998). Furthermore, protection concerns have prompted an advertising disaster for some significant online media promoting organizations, bringing about critical disintegration of brand picture (Age, 2000).

Electronic media associations, for instance, Facebook and Twitter consistently have security plans that manage the use of purchaser data and the lead of

pariahs on the online media stage concerning singular data. Publicists using outcast electronic media stages should ensure that their advancing endeavors don't enable customers or various get-togethers to partake in practice that ignore the online media association's assurance methodologies, and sponsors should moreover ensure that they hold quick to the methodologies. Associations that arrangement with their sites or other electronic media stages should moreover keep up expansive methodologies that divulge the association's data combination, use, and limit practices, similarly as any untouchable obligations related to assurance and data security (Steinman, 2010).

Trust, which is firmly identified with security, is a vital factor in the conduct interaction of purchasing on the web. By and large, you can't feel, smell, or contact the item. You can't look at the vender without flinching (Steinman, 2010). Thusly, these methods of building trust are disposed of on the web. Brand trust normally adds to the decrease of vulnerability. Besides, trust is a part of the demeanor segment of reliability. In this manner, it is apparent that dependability by and large and brand trust can help conquer a portion of the downsides of the Internet, for example, the insight that the Internet is a shaky, untrustworthy, and inconsistent commercial center. These insights actually deter some expected clients from working together on the Internet. A "outsider endorsement" is an apparatus to produce trust (Gommans, 2001).

- **User-Generated Content (UGC)**

As of late, clients have invested more energy in the Internet and shared more data, considerations, and sentiments effectively with one another. Also, new types of substance creation, correspondence, and joint effort have created on the Internet. Frequently, client created content (UGC) is utilized in showcasing methodologies that consolidate informal communities or other web-based media (Filho, 2009). For instance, UGC permits Internet clients to remark in different structures, for example, photographs, recordings, webcasts, appraisals, audits, articles, and sites (Filho, 2009). Regardless of whether it's anything but a video or photograph shared on a site or messages that site clients share with individuals from the organization, UGC is a promising advertising apparatus. In addition, client produced content accompanies a generally significant degree of validity according to purchasers, particularly if the substance was made by

45

somebody, like a tweet among companions. Requesting client produced content related to an advertising technique conveys some danger of legitimate risk for content made by somebody engaged with the mission. Advertisers ought to, nonetheless, play it safe to lessen the administrative dangers implied with promoting efforts that utilization web-based media to disperse client created content (Gommans, 2001).

- **Negative Feedbacks**

Web-based media somehow or another changes shoppers into advertisers and publicists, and purchasers can apply positive or negative tension on the organization, its items, and administrations, contingent upon how the organization is introduced on the web and the nature of the items and administrations introduced to the client (Roberts, 2008). Purchaser created item audits, pictures, and labels, which fill in as a significant wellspring of data for clients when making on the web item determinations (Ghose, 2009), have developed quickly on the Internet and significantly affect online business following the appearance of Web 2.0 innovations (Forman, 2008).

### 2.4.3 Impact of social media merketing on the behavior of consumer

We live intrinsically through technology, the internet, and mobile devices. These digital channels abolish the notion of knowledge because we are in a sphere where we can know everyone and where everyone can know us. We are no longer connected by links, we are simply connected. We no longer need a third person to introduce us to each other. We are just a few pixels or a few mice clicks away from each other. This new reality radically changes the way businesses operate, no longer able to sell their products and services in the same way they used to. Interpersonal relationships take on an unparalleled power and reach because they take place in a virtual community where all users are connected.

"Thanks to virtual channels, you can reach your customers directly. You no longer have to worry about how much budget to allocate to advertising or public relations. The only thing you need to do is to let the virtual channels act, by acting in their direction. Give them a voice, bring them value, and make them tools for connection, mobilization, and participation. In this new economy,

investing time is more important than investing money". In the virtual world, users can not only start their business but also promote their brands. Being only a few pixels away from each other, they can showcase brands with size, power, audience, and influence that can rival those of brands from larger companies. While this new reality benefits those who own their businesses, it is profoundly changing the business world. New types of entrepreneurs are emerging every day, and even those who work for an organization are becoming entrepreneurs. (BEKKARI SOUKAINA, 2019 ).

## 2.5 The influence of social media in businesses

Billions of individuals all throughout the planet utilize online media for an assortment of reasons, including brand commitment. It is very clear that more individuals follow brands and organizations via online media than the individuals who follow big names, particularly on stages like Instagram. This is on the grounds that individuals are exceptionally keen on products and distinctive business areas in the business. For organizations, it's anything but an awful methodology not to utilize this incredible device as it is considered as quite possibly the best approaches to arrive at practically 50% of the total populace. The utilization of web-based media can have the accompanying impacts in the business world. (dougbrown, 2020).

- Brand loyalty

Everything advertisers can affirm that quite possibly the best client characteristics is faithfulness. Client steadfastness is the state where shoppers like to purchase the results of one brand over another. Faithfulness happens when an organization fabricates a trusting and legitimate relationship with customers. Steadfastness is fundamental for a business as it contributes altogether to rehash buys by clients, which thus prompts more client references and higher deals. Basically, web-based media helps in making a strong base of faithful clients just as brand devotees who will take the business to a higher level (dougbrown, 2020).

- Competition

Online media is changing the idea of contest as organizations can contend continuously using web-based media advertising. Contest has made most brands work adequately via web-based media. An organization can undoubtedly screen the activities of contenders, as of late dispatched crusades, and the best performing posts of an organization. At the point when a business doesn't use online media stages, it consequently permits contenders to acquire the consideration and interest, everything being equal. In particular, furious rivalry as a rule prompts the creation of value items that are sold at moderate costs (dougbrown, 2020).

- Faster and easier communication

Online media has made it feasible for shoppers to contact client care agents inside a brief period contrasted with what used to be the situation. Organizations can likewise get, audit and react to buyer grumblings quicker and simpler. Contingent upon the grievances and the idea of the business, there may in any case be difficulties. Nonetheless, a well-established truth is that the line of correspondence that was once hard to set up is done testing. Today, correspondence has gotten simpler as individuals utilize web-based media stages to keep in contact with individuals who matter most to organizations. Buyers can give ongoing input to organizations like never, something that most organizations have strived for quite a while (dougbrown, 2020).

- Timely customer feedback

In the business world, paying little mind to the business the organization markets and offers to, the whole spotlight is on the purchaser. Business achievement, both conventional and advanced, is accomplished by understanding and afterward conveying the best administrations to guarantee that the client's necessities are met. Client input isn't simply critical to the achievement of a business yet additionally its enduring standing. Online media helps in keeping a decent standing by giving stages where organizations can communicate straightforwardly with shoppers and get continuous input. Organizations should utilize web-based media stages to fabricate a decent brand that can be depended upon for a long time to come (dougbrown, 2020).

Web-based media has demonstrated to be an amazing asset from a business point of view. Other than that, this instrument can have both positive and adverse consequences in the business. It's anything but an apparatus that can either assemble or obliterate a business in a greater number of ways than one. Organizations all throughout the planet just as people in business have joined web-based media into their models to assist them with flourishing and turn out to be more significant in the business. Then again, purchasers have accepted web-based media as it's anything but a helpful method of getting merchandise just as offering criticism and thoughts on a specific brand. This shows that web-based media can be utilized from multiple points of view by the two organizations and customers and in particular it's anything but a significant instrument in correspondence and promoting which are viewed as vital parts of the business (dougbrown, 2020).

### 2.5.1 On traditional business

A traditional business is a small local enterprise that provides services or goods to the community. It is a shop that consumers must personally enter to purchase items.

Web-based Media Marketing has gotten significant for organizations of all sizes for the accompanying reasons: Access to data about items and administrations, capacity for buyers to show dedication or inclinations for items or administrations, prompt admittance to client audits about a specific assistance or item, giving a stage to web-based media clients to share and remark on encounters. Online Media has gotten very mainstream because of the quantity of clients utilizing the famous web-based media sites like Facebook, LinkedIn and Twitter. There are two types of consumers, those who research a product and those who are persuaded to try a product based on customer reviews. Many consumers may express their experience with a product or service on a particular social media site (Warden, 2020).

Also, online media has become a showcasing center that can change the prevalence of one brand and lift the deals of another. Advertisers are starting to comprehend the utilization of online media as a part in their showcasing systems and missions to arrive at clients. Advancements, advertising

knowledge, assumption research, advertising, promoting correspondences, and item and client the executives are sub-controls of showcasing that can utilize online media (Akar, 2011).

The traditional way of doing business has been a common practice since the beginning. And with globalization, businesses expanded from city to city and region to region. Some companies still believe that the traditional way of doing business is more profitable compared to online solutions. They refused to have their presence on the internet until COVID -19 took over the world economy. The business scenarios will be quite different in the future as they have already been changed by COVID -19. On the other hand, smart business owners have understood the importance of running their businesses online and now they are much safer than the rest in one of the deadliest pandemics (Onboard, 2020).

### 2.5.2 On e-commerce

The progression of online business has implied that shoppers at this point don't should be genuinely present when buying items when the exchange happens (Jahanshahi, 2013). Presently customers can utilize the web to make their buys. This has prompted changes in both the retail and administration ventures (Jahanshahi, 2013). Through internet business, buyers can purchase items online from their homes or workplaces. Shoppers likewise can see the items and merchandise on their advanced gadgets and view data about how the associations' items are made (Jahanshahi, 2013). Online business is essentially the way toward purchasing and selling merchandise or administrations on the World Wide Web or purchasing and selling items, data, and administrations traded through the data organization like the Internet (Yuliandre, 2013).

Since the mid-1990s, e-shopping or internet shopping deals have expanded quickly. The development of business-to-shopper (B2C) online business implies that customers consistently purchase from or offer to different buyers on the Internet (Rotem-Mindali, 2013). Online exchange or electronic shopping is moreover a kind of online business that licenses buyers to buy product or organizations clearly from a vendor over the Internet using a web program. There are various names for electronic shopping or online retailing; e-store, e-

shop, web store, web store, virtual store, and online store (Niranjanamurthy, 2013).

Electronic business (internet business) has become a notable theme in the broad communications and furthermore in innovation circles. The effect of internet business is likely generally apparent in the retail and monetary administrations areas (Gunasekaran, 2002). In a brief period, web based business has expanded. These drives incorporate internet banking, online stock exchanging, web based retailing, and inventive shrewd cards to work with web based business, distant installments, and electronic check. Individuals have gotten familiar with the utilization of the web and have started to see the value in its capacity to give an abundance of various information from around the world. A great many sites are only a tick away, opening up new freedoms for business and information sharing. (Gunasekaran, 2002) The utilization of the web isn't new any longer; it's anything but a piece of individuals' day by day life very much like phones and TV. Similarly as individuals have encountered the development of the Internet upheaval, they are presently encountering the second Internet insurgency, which is web based business. The development of web based business is developing quickly: in 1997, the worldwide web based business market was assessed at $10 billion, which has expanded drastically from $200 to $300 billion of every 2002  (Gunasekaran, 2002).

Web-based media offers different qualities for organizations, for example, working with verbal, improving brand notoriety, producing social help for shoppers, expanding deals, and sharing data in a business setting (Hajli, 2013). The quick improvement of Web 2.0 and online media has changed internet business from an item driven to a social and client driven climate. Thus, customers approach social encounters and information to assist them with bettering the motivation behind purchasing on the web and settle on more educated and viable buying choices (Huang, 2013). Web-based media has helped online business firms to catch the conduct of their clients, which gives them better knowledge into their clients' shopping assumptions and encounters. This assists online firms with creating powerful business methodologies for their association (Huang, 2013).

Moreover, online media has gotten mainstream, making another conveyance stage in web based business. Web-based media urge clients to impart item data to other online clients or sell items or administrations through web-based media (Liang, 2012). Online clients could likewise counsel their social local area to look for guidance for their web based buying choices (Liang, 2012).

## 2.6 Consumer behavior in social e-commerce

An individual may develop different buying behaviors to adapt to the situation at hand. In this section, we decided to investigate three behaviors, namely: purchase intention, recommendation intention, and impulse buying. The latter is highlighted by marketing researchers and theorists as essential variables for the study of consumer behavior, as mentioned by (John A Howard, 1969), (McCort, 2001), and (Kchaou, 2014).

The dynamic interaction is impacted by the qualities of venders and purchasers, the climate, innovation, and coordinations (see Figure 8). In an e-closeout measure, a purchaser can just discover the ID (character) of the dealer he is presently in touch with. The present circumstance made it hard to comprehend the conduct of others  (Chan, 2005).
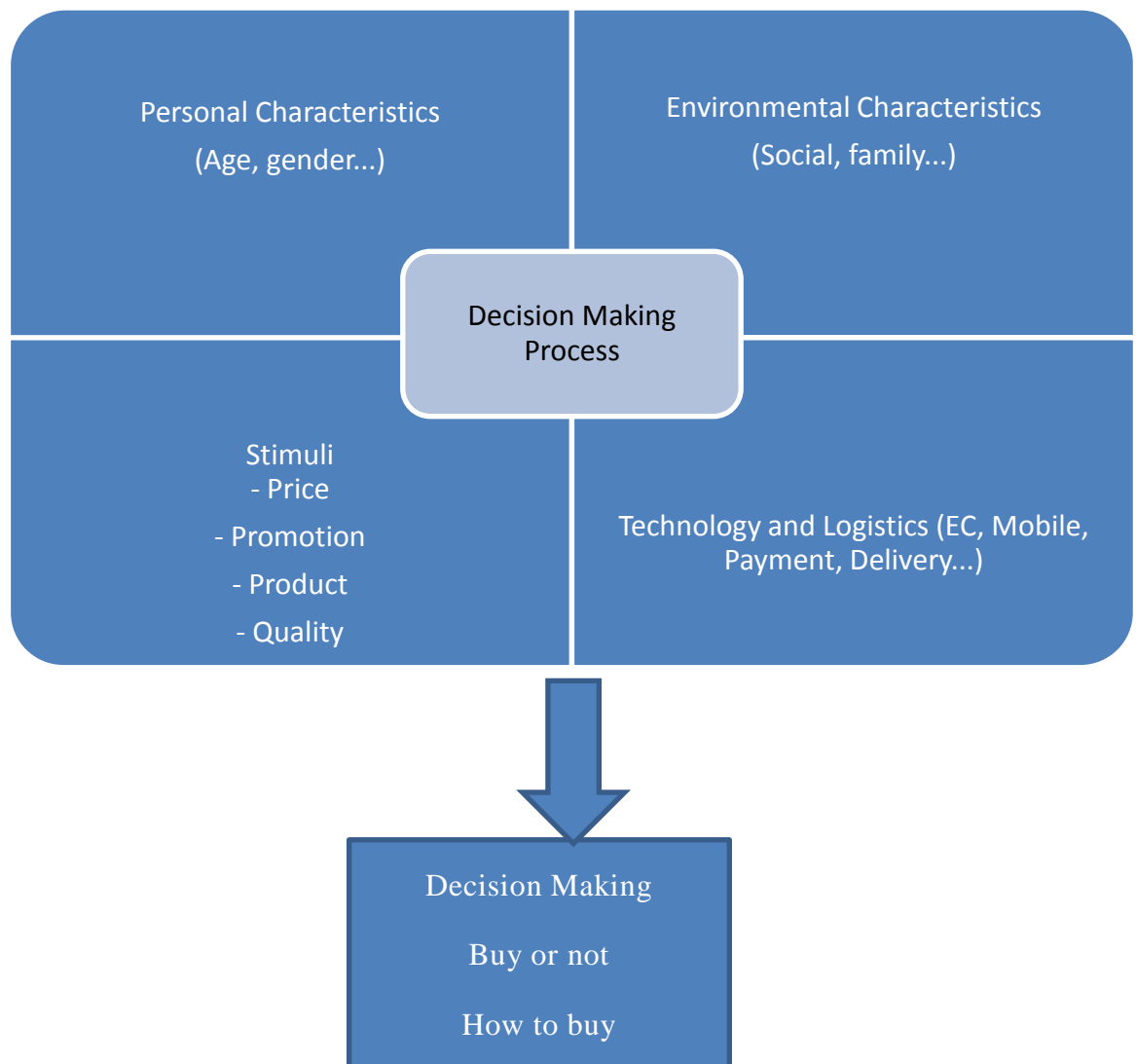
**Figure 2 8**: E-commerce consumer behavior model

Source: Turban

The turn of events and success of internet business have developed quickly in view of the viability and accommodation it can bring to shoppers. Online business is on a very basic level changing the manner in which buyers purchase labor and products and is the focal point of many advertising examines (Xue, 2002).

**2.6.1 The intention to purchase**

Since crafted by (I., 1991), (F.D., 1989), and (Fishbein M., 1977) he idea of procurement goal has never stopped to draw in the consideration of showcasing specialists. Like mentality, it is utilized to foresee genuine purchasing conduct.

It, in this manner, gets its significance from the way that it's anything but a decent assessor of future buyer conduct for advertising analysts. It is for the most part used to foresee deals of existing items over the long run for various purchaser fragments. Exploration in friendly brain research proposes that aim is the best indicator of a person's conduct since it permits them to independently factor in every one of the significant components that may impact their real conduct. The expressed expectation is then an arbitrary variable with a normal that inclines toward the real aim. As per (Triandis, 1977), expectations address guidelines that an individual provides for himself to act with a particular goal in mind. They are thoughts, for example, "I should ... ", or" I will do ... ". The idea of procurement aim is presently a critical idea in the investigation of Internet shopping conduct. A few sorts of examination have incorporated the qualities of the purchaser to all the more likely get him.

## 2.6.2 The intention to recommend

Goal addresses the inspiration to share information in interpersonal organizations or the ability of the subject to play out a conduct. It is characterized by (I., 1991) and (Fishbein M., 1977) as the impression of the likelihood of playing out a conduct Authors  (Wann-Yih Wu, 2010) propose a dream of banners, i.e., individuals from virtual networks who post continuous online remarks: Posters have a positive perspective on their skill. Different creators, for example, (Marett, 2009), and (Joshi, 2009) have endeavored to group the idea of trades between individuals from online networks, recognizing meaningful messages and useful bits of gossip. For these creators, prowlers, who infrequently post, and banners have various inspirations for sharing data or bits of hearsay. The banners, in contrast to the prowlers, will post remarks routinely on the grounds that they have social inspirations identified with a feeling of having a place and building associations with different individuals. The clients who will get the proposals are not those associated with the interpersonal organization under examination; then again, abusing the collaborations in a social (outer) network makes it conceivable to profit with the educated decision regarding Internet clients in the determination.

### 2.6.3 Impulse buying

(Rook, 1987) defines impulse buying as a situation in which the consumer feels an overwhelming need to buy something immediately. Engel and Blackwell define impulse buying as a buying action that is intentionally triggered in the absence of a perceived need or without an intention to buy before entering the store. This impulse is complex at the hedonic level and can lead to emotional conflict. The impulse to buy is usually closely linked to a favorable situation: The consumer is thus in contact with an offer for which he has an urgent need. Thus, in this approach, the impulse to buy is due to the perception of a stimulus associated with the product. The recognition of the problem has thus occurred when the consumer is confronted with the product at the point of sale or on the Internet. The search for information as well as the evaluation of possibilities is thus limited in time and quantity.

### 2.7 Innovation in retail and e-commerce

The Internet offers customers better ways to deal with search for their necessities. Web advancement is available any place in the world and using the Internet to get information is as of now the primary clarification customers give for being on the web. Web development makes it possible to offer things and organizations on a scale at no other time possible: a normal overall market with an arrangement of choices only unreasonable with limited genuine space (Cunningham LF, 2005). E-retailers will likewise give a scope of labor and products to their clients 24 hours per day, seven days per week, at limited valuing (Walsh, 2000). Regardless of the potential business advantages of utilizing the Internet, effective e-retailers actually face various difficulties, for example, improved client care, expanded rivalry, and expanded site and substance the board costs.

While these stay a key administration challenge, there is likewise a changing rush of clients who expect steadily improving item and administration execution. Retailers ought to hence make the most of the chances introduced by the web and assemble, an enduring client retailer relationship to accomplish economical client faithfulness. A more customized administration that fulfills

client needs can be created and conveyed in the internet business climate (L Windham, 2000).

The development of the Internet and web based business, therefore, has established a complex working climate in which deals are performed over the Internet. Web exchanges are a basic component of web based business as deals, for example, purchasing and selling items and administrations and correspondence are led over the Internet (Janita, 2013). As indicated by (Lawrence, 2010), web exchanges give incredible freedoms to organizations to get to business sectors all throughout the planet. The appropriation of web exchanges has incredibly supported the development of organizations and vows to lessen costs and improve operational productivity.

Web exchanges have brought nearer connections among organizations and clients. Web based business has altogether expanded intelligence inside the business local area, and this is genuine in any event, for private companies wanting to arrive at the whole world. Online exchanges have expanded the capacity of individuals to convey just as execute at basically any spot and time, and this has disintegrated geological just as monetary limits (WAGAH CLARENCE MWAGA1, 2017).

# 3. METHODOLOGY

This section explains how this study was carried out in terms of methodology. Based on the findings of the literature analysis, a questionnaire was created to meet the study's aims and research questions. Pre-testing and revisions were made to the questionnaire. The survey was divided into three sections, each of which included the following topics: 1) social media, 2) brand attitude and 3) purchase intention (Leila Nasrolahi Vosta, 2014). The study's sample was a population of Turkey and Morocco.

## 3.1 Research Approach

To address the research questions, this study attempts to describe the influence of social media on e-commerce in the fashion sector.Rather of aiming to reach a broad profile of the research population, qualitative approaches aim to explain and expound on a single topic/subject. In any instance, the qualitative technique yields results that explain the phenomena at hand. (Hydes, 2000). Furthermore, the qualitative technique was especially chosen for this research project since it gives a wealth of comprehensive information about a limited number of people. (Hydes, 2000)

Deductive and inductive techniques are the two fundamental ways for analyzing qualitative approaches.  (Gill, 2008). One of the reasons that an inductive method was chosen over a deductive method for this research study is that an inductive method analyzes data with few or no predefined hypotheses, frameworks, or structures, and instead relies on the data itself to generate the structure of the analysis. (Gill, 2008). This method is the most often used method for analyzing qualitative data and is considered thorough and time-consuming. When little or nothing is known about the phenomena under investigation, this sort of qualitative technique is ideal. (Gill, 2008).

### 3.2 Method of Data Collection

Both primary and secondary data were obtained utilizing the qualitative research method to complete the methodological strategy for this study. We used a questionnaire to collect data based on the primary data. The literature review was also included in the secondary data.

### 3.2.1 Primary Data

Because the purpose of this study was to assess the influence of social media on retail e-commerce, the research questions for this study were determined using a qualitative questionnaire technique. Social Media, Brand Attitude, and Purchase Intention were the three components of the interview questions.

### 3.2.2 Secondary Data

Secondary data was collected based on this research study to aid in the literature evaluation and analysis of how social media has affected retail e-commerce. Furthermore, this style of study allowed for the collection of credible and significant literature. Academic journal articles on Google Scholar, electronic books on Google Books, and websites, are examples of secondary data.

## 4. RESEARCH FINDINGS

The researcher will discuss the major findings of the research findings in this part. This part is critical, according to (Drotar, 2009), since it demonstrates and establishes the key conclusions of the obtained data. It would also make it easier for the reader to comprehend the key data results of this research study.

I used a questionnaire that I created in Google Forms, this questionnaire contains 15 questions and is available in the appendix. I have disseminated this questionnaire through the mail, WhatsApp and LinkedIn. Thanks to these dissemination channels, I was able to get a total of 300 responses from people with different backgrounds, different levels of education, and different age groups.

First and foremost, I would like to make a brief analysis of the sample, as the topic of the survey attracted many more men, namely 52.3% of men, which I believe indicates a greater interest in the field, compared to 47% of women who answered the questionnaire. Moreover, there are different age groups, namely that 18.7% of respondents over 45 years old, followed by 19% of respondents are between 36 and 40 years old, followed by 27.7% of respondents between 26 and 35 years old, but we note that the questionnaire attracted more 34.7% of respondents between 18 and 25 years old. This rather adequate result allowed me to obtain data from different mentalities that can be directly related to age. And from different levels of education. And since the sample of the study was the population of Turkey and Morocco, I obtained approximately similar proportions, namely 44.7% of respondents from Turkey and 55.3% of respondents from Morocco. In response to the question "In the last 12 months, have you bought anything from a particular brand?", 96.3% of respondents have done so and from a variety of brands.
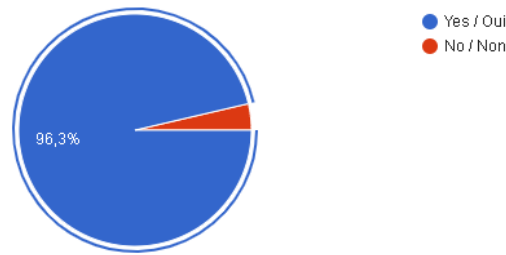
**Figure 4.1:** represent the percentage of consumers purchases in last year

Source: results of survey.

The survey was divided into three sections, each of which included one of the following topics: 1) social media, 2) brand attitude, and 3) purchase intention.

According to the survey, several of the consumers from different age groups, men, women, use social media and they trust social media. When it comes to shopping online, they use it as their tool to learn about a brand and discuss and ask others about their experience and opinion of a good. So when I asked the question, "Are you satisfied with the information you receive from other customers on social media about this firm (brand)?" 73.7% of respondents agree, and 6.7% of respondents completely agree, so obviously we have a large percentage here, 80.4% of respondents, who are satisfied with receiving reviews from other customers about a brand or company.
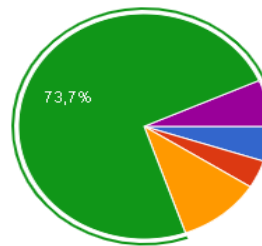


**Figure 4.2**: represent satisfaction of costumers about information of a brand via social media

Source: results of survey.

After this question, I had to ask if these reviews and information that they received on social media were really useful. In fact, 76% of the respondents said that this information met their expectations. In addition, when compared to information obtained from other sources, 78 percent of respondents believed that information obtained through social media about a company or a brand is appropriate. Following
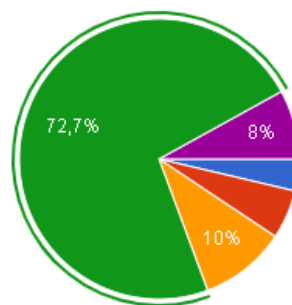
the brand attitude questions, many consumers are loyal to their particular companies or brand, 86.7% agreed that the brand is pleasant. And 85% agreed that this company (brand) is famous and credible and has positive attributes.
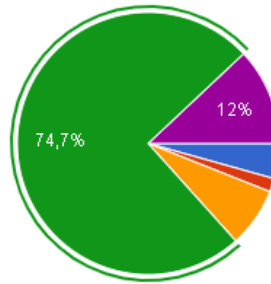


**Figure 4.3:** represents the percentages about the brand attitude
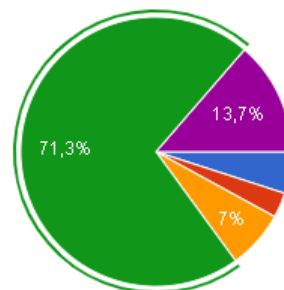


**Figure 4.4:** represents the percentages about the brand attitude



**Figure 4.5:** represents the percentages about the brand attitude

Source: results of survey.

In the last analysis, I may have wanted to know whether whether brand attitude had a substantial influence on purchase intention in the previous analysis. I then inquired as to whether they would be more inclined to purchase this product/brand over others. The result was that most people disagreed and strongly disagreed with 43.7%, 36.3% agreed and some were undecided. The figure below shows all percentages.
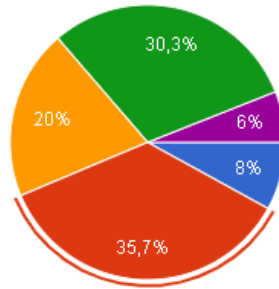
**Figure 4.6:** represent criteria of customers of a brand

Source: results of survey.

And for the last two questions, we can say that we got positive answers compared to the previous question.

When asked if they would be eager to suggest this product/brand to others, we got 54.4% from people who agreed and 32% from people who disagreed.
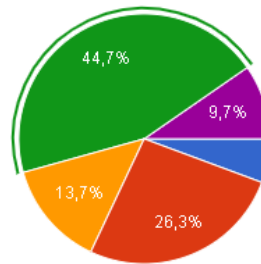


**Figure 4.7:** Represent the rate of recommendation.

Source: results of survey.

When asked if they in the future, I intend to purchase this product/brand., we got 39.7% from people who agreed and 28.7% from people who disagreed - not much difference between the percentages.
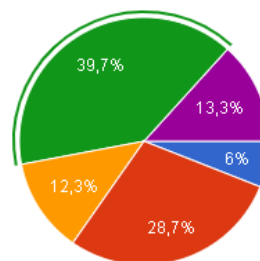


**Figure 4.8:** represent the probability of purchasing a specific brand in the future

Source: results of survey.

## 4.1 Analysis of results

From all the results that we have obtained from the surveys, we deduce that, first, the period we chose in the questionnaire was the year 2020, and who says last year, says COVID-19. Because of the pandemic, people had to change various aspects of their lifestyle, including how they shopped. During the quarantine period, online shopping increased significantly in both Turkey and Morocco. Both men and women and all age groups participated in the survey, so we got our data from different panels.

The first part of the questionnaire was related to social media and we received very positive responses. Consumers were completely satisfied to receive reviews from other customers through social media and in their opinion, this information fulfilled their expectations, moreover, they prefer to receive this information through social media compared to other sources. So, from a theoretical point of view, we can conclude that customers use social media as a tool for their needs. Moreover, the responses we got from the brand attitude part show that consumers have developed a positive attitude towards the brand because of social media, As a result, social media has a direct and beneficial influence on brand perception. For this reason, companies should understand the importance of paying attention to social media and using the right strategies to leverage it.

For the final results, we relied on Excel to assume our descriptive analysis (tab. 2), and we made all our calculations through Excel formulas, which were standard deviation, mean, calculated from the variables we had (Intention to Buy, Brand Attitude, and Social Media). Then, our hypothesis came through calculations of Path Variable, Standard Coefficients, Standard Error, T Test and P Value (tab.3)

**Table 4.1:** Descriptive statistics, Standard Deviation and alpha coefficient

|  | Social Media | | | Brand Attitude | | | Intention to Buy | | |
|---|---|---|---|---|---|---|---|---|---|
|  | Item 1 | Item 2 | Item 3 | Item 1 | Item 2 | Item 3 | Item 1 | Item 2 | Item 3 |
| Standard Deviation | 0,84 | 0,91 | 0,82 | 0,80 | 0,87 | 0,82 | 1,10 | 1,12 | 1,18 |
| Mean | 3,73 | 3,68 | 3,73 | 3,88 | 3,86 | 3,76 | 2,91 | 3,26 | 3,26 |
| Cronbach Alpha | 0,915 | 0,915 | 0,915 | 0,915 | 0,915 | 0,915 | 0,915 | 0,915 | 0,915 |

We calculate Cronbach Alpha to measure consistency, the more predictability individual item score related to each other, the higher the value of Cronbach Alpha, the more confidence we have, the more our Cronbach Alpha will be consistent and close to 1.

Cronbach Alpha formula:

$$\alpha = \{k / (k-1)\} * \{(s^2y - \sum s_i^2) / s^2y\}$$

Our Cronbach Alpha for this study was 0.915, which means that our value is positive, and represents a high reliability.

**Table 4.2:** Hypothesis Analysis

| Hypothesis | Independent Variable | Mediating Variable | Dependent Variable | Path Variable | Standard Coefficients | Standard Error | t | p | Results |
|---|---|---|---|---|---|---|---|---|---|
| H1 | Social Media | Brand Attitude | | 0,383 | 0,224 | 0,378 | 9,98 | 0,00 | Confirmed |
| H2 | | Brand Attitude | Intention to buy | 0,300 | 0,282 | 0,440 | 7,93 | 0,00 | Confirmed |
| H3 | Social Media | | Intention to buy | 0,119 | 0,291 | 0,446 | 7,69 | 0,0004 | Confirmed |

Through Tab.3, results show the correlation between the independent variable, mediating variable and dependent variable.

We noticed that social media influence brand attitude directly, and intention to buy indirectly, since there is a mediating variable, which is brand attitude, between them.

Relationship between social and brand attitude showed us a correlation with 0.383 as path variable, 0.224 as standard coefficient and 0.378 as standard error, where t = 9.98 and p = 0.00; Thus, we conclude that there is a positive relationship, making our 1st hypothesis confirmed.

On the other hand, brand attitude has a direct influence on intention to buy variable, with path variable being 0.300, standard coefficient being 0.282 and standard error being 0.440, and where t = 7.93 and p = 0.00; Thus, we can assume that our 2nd hypothesis is also confirmed, concluding that there is a positive relationship between the brand attitude behaviour and the intention to buy.

And from our 3rd hypothesis, we concluded that there is a direct relationship between social media and intention to buy, since our correlation was 0.119 as path variable, 0.291 as standard coefficient and 0.446 as standard error, where t = 7.69 and p value = 0.0004. So, we can assume that there is a direct relationship between social media and intention to buy.

**Theoretical Framework**

H3: Path Variable: 0.119

P Value: 0.0004
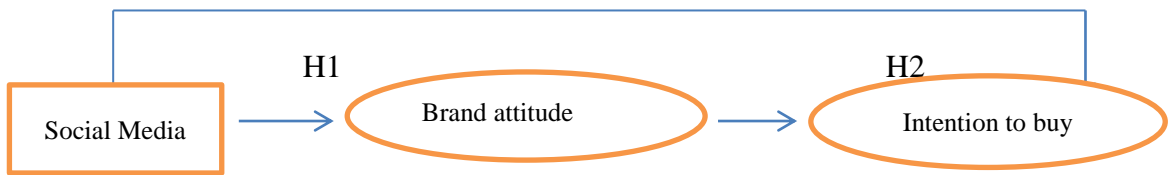


Path Variable: 0.383        Path Variable: 0.300

P Value: 0.000        P Value: 0.000

H1. Social media has a positive and significant effect on brand attitude.

H2. Customer attitude towards a brand has a positive and significant effect on purchase intention.

H3. Social media has a positive and significant effect on intention to buy.

## 5. CONCLUSION

Online informal organizations have grown significantly as of late. An incredible development in their number, yet in addition in their tendency, each Internet client can track down an informal organization that suits him specifically or expertly. It tends to be said that interpersonal organizations have gotten a revolutionary and positive transform us: more receptiveness to the world, admittance to data, more selection of items and benefits, or even the quest for work and force expanded buyer interest towards organizations. This primary change both in our current circumstance and in organizations - away from a progressive method of working to an arranged method of working - is another wellspring of chances.

In this manner, the Internet client acquires wellsprings of data, customized help and can spread his manifestations, his remarks, his feelings and impact the eventual fate of items and benefits or even that of organizations. The organization has direct admittance to its clients and prospects and can make an interpretation of this benefit into huge business and social additions. Organizations, subsequently, have a premium in utilizing informal communities as another showcasing instrument. The brand can focus on its clients; arrive at new sections of the populace on account of socialization instruments, every one of which has explicit attributes that draw in various shopper profiles.

This part will address the two exploration inquiries of this examination study and furthermore to distinguish every one of the fundamental discoveries.

The advancement of the web has helped numerous web based business organizations to utilize web-based media as a business procedure. The development of internet business organizations in each sort of business size has expanded lately. Internet business organizations utilize this kind of business to draw in new clients and above all to reach and sell items both universally and locally. Opening on the web stores for organizations has become a very notable path for internet business organizations to offer labor and products online to

their likely clients, as this has additionally become a significant retail methodology. Any kind of business or size needs to react to their clients' negative remarks via web-based media with energy. This load of four organizations recognize the significance of their clients' remarks regardless of whether they are negative. These organizations consistently attempt to react to their clients' negative remarks with inspiration, so they all make an honest effort to satisfy their clients so they don't post negative remarks later on. To go further, this segment will be separated into two headings as per the exploration inquiries to distinguish and decide the point of the investigation.

How social media represents an opportunity for e-retail businesses?

It has been expressed that there are a wide range of reasons why internet business organizations utilize online media for their showcasing methodology. Nonetheless, most internet business organizations utilize web-based media to draw in new clients and to keep in contact with their current clients. One of the fundamental factors that have been found is that online business firms have acknowledged how significant web-based media is to their business and promoting technique, with other web based business firms expressing that web-based media isn't just about as significant as customary publicizing as a showcasing system, despite the fact that they additionally use it as an advertising device. In this sense, the objective of internet business organizations is to utilize online media to advertise and advance their business. The motivation behind why online media promoting is significant for their web based business is a result of the immediate contact with their clients. Then again, some internet business organizations have likewise referenced that it is free. At the point when organizations open a web-based media account, it assists these organizations with diminishing their business costs. In view of their explanations behind utilizing web-based media as a promoting instrument, these organizations concurred that online media is the best advertising apparatus or technique for their business. As web-based media has assisted these organizations with refreshing their items online by advising their clients more about the dress items that these organizations offer both in stores and on the web. The organizations have seen that clients have moved from conventional promoting, for example, radio or paper magazines to advanced media (cell

phones). Dissimilar to some internet business organizations, online media isn't the best promoting device for their business as the greater part of their clients purchases their items dependent on what is appeared in the ads on TV than on some other web-based media stage. Therefore, online media has not aided this internet business organization to expand its deals (Manneh, 2017).

Also, web-based media has assisted organizations with giving data to their clients and increment brand mindfulness. Web-based media assists organizations with spreading their image name and items around the world. Internet business organizations likewise give data about a specific item to their clients, where they have additionally referenced that giving item actuality sheets is one reason why they have opened an online business website. This is to give more insights regarding the item. While a portion of the organizations have additionally referenced that the reason for opening an online business store is likewise to grow their business for specialty items (Manneh, 2017).

How can social media create brand awareness?

A potential buyer's capacity to recognize and recall a brand as part of a certain product category is known as brand awareness. Brand awareness necessitates a constant battle against the feeling that a specific brand is already well-known, so that the consumer feels the product is the only one in its category.

Brand Unaware, Brand Recognition, Brand Recall, and Top of Mind are the four degrees of brand awareness. (Hansel Bagus Tritama, 2016).

The primary goal of all businesses is to generate profits. This can be achieved by increasing sales. The perfect scenario for businesses is to attract new customers and get them to make Purchases made again and again. Consumers and potential customers' knowledge of the firm, the brand, and its products is referred to as brand awareness. (Alejandra De La Roche, 2019).

Via web-based media as an online organization, clients can helpfully take part and make any substance like banners, recordings, pictures, and ads. Online media is a beneficial instrument for organizations and organizations to advance their items and brands to make buyers mindful of their image. Social media can attract and interest them through advertising. By using social media, companies and businesses can increase the knowledge of new products and increase the

awareness of their products and brands. They can also benefit from increasing product purchases and the appeal of their products (Tritama, 2016).

Social media is an online environment that allows everyone to easily participate, such as opening a personal account, receiving and sharing information. In other words, it is a place for information dissemination and it is great for businesses to advertise and showcase their brand and product on consumer social media. Advertising and marketing on social media lead to increase product appeal and it is crucial for brand awareness. This allows companies to showcase and introduce their products to both conscious and unconscious online users. Moreover, social media can attract more customers through advertising and marketing on social media websites (Tritama, 2016).

For conducting this study, I designed three hypotheses:

H1. The social media have a positive and significant effect on brand attitude.

H2. Customer attitude towards a brand has a positive and significant effect on purchase intention.

H3. Social media has a positive and significant effect on intention to buy.

We have acquired confirmation of our two hypotheses based on the results analysis; at the same time, we can claim that the consideration of the effect of social media on consumer attitude towards the brand is larger than the effect of brand attitude on buy intention.

Finally, companies must recognize the value of paying attention to social media and developing effective plans for using it. As a result, companies should think about incorporating social media into their marketing engagement strategies.

## 5.1 Limitation of this Study

There was one limitation for our study, since our questionnaire had a small density of questions, and our panel was kind of low regarding a big survey analyse. To conduct these types of studies, we would need a larger panel, and more questions about social media behaviours.

Through our study, our p value, to confirm our results, was very low (almost 0), so we assumed that our hypotheses were confirmed, but we relied also on t test value since it had a deep impact about our study.

However, as mentioned before, since our questionnaire was small and our participants responders were only 300, it is one of the reasons why our p value is very low.

## 5.2 Further Research Suggestion

The influence of social media on retail e-commerce is the exclusive focus of this study. Further research may be carried out from the standpoint of the retail industry and e-commerce clients. Furthermore, instead of simply gathering data from 300 persons, a wider sample of responders may be obtained. who are consumers from Turkey and Morocco. Add 3 or 4 companies to see how they use social media and what is the reason to open an e-commerce website and how social media affects their e-commerce businesses and how they can manage to keep up with the latest updates and new platforms of social media.

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**APPENDIX**

**APPENDIX A** Questionnaire

**APPENDIX A** Questionnaire

Questionnaire

1) I am satisfied with received information of other customers about this company (brand) in social media.

2) Information received from other customers in social media has met my expectations.

3) Compared to other received information from other sources, the received information in social media about the company (brand) is acceptable.

4) This company (brand) is pleasant.

5) This company (brand) is famous and credible.

6) This company (brand) has positive attributes.

7) I would buy this product/brand rather than any other brands available.

8) I am willing to recommend others to buy this product/brand.

9) I intend to purchase this product/brand in the future.

**RESUME**