

Impact of Social Media Advertisement on development of Retail Brands

Researching Business and Management Issues (Semester 2)

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Abstract

Commercialization of the world has propagated the advertisements and advertisements channels of the different brands. Competition has been enlarged with the innovations of the advertisement techniques. Social media and its effects are not hidden from the users and the different brands. This study has emphasized on the role of social media advertisement on the retail brands of Saudi Arabia. For examining the dilemma, 100 online consumers have been selected for the questionnaire survey and 5 managers of the retail companies have been interviewed. Mixed research approach has been supportive to compile and analyze the data. Findings have suggested that the role of social media is also influential for the advertisement of retail brands in Saudi Arabia. In addition, implications have been made towards managers and retail companies.

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1 Chapter One: Introduction

1.1 Introduction

Role of social media in the different companies have been identified by many researchers (Mucan and Ozelturkay, 2014; Treem and Leonardi, 2013). They have provided the significance of the social media advertisement for the organizations' progress. With the current studies, role of social media marketing has also been identified among several companies (Ashley and Tuten, 2015). Moreover, traditional media marketing and emergence of digital platform has also been concerned by authors. These researchers have been provided in the different continentals, it proves the existence of social media network throughout the world. The studies have also revealed importance of advertisements through social media channels (Cader and Al Tenaiji, 2013; Abed et al, 2015). Current progress of the social media is also under discussion and unveils the characteristics of social networks such as enhancement of internet technology and use of web 2.0 (Constantinides, 2014).

To examine the impact of social media advertisement on brand development of the retail company, the following chapter has been designed to investigate the phenomena by gathering relevant data from various sources. The chapter covers the importance of the study, a brief background which is backed by the aims and objectives.

1.2 Significance of the Research

In the modern times, the organisations are making the use of social media, in order to approach as many target audiences as possible. In the view point of (He et al, 2015), for operating within the highly competitive business environment, social media has now become a need for every retail chain. Brands are considered to the highly valuable assets of the organisations, that is why

brand development is one of the important concepts that are quite significant for the organizational progresses. The retail companies in Saudi Arabia are also taking advantage of the social media network (Abed et al, 2015). This research will explore social media advertisement impact on the brand development. Retail companies will be benefit with this research and can implement procedures to enhance social media advertisement (Ashley and Tuten, 2015).

1.3 Background of the Research

When the world has come to the social networking channels such as twitter, YouTube, Face book, blogs, Integra and others, the communication gap has been shrink. According to Stelzner, (2014) 80% of the people on earth are internet users. In the view point of Cader and Al-Tenaiji, (2013), the social media channels are now used to share contents, broadcasting of the private lives and commentary on the different occasions. These channels are used to provide entertainment to the people. The users of internet find a best place to interact with their friends and relatives.

However, presence of people in abundance provides the opportunities to the organizations to present the features of their products and services through the social networks. In the view point of Tuten and Solomon (2014), customers look for the products information on internet. According to Constantinides (2014), companies cease to prepare the websites and other forums to interact directly with their customers. There are different pages that are developed by the companies to inform their clients about the qualities of the product. Moreover, the users of the products and services give reviews about the quality and dissonance of the product or services.

1.4 Research Aim and Objectives

1.5 Aim

The aims of the study are to study the associated social media challenges for the brand development. The study will be analyzing how social media platform benefit are reaped by retail companies and what are the challenges being faced regarding this.

1.6 Objectives

- To study the concept of social media and brand development
- To examine how retail chains companies are making social media usage for brand development
- To highlight the challenges associated with social media for the brand development within the Marks and Spencer, kingdom of Saudi Arabia.
- To study social media challenges faced and providing recommendations to the retails companies for coping up with the challenges relating to brand development

1.7 Research question

The aim of this research is to explore the impact of social media advertisement on the brand development of the retail company of Saudi Arabia. With this perspective following research questions have been progressed.

1. How retail companies are focusing on social media channels in order to enhance brand development?

2. What are the challenges faced by the retail company (Marks and Spencer) among social media marketing in Saudi Arabia?
3. What are the solutions to the challenges of social media marketing of the retail chains in Saudi Arabia?

1.8 Chapter Summary

This chapter has initiated with the importance of the research of the topic. The substantial effects of the study has discovered within the context. This chapter has also developed to look over the information that is linked to the research topic that is role of social media on the brand development of the retail chains. Moreover, it also provided a pathway to the dissertation through identification of aim, objectives and research questions. However, the second chapter will continue with the past researches that have made in the context of this topic. The past studies will initiate the theories that have been developed in the past related to social media, brand development and retail chains.

2 Chapter Two

2.1 Introduction

This chapter of the dissertation is based upon the past studies. It includes secondary resources of gathering data in order to formulate the study on it. The secondary resources mostly used in the chapter are article journal, magazines, reports and news. Moreover, theories are presented in this chapter that provides cohesiveness to the research study. These theories are based upon the research topic and highlight the significance and development in the present context.

2.2 Advancement of Social Media

The recent changes in the internet world have changed the world towards technological moves (Treem and Leonardi, 2013). In the view point of Mucan and Ozelturkay (2014), everything is just one click away of the human touch. In the present era internet has provided opportunities to the companies. There are several services that customers are getting with the help of online services (Ashley and Tuten, 2015). These services include news and weather updates, online delivery of the goods and services, online banking availability, education programs and many more. These online services are continued and their non-stop transactions are credibility of the internet and social media channels (Tuten and Solomon, 2014). With the benefits of these services, online purchase and banking transactions are convenient for the customers. Moreover, customers have got the credit facility from the retail stores in the different regions. Furthermore, enhancement in the web activities has increased the communication throughout the world. The development of social media presence has led the internet world towards progress of the forums that provide availability of establishing web contents in order to attain customers' attention (Ashley and Tuten, 2015). When these contents are searched on the internet and internet users

get access to the relevant material with the key words than it causes the content developer to get increase in the views of the site. Hence, this advancement remains advantageous for the organizations.

2.3 WEB 2.0

Web 2.0 is a user friendly advancement first introduced in 1999 by Darcy Dinucci. However, it got advanced by Tim O'reilly and Dale Daugherty in 2004. Before web 2.0 it was web 1.0. The web 1.0 included general contents on the internet. These contents were limited to the views. This generation of web 2.0 has linked the contents of the websites. moreover, in the view point of Tuten and Solomon, (2014) web 2.0 involve social networking channels such as blogs; face book; Instagram; wikis; twitter, sites for video sharing such as YouTube different web applications and mixed applications (Galbraith-Emami and Lobstein, 2013).

In 2001 the media live international session between O'reilly and Daugherty has highlighted the importance of web and its implications in the corporate sector as well. They have analyzed the use of web and its usage in the corporate world (Ashley and Tuten, 2015). Moreover, the term web 2.0 possesses a world of meaning in it. It encompasses much more than a term can be defined. Moreover, it is argued by Elder et al, (2014) that web 2.0 is not just an advancement of web 1.0 but it is also used as the content delivery channel.

2.4 Social Media Advertisement

The performance of social media is not hidden from the internet users (Constantinides, 2014). According to Tuten and Solomon, (2014) the role of social media has been diversified from the organizational perspectives. The users of internet consider social media to remain linked with each other (He et al, 2015). The users of social media are supposed to be sophisticated. They are

the people who can be trusted by the companies. Hence, it remains convenient for the companies to develop plans according to the interest and behaviour of such users. moreover, with the view point of Cader and Al Tenaiji, (2013) organizations include different members to increase their views and like and shares on social media channels like Facebook, Twitter, Instagram, companies' websites (Constantinides, 2014). The ratings of the company's websites get high and websites come at the high rank on the search engines as well (Abed et al, 2015). When the customers want to see the characteristics of the products they can find it through different platforms on which users give their reviews about the product, clients of the companies get benefit with the advertisement (He et al, 2015).

2.5 Social Media Advertisements through Retailing Companies

The retail industries have been advanced and traditional marketing cohesiveness is not more in trend in this era Czinkota et al, (2013). The customers tend to shop from the retailers at the digital platforms. It is supported by Laroche et al, (2013) that the life of human being has been luxurious and they tend to shop online a number of products from the trending clothes to the bakery items. In order to facilitate the customers, organizations are now developing the social media channels for providing facilities to its customers (Czinkota et al, 2013).

Consumers are rather focused towards convenience, quality, taste and variety of the product. Moreover, after the recession period, household businesses have increased (Kim et al, 2015). This emergence has increased the income of the individuals, thus there has been an increase in the online shopping of the consumers with the increase in household earnings (Muchina and Okello, 2016). These individuals require accurate and updated information about the product they want to purchase online (Tuten and Solomon, 2014). According to Liu and Lopez (2016)

the quality of information presented on the social networks highlight the characteristics of the organization. Similarly, retail organizations involve social media interaction in order to update its consumers. There are three major perspectives that retail chains focus for the advertisement on social media (Ivanov and Mayorova, 2015). These dimensions are content of the details of the product or organization, kind of information promotes and the environment related to the information that has been advertised. The accuracy, relevance, validity and guaranty of the information get confirmed before propagation of it (Tuten and Solomon, 2014).

The social marketing of a retail company is adhered to follow same trend according to the industry (Cader and Al Tenaiji, 2013). They tend to use website traffic in order to increase the traffic of the internet users. Moreover, use of conversations on the online platform is useful for the retail companies. Users, on the social media give the positive or negative reviews about the product or services of the brand. It is adhered to the social media experts of the companies to portray a positive image of their brand towards their customers (Laroche et al, 2013). They have also responsibility to identify their targeted customers on the online channels and aware them about the product. According to He et al (2015), timely advertisement of the brand provides relevance to the purchase decisions. Moreover, in the view point of Galbraith-Emami and Lobstein, (2013), there is a significant return when a unique advertisement or campaign is proposed by any brand on social sites.

2.6 Challenges Faced By Customers for Online Shopping

It is argued by Elder et al, (2014) that the use of technology is useful to the human life but online shopping is adhered to some of the risks by retailing stores. These risks can be security, quality or delivery of the item (Jiang et al, 2016). In the view point of Insley and Nunan, (2014) there

can be threat to the customers when they shop online from retail stores. The amount paid online to the retail stores may be theft by any person. Moreover, the retail stores may accused to the frauds of not showing the hidden charges attached with the item. The second risk can be quality of the product or service. As explained by Mucan and Ozelturkay, (2014) the quality of the bought item cannot be assessed until the item is unveiled. This can cause the loss to the customers if they found the low quality of the good at high price. The third issue faced by the customers can be delivery of the product. However, the infrastructure is well-organized in the developed countries. Hence, the delivery of the item may cause failure or delay due to some infrastructural hindrances (Trevinal and Stenger, 2014).

However, according to the industry report 2016, retail industry of KSA has been raised to the 125 billion us dollar. There has been gradual rise in the industry since 2012 (Ivanov and Mayorova, 2015). It shows that the retail market is continued to grow in Saudi Arabia. It shows the progress of the retail industry and its online progress in KSA (Muchina and okello, 2016).

2.7 Social Media as the Marketing Tool

The internet users find it useful to interact directly with the companies through social media channels. In the view point of Enginkaya and Yilmaz (2014) emergence of social media has greatly influenced the communication approaches of the consumers. The organizations have also developed several strategies to highlight their products with the use of every marketing technique (Mucan and Ozelturkay, 2014). In the view point of Ashley and Tuten (2015) the foundation of social media has been built on the development of technologies and arrival of the new concepts.

The social media marketing can utilize the several tools of marketing from the social media networking to the web 2.0 such as online forums, blogging, content development and different

social sites activities. However, Tuten and Solomon (2014) have defined four major contributors for the development of marketing strategies on the social media. These four contributors are consumers' attitudes and behaviours, virtual brand communities, viral advertisements and user generated content (Giannakis-bompolis and Boutsouki, 2014).

These marketing tactics provide many benefits to the retailers (He et al, 2015). The literatures cannot provide evidence of these benefits. However, a number of studies have emphasized the factors that affect marketing through social media and how they affect the consumers' attitudes and behaviours. The term social media and social network is interchangeably used in the context of marketing (Balakrishnan et al, 2014). The studies have defined social media and social network in the different ways. In the view point of (Ceylana et al, 2014) social media is different from social network because it allows users to a single platform in order to create personal profiles of these users and they can invite their family and friend for the purpose of interaction. A term customer sentiment towards marketing has also initiated by researchers (Ashley and Tuten, 2015; elder et al, 2014). It is the element in the advertisement channels that provide measurement for the perceptions of the users on social media channels. The customer sentiments towards marketing is refer to the feelings a consumer possesses in response to the marketing (Tuten and Solomon, 2014).

In the view point of Mucan and Ozelturkay, (2014) the advancement of applications technological advancement such as web 2.0 has enhanced the social media networking. The users of internet are influenced by such entertaining and amazing applications and technologies (He et al, 2015). Hence, companies are availing the opportunities of advertisement within their targeted customers. They develop official sites of their company. They are also keep presence on the popular sites of social networks like Facebook, Twitter, Instagram, etc (Ceylana et al, 2014).

2.8 Brand Development of Retail Companies

The brands serve as the promise of particular level of quality, a choice, reduction in risk and endangering trust. Brands are the essence for the businesses being asset of the business. According to Ashley and Tsimonis and Dimitriadis, (2014) brands are pivotal for the organizations for the marketing efforts such as advertising of the products. In the view point of Stelzner, (2014) the term brand has been emerged from the stone ages. According to Kunkel et al, (2017) the evolution of branding has taken place from the mid of 20th century. Moreover, it is described by Bai, (2016) development of commercials in the mass media has given pace to the branding tactics.

A relationship among brand and customer retention have also viewed by researchers Balmer et al (2015). The brand of a company involves characteristics of the product. Moreover, it is described by Hollebeek et al (2014) that there are more dimension of a brand. Apart from other activities there are brand loyalty and brand commitment of a company that allows branding and positioning of the company. The competition in the market has emerged brand activities in the companies (Kunkel et al, 2017). In order to make the product or service unique from other products a promise is made to the consumers, this promise is known as brand. As stated by Tsimonis and Dimitriadis, (2014), the role of brand initiates with the trust of the consumers on the particular product from the specified organization(s). Xiao et al (2013) has investigated brand relationships. In the view point of Xiao et al (2013), it is the customer-brand relationship that is developed through the chain of relationships. the relationships may be marriages for convenience, friend and buddies, best friends, arrange marriages, childhood friendships, committed partners (Ashley and Tauten, 2015), kinship and compartmental friendships (Balmer and Chen, 2015) this topology of the customer-brand relationship evolves according to the needs

and situation of the purchases (Turri et al, 2017). Furthermore, the investigation of development of consumers and brands has explored many ways of the brand affirmation Balmer and Chen, (2015). The research has also explored two main factors that are used to develop a brand of the organization in marketplace. These essential factors are experience for the loopholes and brand personality.

It has been argued by Tsimonis and Dimitriadis (2014) that how norms of the relationship vary in the relationship. Two types of relationship have been concerned in the study of Xiao et al, (2013); a relationship requires exchange of the benefits from each other. This benefit is given to get something back (Ashley and Tuten, 2015). Moreover, second kind of relationship just fulfils the need of others without any expectation (Turri et al, 2017). Hence, it is supported by Kunkel et al (2017) a brand influences purchase decisions of the customers for the product or services. Balmer and Chen, (2015) have also supported the view of exchange of benefits in the relationship of brand. The brand development of the retail companies is also increasing with the brand development strategies. in the view point of Enginkaya and Yılmaz, (2014) retail chains are getting raise with the marketing tools such as digital marketing (social media, blogs, web 2.0) presenting advertisements through traditional networks (TV commercials, newspapers word of mouth). In the view point of Balakrishnan et al (2014) a traditional tactic; customer care has also been modified in the companies. The retail companies have followed this traditional marketing technique within their organisations (elder et al, 2014). Moreover, the customers are also pleased with the immediate response of the retail companies against their complaints (Bai, 2016).

2.9 Impact of Social Media on Brand Development

The emergence of social networks possesses vast and in—depth history in it. However, usage of social media has been increased throughout the world. According to the Statista (2017) the most popular network of social media, face book has shown the active users of 1,871 by January 2017. Users of social media are gradually increasing. In the view point of Balmer and Chen, (2015) the users of face book range from 14 to 75 in age. Moreover, according to Statista, (2017) the users of Whatsapp are also abundant; they are 1,000 million active users by January 2017. Moreover, according to Statista, (2017) face book messenger is the third mostly used app and its active users are 1,000 million.

With the view point of Treem and Leonardi, (2013) the users of social media are rather interested to the likes and follows. Moreover, it is analyzed by Kunkel et al, (2017) that the users of different sites such as Facebook, twitter, Instagram and YouTube have created their accounts. However, these channels are not much used by the users. In the view point of hollebeek et al, (2014) majority of the people likes and follows on social sites minimum once within 30 days. It is identified Turri et al, (2017) that it is an important average that pays attention to the social media approx in a month. Hence, it can be said that these users receive direct advertisements from the several brands. The activated users can become target customers of the organizations. The social media is used as the marketing tool in this way (Ashley and Tuten, 2015). The users like, share, comment and become participant of the discussion online portals of a brand (Tsimonis and Dimitriadis, 2014).

In addition with the active users the companies can place a lot of views about the product or service. However, it has also been argued by Tsimonis and Dimitriadis, (2014) that there can be

negative impact of the social media on the brand advertisements of the companies. There are several users of a brand in a country. In the view point of Xiao et al, (2013) the users can be wide spread in the number of regions if company is working globally. In this scenario, organizations can get negative reviews about the product if a consumer is not satisfied. As stated by (Turri et al, 2017), negative word of mouth can also position a negative impact whether the brand tend to advertise on the social media or not (Xiao et al, 2013). Hence, it is suggested by Kunkel et al, (2017) that the presence of a brand is essential for the companies (Balmer and Chen, 2015). Each company when remains active on the social media then it will have the possibilities to prevent its brands. There are unsatisfied customers who can give their remarks against the product or service (Ashley and Tuten, 2015). The existence of brand on social media can lead the negative discussions of the internet users toward positivity (Tsimonis and Dimitriadis, 2014).

2.10 Future Trends of Advertisements

At the present trend of social media is getting rise. The analysis of Statista (2017) has proven that Facebook is the most social sites among social media channels. It has also shown the ultimate rise of Whatsapp and Instagram on this platform (Balmer et al, 2015). As the users of Whatsapp getting activated and there are different social groups that tend to assess the significance with the advertisement prospective, then it is predicted that the Whatsapp is intended to part in the competition (Bai, 2016). Moreover, venture of the formal social site LinkedIn with the Microsoft can mend the ways of the competition. Combination of Microsoft 365 apps with the user profiles will progress with the amazing outcomes (Kunkel et al, 2017).

In addition, there are possibilities of the more convergence such as another formal site twitter can be acquired or merged with Google, face book or apple. The role of social media can be further

enhanced on the social networks (Hollebeek et al, 2014) such as snap chat. Snap chat has raised its active users to 300 million by the start of 2017 (Statista, 2017). It is intended to add more efforts in order to increase its customers and there is a gradual rise in its users (Balmer et al, 2015). It has taken initiated to add up the advertisement in between the stories. Hence, it is expected that paid advertisement can also add values to the brand advertisements on social media (Bai, 2016).

2.11 Chapter Summary

This chapter has illustrated a thorough analysis of the different concepts related to the research work. This research has a focus on the social media advertisement in retail marketing companies. The advertisement channels have found pivotal in the brand development of the retail companies. Hence, this chapter has highlighted the supports and arguments for the social media presence in retail companies for the brand development. Moreover, some argues have been transformed in order to support social media presence for the brand development strategies. In addition the social media marketing has also evaluated in the context of retail chains.

Chapter three is research methodology. with the help of research methodology, it is analyzed that what king of techniques this research is intended to perform, what research approaches will be used by the researcher, in what context researcher is going to perform the research, what will be the respondents for this research and from where the data has to be collected.

3 Chapter three: Research Methodology

3.1 Introduction

Third chapter of the research intends to discuss that what strategy this research is going to develop for this research. Moreover, with this strategy researcher will be able to provide the basis of the data collection and type of approach that will be selected for this research. Furthermore, this research will discuss in detail that what the advantages and disadvantages of using the chosen research approach are. In this chapter, data sample technique and procedures of collecting data will also be highlighted. In addition, it will also define the target sample and reasons of selecting the particular segment for the study.

3.2 Research Onion Model

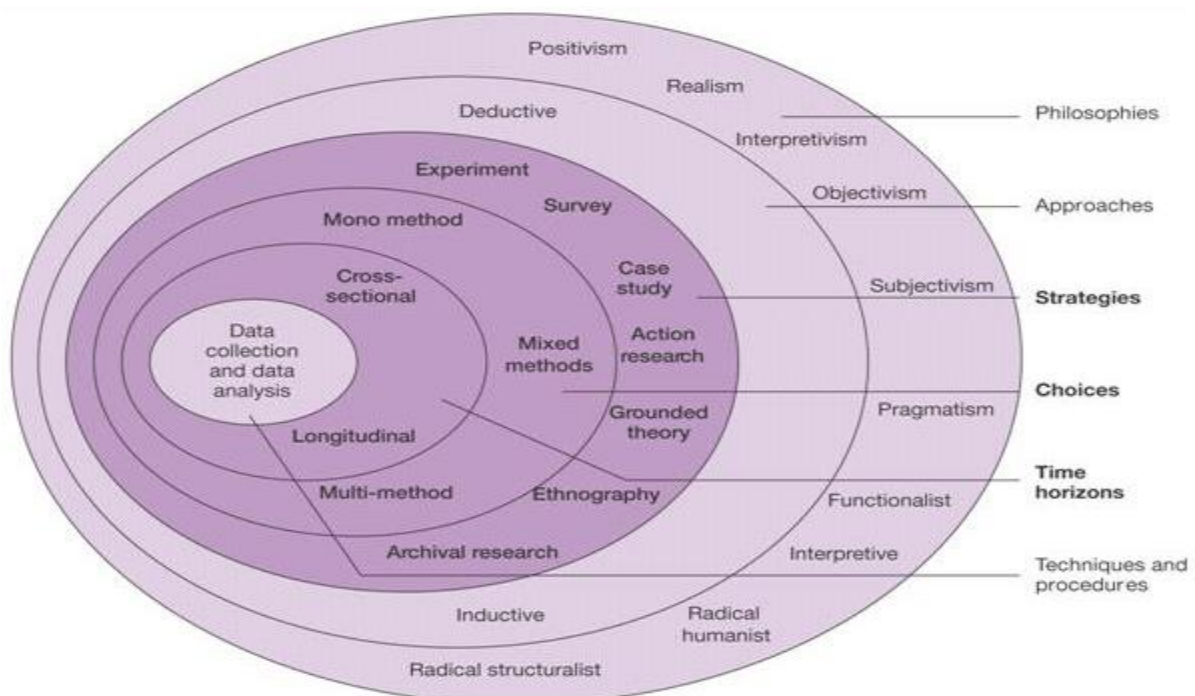


Figure 1: Research Onion Model

(Source: Creswell (2013))

3.3 Research Philosophy

Positivism, realism and Interpretivism are the three commonly used research philosophies that are contemplated by the researchers. When something is being interpreted like in the qualitative study, the use of Interpretivism philosophy is being used (Creswell (2013). Moreover, as mentioned by Silverman, (2016), positivism as the research philosophy is used when the researcher wants to examine quantitative data and wants to explain the existing variables by the help of selection of a large sample size.

For the undertaken study, the use of positivism is being made so that the researcher can examine the topic via collection of quantitative data. For examining the impact of Social Media Advertisement on Brand Development of Retail Company, this is one of the best selected philosophies as large sample of consumers can be surveyed by the researcher.

3.4 Research Strategy

The research strategy is how to approach the intended target population that is the main part of the study. This commonly used includes survey, ethnography, case study and archival research etc they are selected by considering the nature of the topic under study. Survey is done so that a larger sample size can be approached; this is done when a sample size of more than 30 is being considered by the researcher (Silverman, 2016). In addition to it, Creswell (2013) explained ethnography is used when the researcher wants to analyse the data collected by the help of interviews from the managers. Similar to this, it is also mentioned that case study strategy is being used when the researcher has selected a particular organisation and entire study revolves around it.

For current study, the use of Survey and ethnography as the strategy are being used because the survey is conducted and managers are being interviewed to know the impact of Social Media Advertisement on Brand Development.

3.5 Research Type

This study has used primary research method for collecting the data from managers of the retail companies. This study has included the empirical studies in order to evaluate the information with the perspective of current context. The data will be collected from the managers of the retail company because we have to collect the information about brand development of retail companies using social media advertisement (Creswell, 2013). The primary research includes collection of data through survey questionnaires. The questionnaire includes aspects of past theories and concepts in the form of investigative questions.

3.6 Research Design

In the view point of Matthews and Ross, (2014) there can be two major purposes of research. One research purpose is explanatory and another purpose of the research is exploratory. This research has selected explanatory research purpose because it has to conduct in the present day context. Moreover, in this research past studies have been used to proceed with the existing theories and philosophies. Hence, explanatory research supports studies to determine the issue in the current context (Punch, 2013).

For the purpose of examining advertisement's of social media by retail businesses on the development of companies, explanatory research purpose have selected for gathering knowledge and work on it.

3.7 Approach used for the research

Two approaches commonly used include inductive and deductive approach. The approach selection is based on type of study undertaken. Inductive approach is being used when the researcher wants to conduct a qualitative study and no collection of qualitative data is being made (Matthews and Ross, 2014). Moreover, the use of deductive approach is being made when the examiner wants to gather quantitative data and want to test the hypotheses.

The dilemma has emphasized upon relationship of the social media advertisement and brand development of the retail companies. Hence, there is a research approach required that has been used to identify the relationship among them. The deductive research approach has been used so that quantitative data can be collected and examined by considering the topic under study.

There are three types of research approaches that are being used in social sciences. One is Qualitative, second is quantitative and third is mixed research approach. This study has used mixed research approach that includes quantitative and qualitative both type of research approaches. The dilemma has concerned about social media advertisement's significance on the brand development of retail companies. It is described by Silverman, (2016) the quantitative research includes mathematics, statistics, and probability in accordance with the study. Quantitative research approach and qualitative research approach both include study of the historical data and empirical studies of the relevance concepts of the research issue. The qualitative research approach also involves philosophies and theories that are useful in preceding the research on the basis of evident literatures. Qualitative research approach is used by the researchers because it reveals a numeric data that is easy to compute (Silverman, 2016). The data

is expressed in numbers and thus statistical tools can be easily applied on them so that statements can be drawn upon the data and its structure (Creswell, 2013).

3.8 Data Source

This study is based upon primary type of research. This type of research needs studies of the relevant variables in the field. The majority of primary researches include collection of data directly from the location where issue has found (Matthews and Ross, 2014). The data has to collect in order to affirm the problem and researcher can suggest better changes for the related fields.

3.9 Population for the Research

There are several retail companies working in Saudi Arabia. They would have significant impact of the social media advertisement on their brand development. Contrarily, they can get minimum or no benefit for their brands (Punch, 2013). for identifying the impact of social media advertisements on the brand development of retail company of Saudi Arabia, this research have to analyze the information of the retail companies of Saudi Arabia. The brand development is subjected to the efforts of the brand management in the organizations. The brand managers of branded retail companies should be respondent for this research. 5 managers have been surveyed and 100 consumers of the selected retail company has been examined.

3.10 Sampling Technique

This study has used non probability convenience sampling. Sample is composed of probability or non probability. This research has selected non probability technique because the data is based upon the authentic resources and randomness is not included in the cohesiveness of the sampling size. Moreover, convenience sampling is one of the kinds of non probability sampling (Punch,

2013). The non probability convenience sampling technique involves chance of selecting the sample in the population that is not known. Thus, the data have been gathered through an adequate platform and resources will be illustrated of using the data and technique. The researcher will have to select the sources of data collection itself; there is no restriction of collecting the information from the particular resources (Matthews and Ross, 2014).

3.11 Research Instrument

Likert scaling will be used in the research to gather and compile information. An adequate survey questionnaire will be developed and it will include scaling from 1 to 5. The respondents will be able to answer the questions from 1 to 5. A questionnaire is the data collection instrument which has to be major instrument for gathering information from customers. Moreover, for interviews, the use of open ended questionnaire has been made so that the data can be presented via thematic analysis.

3.12 Data Analysis

There are several methods of assessing a data. However, in this research qualitative data was assessed through thematic analysis technique whereas quantitative data was examined through simple percentage method so that readers can easily understand the results of this study. For this, MS Excel has been used.

3.13 Variable Description

There are two variables for which this research will identify the relationship. One is independent variable and another is dependent variable.

3.14 Independent Variable

Moreover, this is also used as the platform for the marketing of brands of the different companies (Treem and Leonardi, 2013). This medium has been emerged as the marketing tools for the different branding organizations. Social media advertisement is now part of the brand strategy of the companies (Ashley and Tuten, 2015).

Independent variable in this topic is social media advertisement. Social media refers to the forums, blog postings and social networking channels. It is the medium that allows interaction of the people.

3.15 Dependent Variable

Brand is the promise of the companies that it tries to fulfil by satisfying customers need (Turri et al, 2017). They chose to develop strategies in order to maintain the brand of their companies and efforts for the image building of the product (Tsimonis and Dimitriadis, 2014). Brand development has been used as the dependent variable in this dilemma.

3.16 Summary

From this chapter, a strategy for the research has been developed. Moreover, the researcher has discussed the all elements of the research that has to be used in this research. From the above discussion it can be concluded that this study will focus on the quantitative research approach that will include primary research in it. Moreover, research design will be co relational research design and explanatory research will be conducted. Managers of the retail businesses have been selected to make interviews. Chapter four will include the data collection regarding social media

advertisement and brand development in retail companies. It will be comprised of the statistical outcomes of the data and will also proceed with discussion of the data.

4 Chapter: Four Data analysis

4.1 Introduction

This section is comprised of two basic sections. The first section includes interpretation of the data and second section deals with discussion of the interpreted data.

4.2 Questionnaire Survey Analysis

Questionnaire survey has used total of fourteen close-ended questions that has developed to gather information about Mark and Spencer in Saudi Arabia. The survey was done online survey website, Surveymonkey.com from customers of Mark and Spancer. The sample size was 100 customers who are Saudi natives and users of brand, Mark and Spencer Saudi Arabia. Out of 100 questionnaires, ninety-seven were completely filled and three were discarded due to incomplete or vague choice selection.

4.2.1 Question 1

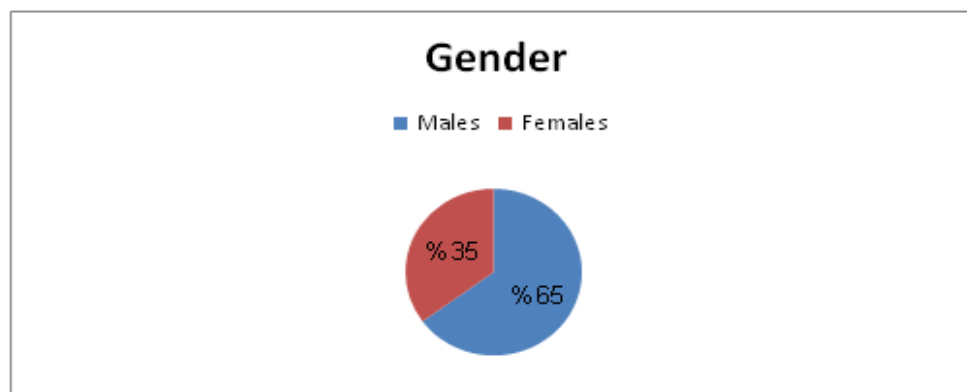


Figure 2: Gender Participation

Explanation

As can be seen in the figure that the number of male participants were more than that of females as males were sixty-five percent and the females were thirty-five percent, which shows that males are more active online in Saudi Arabia than females, which is supported by the literature as Simsim (2011) in his study also found that the number of males (86.1%) internet users in Saudi Arabia are more than that of females (79%).

4.2.2 Question 2

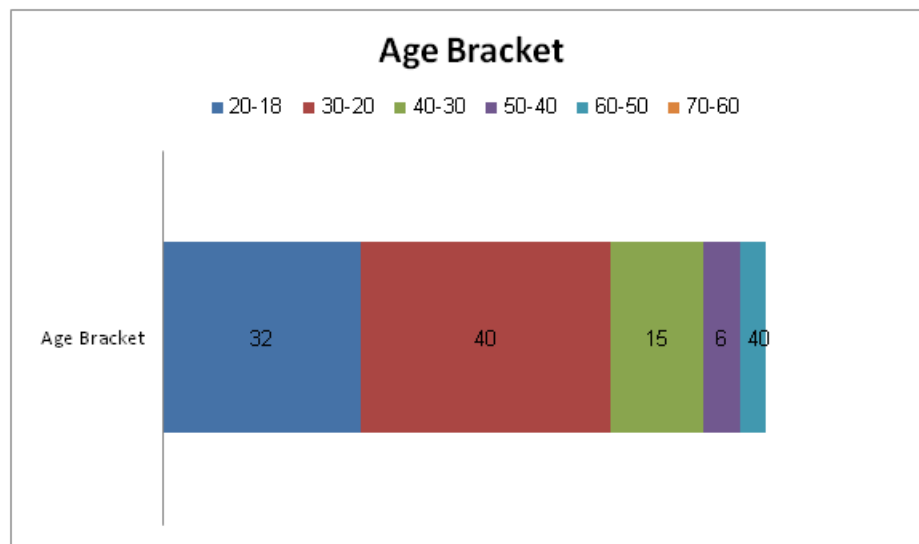


Figure 3: Age Bracket of Participants

Explanation

Forty percent of participants fall within age bracket of 20-30 whereas thirty-two were within 18-20, which clearly indicated that the majority of seventy-two percent participants were young Saudis. On the opposite side, no participant was found within the age limit of 60-70, which shows that the user of internet in Saudi Arabia is young people.

4.2.3 Question 3

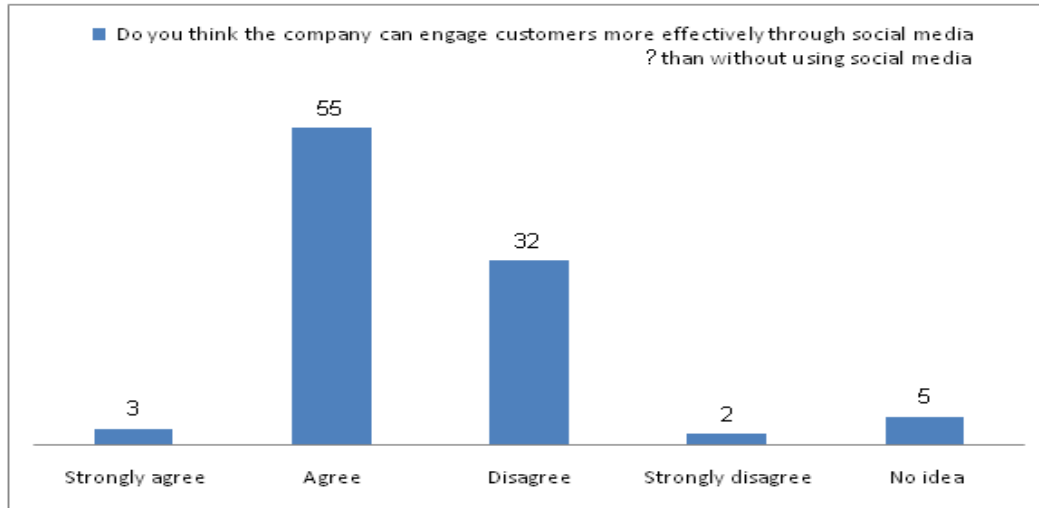


Figure 4: Engagement through Social Media

Explanation

From the graph, it can clearly be seen that fifty-eight percent has agreed that customers can be engaged through social media advertisement. Conversely, for thirty-four percent it was not effective. However, only five percent participants were found no idea in this connection, which is very negligible number showing the majority of participants had clear understanding the effectiveness or ineffectiveness of social media as an organisational tool to engage their customers.

4.2.4 Question 4

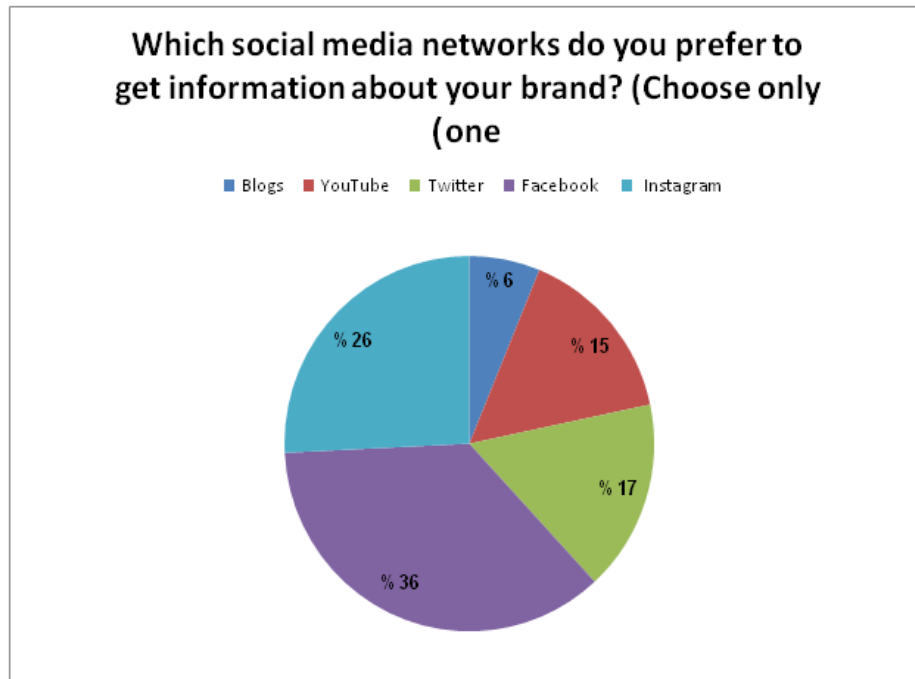


Figure 5: Preference of Social Media Networks

Explanation

The most mentioned social media network by the majority of thirty-six percent participants was Facebook, after which twenty-six percent mentioned Instagram as the most preferred network for the attainment of their brand information. Conversely, Twitter and YouTube were mentioned by seventeen and fifteen percent participants respectively. However, blogs were the least mentioned network with only six percent participants.

4.2.5 Question 5

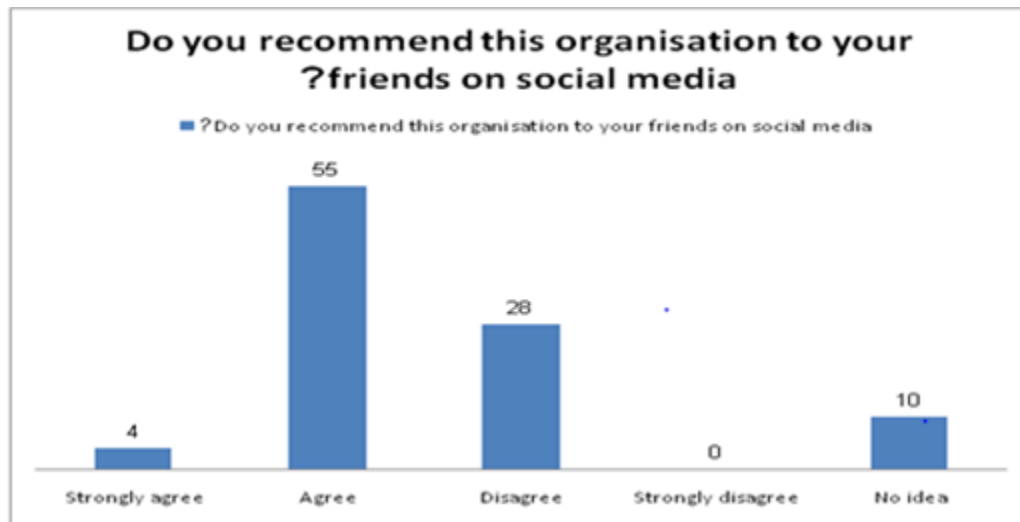


Figure 6: Recommendation on Social Media

Explanation

Fifty-nine percent participants stated that they do recommend Mark and Spencer to their friends on social media, which is the majority. However, twenty-eight percent clearly mentioned that they do not recommend it whilst ten percent did not show any idea with respect to the question, which shows they do not have any interest.

4.2.6 Question 6

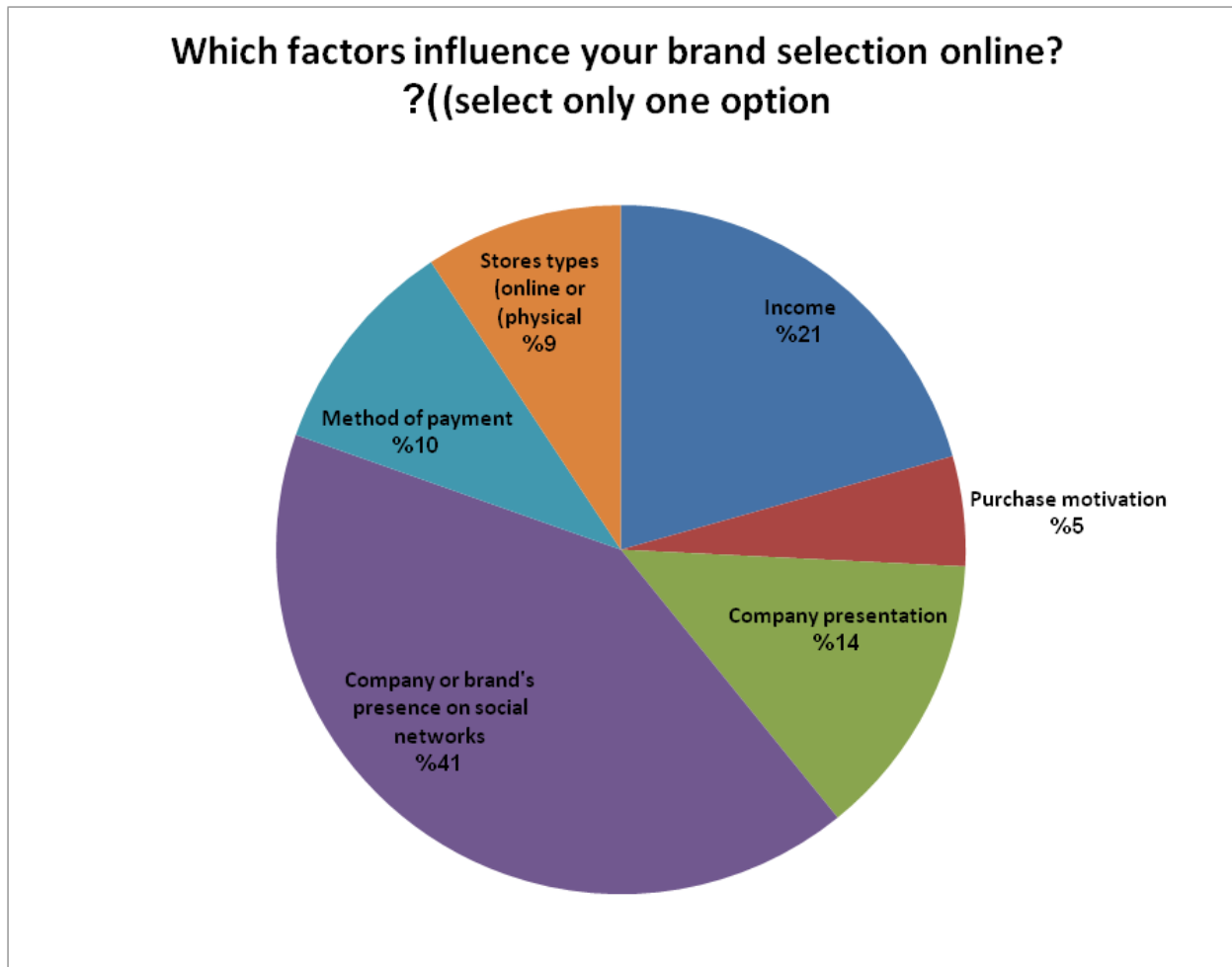


Figure 7: Brand selection

Explanation

Forty-one percent participants mentioned company's presence on social networks as an influencing factor for the selection of a brand whereas twenty-one percent mentioned income. Unlike other factors, company presentation and method of payments were mentioned by fourteen percent and ten percent as influencing factors respectively. Contrarily, only nine percent and five percent mentioned store types and purchase motivation as an influencing factors in this regard respectively.

4.2.7 Question 7

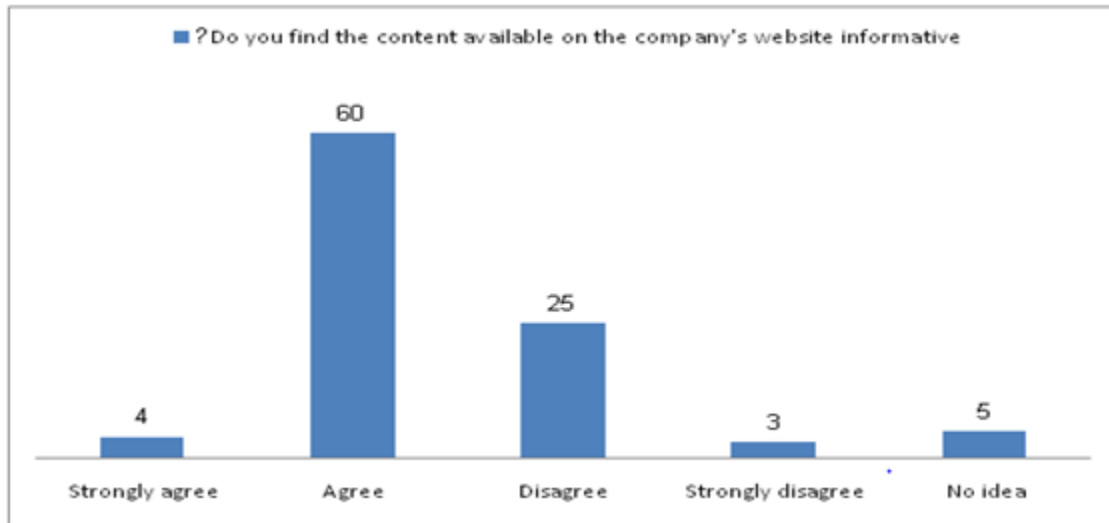


Figure 8: Content on Website

Explanation

Sixty-four percent found information on brand's website informative, which is majority whilst twenty-eight did not find it informative. However, five percent showed no idea in this connection, which was quite in line with the percentage of participants who showed no interest regarding the question whether brand engage its customers through social media or not.

4.2.8 Question 8

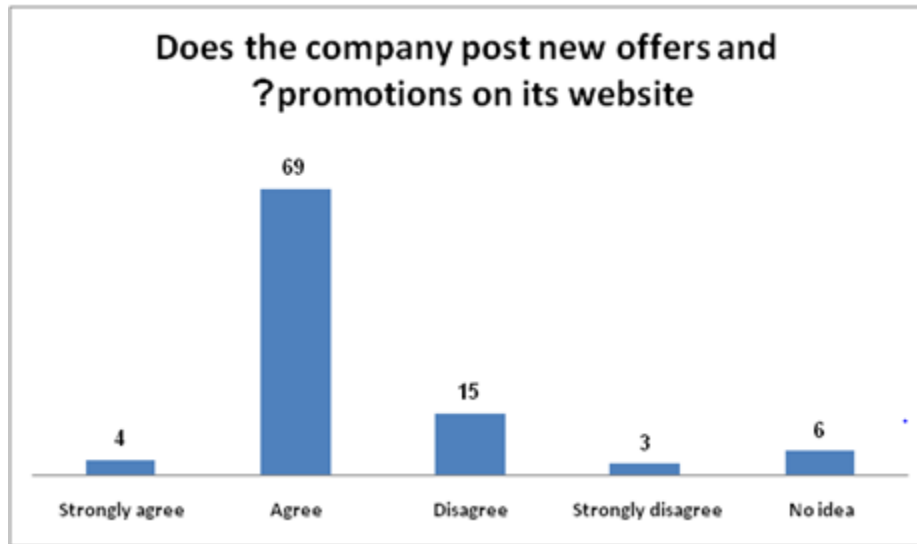


Figure 9: Offers and Promotions on Website

Explanation

78 percent of the respondents stated that Mark and Spencer do post new offers and promotions on their website whilst eighteen percent did not think so. However, six percent showed no idea in this regard.

4.2.9 Question 9

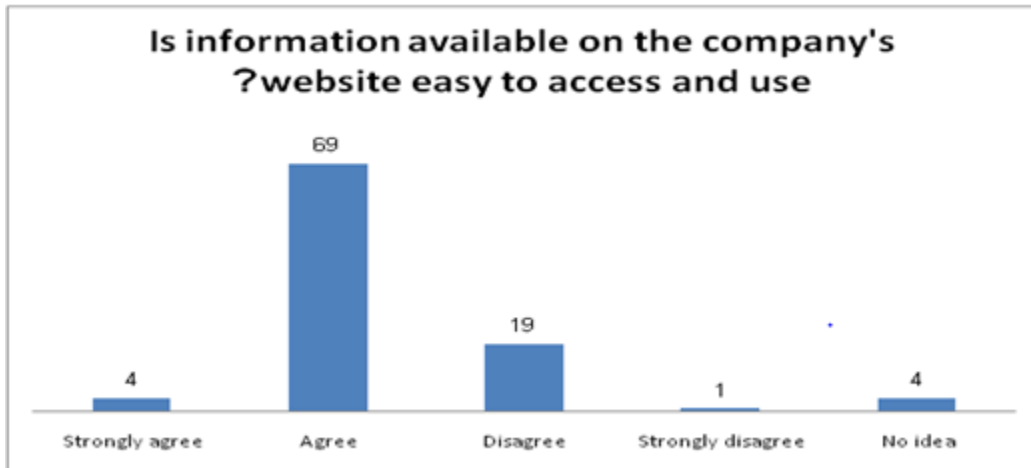


Figure 10: Access of Information on Company Website

Explanation

73 percent of the respondents have stated that majorities found easy accessibility to the organisational website and only twenty percent did not find it easily accessible. However, only four percent showed no idea in this respect.

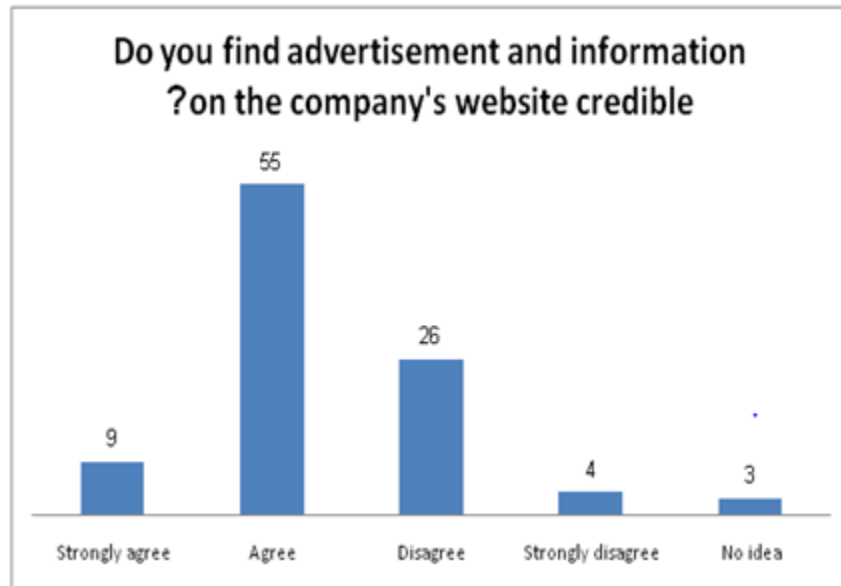
4.2.10 Question 10

Figure 11: Credibility of Information on Website

Explanation

64 percent of the respondents found the advertisement and information on the company's website credible whilst thirty percent did not. However, only three percent showed no idea with this respect.

4.2.11 Question 11

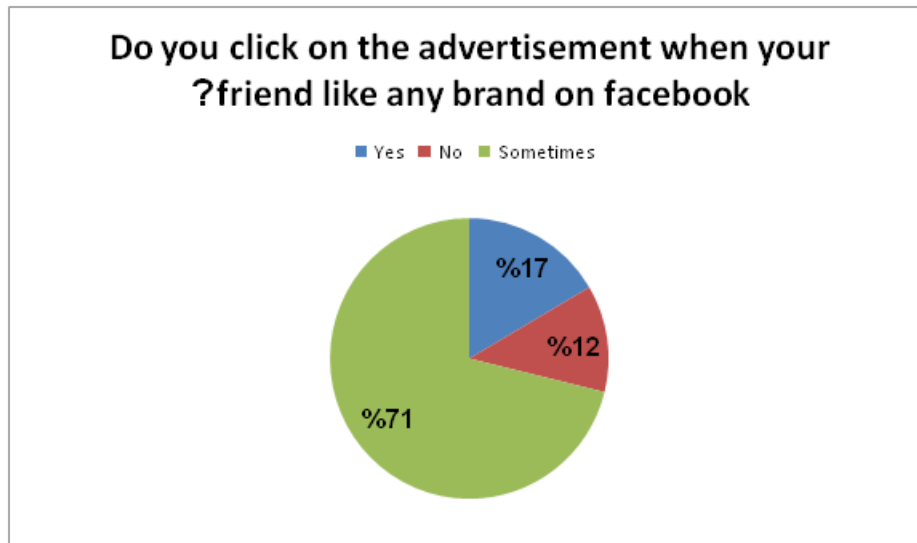


Figure 12: Click on Brands liked by friends

Explanation

The majority of seventy-one percent clicked on the advertisement once their friend like it on Facebook sometimes whilst, only seventeen percent always clicked but twelve percent do not. This shows that clicking on the advertisement after friends' likeness on Facebook does not guaranty the attention of customers towards brands.

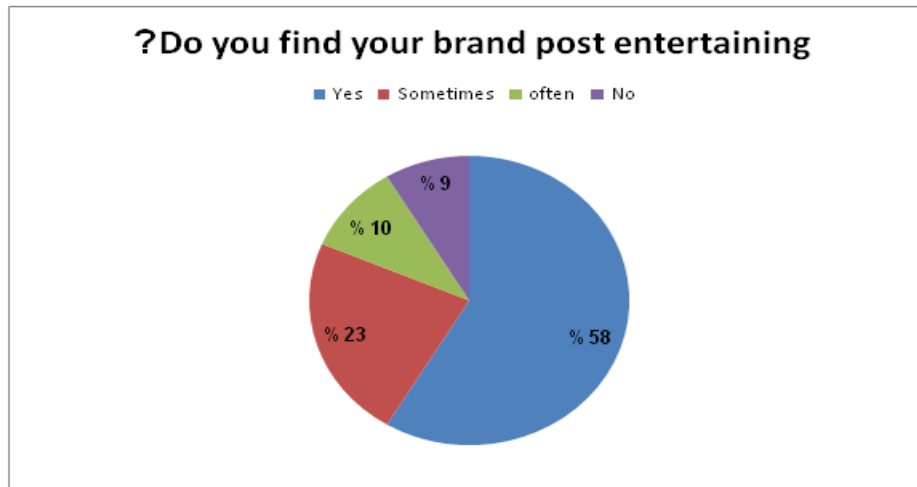
4.2.12 Question 12

Figure 13: Brand Post Entertaining

Explanation

Fifty-nine percent found their brand post entertaining but only eight percent did not. However, twenty-three percent and ten percent sometimes and often find it entertaining respectively.

4.2.13 Question 13

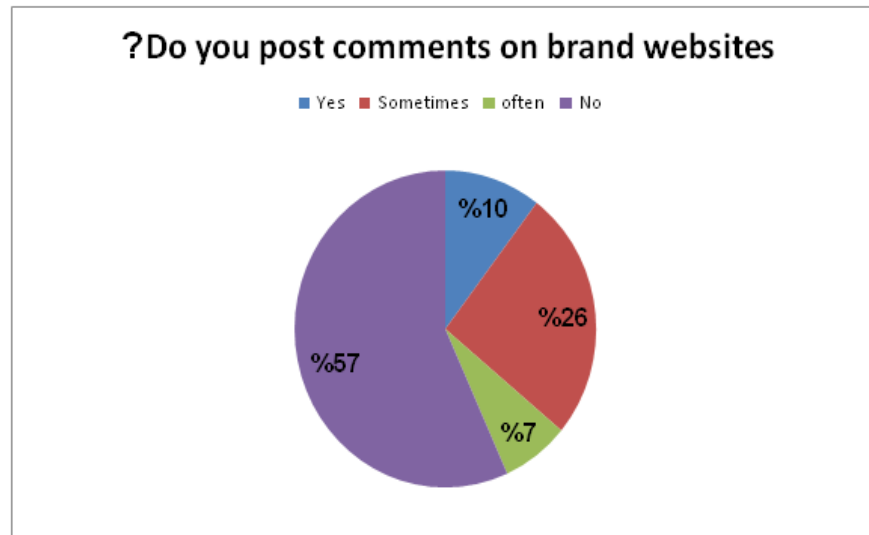


Figure 14: Posting comments on Brand Websites

Explanation

The majority of fifty-seven do not post comments on the brand's website and only ten percent do. However, twenty-six percent sometimes posted whereas only seven percent posted comments often. Therefore, overall the tendency of participants is not posting comments on the website.

4.2.14 Question 14

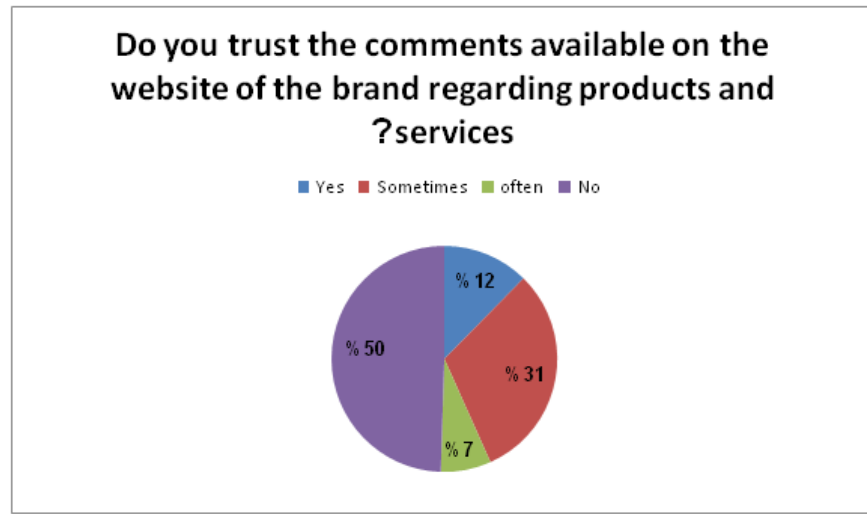


Figure 15: Trust of comments on brand website

Explanation

Fifty percent participants found not trusting the comments available on the website and only twelve percent were found trusting them. However, thirty-one percent participants said they do trust but sometime whilst only seven percent often trust them.

4.3 Thematic Analysis of Interviews

Themes were developed after analysing the responses obtained from five interviews with the top level managerial personnel of Mark and Spencer Saudi Arabia on the basis of repetition of the subject matter. The interviewees were given codes instead of using their designations or names considering the privacy issues. Following codes are assigned to the interviewees:

Interviewees	Codes
1	M&SI

2	M&SII
3	M&SIII
4	M&SIV
5	M&SV

4.4 Social media network used by the customers

Upon asking which social media network is used by their customers the most, all interviewees mentioned Facebook as the most commonly channel used whereas the second most mentioned channel by the interviewees as Instagram and then twitter. YouTube was the least mentioned channel by the interviewees. The responses of the interviewees were found in line with the statistics as according to go-gulf.com (2016) out of all social media networks, the penetration of Facebook is twenty-one percent in Saudi Arabia, which is the second most penetration network after Whatsapp, the penetration level of which is twenty-two percent. M&SII emphasising the significance of social media by stating that:

“Happy consumers are, generally, more important as listening to consumers is extremely elementary which is a gauge of measuring whether the company is doing well on social media or not. (Interview 2)

The literature also supports this as Simsim (2011) wrote that social media websites give a community medium that provides individual customers their individual say, alongside access to product data that helps in their buying decision. In line with this, Dwivedi and Williams (2015) highlighted that shopping has always been a communal practice and societal network lets

customers intermingle with persons, several of whom are probable unfamiliar when they converse online. M&SIV views support this literature as in his words:

Because of the benefits of social media in linking company directly to final-customers, Due to direct linking of the customers via social media channels of the company, in a well-timed way and with minimum cost has been consider that a huge effect on customer views and actions and has been put in the light in diverse industries from last many years. (Interview 4)

4.5 Social media networks and brand image development

According to M&SI, in the current constantly evolving business world, brand image development without using social media cannot be thought of equally in developing and developed countries. However, M&SII though did recognise the use of social media for brand development in Saudi Arabia but at the same time he mentioned that the brands need a lot of time to establish their brand image on social media because of religious and cultural limitations. Unlike the other two, M&SIII and M&SIV stated that social media is mostly used by Saudis for maintaining interpersonal relationship with relatives and friends instead of viewing their brand information. On the other hand, for M&SV,

"Our company in Saudi Arabia has involved thousands of individuals, and hopeful that it will be a business achievement on top."(Interview 5)

The views of the interviewees are supported by literature as Bahaddad, Houghton, and Drew (2013) wrote that virtual worlds as electronic settings are significant technological expansion , a novel means of producing and sharing data on the web that help contacts not only for societal purposes but also for commercial. However, M&SI, though recognise the significance of social media but also pointed out that consumers in the countries such as Saudi Arabia do not consider

the reviews that are available on the company's website to facilitate consumers with their purchasing decision, which is supported by literature as Kamal, Chu, and Pedram (2013) stated that reviews are one of the main parts that have come from social media for the reason that consumers comments are generally accessible for commodities producing immense value equally for both customers and organisations. Regarding recommendations M&SIII opined that:

"Though recommendations are considered to be one of the most effective ways for facilitating customers in their purchasing decisions but in case of Saudi Arabia, consumers are more reliant on information regarding products and services generated by vendors or company instead of only relying on word of mouth or friends recommendations online." (Interview 3)

4.6 Consumers' trust through social media networks

According to all five interviewees without gaining customers trust, the social media campaigns cannot be made effective and successful. For M&SI, trust is foundation for the development of brand image online because it facilitates risk assessment in the business. However, M&SII said that:

"Though trust is significant the in e-retailer but its attainment is very difficult and require persistent efforts on the part of organisation because the concept of trust is multidimensional and composed of generosity, honesty, capability, aptitude and compassion." (Interview 2)

Like M&SII, M&SIII said that trust can be defined differently but there are two mandatory dimensions of trust in any way it is defined and that are capability and generosity competence, which direct to trust on brand. Unlike other interviewees, M&SIV pointed out that no matter in what way trust is defined regarding brand image but all dimensions of trust demote risk and ambiguity in the online setting. M&SV like other interviewees said that:

"An inter-link of customers by means of social media, for example communities, comments is possible to institute trust in electronic business of companies." (Interview 4)

The responses of the interviewees are found in line with the literature as Simsim (2011) also stated that the social contact of customers do not merely aid their peers to build up trust in a supplier but it also assist them in rejecting it because customer socialisation takes place by means of social media channels directly by communal interfaces among customers and indirectly by backing up product contribution. However, Almousa (2011) opined that with the increased trust on brands online through online socialisation also result in increasing purchasing intention of consumers.

4.7 Challenges faced regarding using social media networking in Saudi Arabia

For M&SI and M&SII, Saudi Arabian customers resembles with Chinese, Brazilian and Indian customers in various ways, so they cannot be easily overlooked due to their complex and magnanimous nature. Unlike them, M&SIII, Arab customers and nation is the most complicated and aggressive because of interlinking of religion, culture and business. This is supported by literature as Dwivedi and Williams (2015) wrote that though Arab consumer wants to be modern and progressive but without abandoning his religious and cultural values. M&SIV supported M&SIII by stating that:

Arab consumers supports foreign brands only to the extent they do not go against their religious and cultural values, which is the reason why the very first challenge we have to confront as a foreign brand in Saudi Arabia is to develop social media strategy in such a way that conforms with their values." (Interview 3)

This point is verified empirically as well when Unilever Arabia had to change its novel company logo days prior to its worldwide launch despite bearing the cost burden because the new logo looked similar to the word Allah in Arabic language, which was offensive to their religious values.

M&SV mentioned that real challenge in developing successful social media campaigns for brands in Saudi Arabia is not budget but hiring of social marketing strategists who understand the religious and cultural values of Saudis. He further said:

"Foreign brands need to use the right person who is arm with indigenous strategic capability to contribute to the accomplishment of a brand social endeavour." (Interview 4)

One of the challenges mentioned by the interviewees was political restraints on social media use for brand development as all of them emphatically said that nothing against Saudi government policies is tolerable in the kingdom, so the foreign brands who have democratic background needs to understand the political nature of the country

4.8 Social media network as a tool of increasing sales

All interviewees unanimously opined that brand sales increased as the result of successful social media campaign, which in long run help in developing brand image as in words of M&SV,

"The introduction of social media network into retailing operations of the foreign brands has remarkably strengthened their sale position as the use of online socialising channels increases active opportunities."(Interview 4)

Unlike other interviewees, M&SIII pointed out that the sale figures increase as the result of social media marketing is for the reason that electronic services make brands differentiate

themselves from the rival local brands offering identical services and products. This is also supported by the literature as Kamal, Chu, and Pedram (2013) stated that the use of smart marketing technology for brand development drastically increase sales as more customers are attracted towards brand and its offerings. M&SI said that:

"Because of its viral character and capability to rapidly and simply extend a message, firms that committed post content on their social media sites and fan pages strengthen their base of customers, which further leads to increase brand awareness and sale levels are multiplied."

(Interview1)

4.9 Saudi government support to brands with respect to social media networks

All interviewees acknowledged the efforts of Saudi government to strengthen the social media networking channels for the business promotions through their liberal policies. According to M&SIII,

"There was time when running social media campaigns to develop brand image especially by foreign companies is very difficult task due to lack of awareness and trust among Saudis but it is Saudi government persistent effort that social media is considered a key ingredient for the development of brand image online." (Interview 3)

However, unlike other interviewees, M&SV mentioned that though the efforts of Saudi government for facilitating the use of social media networks is without any doubt admirable but still there is a lot more to be done on part of Saudi government to facilitate foreign companies that are not much familiar with the nature of Saudi culture and business environment. The literature also support this as Almousa (2011) wrote that Saudi government should help surmount consumer unwillingness to buy while consumers still articulate certain amount of self-

belief in publicising messages, which fallow in contrast to their dependence on rumour, particularly when it appears from trustworthy channels, for instance family and mates.

4.10 Discussion

The analysis of the data obtained through questionnaire survey and interviewees revealed that the use of channels of social media for developing the brand in Saudi Arabia is indispensable with the rapid technological advancement and increasing demand of brand presence on social media from the consumers. This is so because the majority of fifty-eight percent opined that social media is a magnificent way of involving customers. This is also supported empirically as according to Almousa (2011), with the high saturation of smart devices into Saudi retailing market, finding the brand on a digital atlas has turned into a need instead of an option for the reason that today customers has countless alternatives so presence of brands on digital media is essential. However, Kamal, Chu, and Pedram (2013) stated that despite high internet usage in the kingdom, the trend of electronic shopping is slow in Saudi Arabia as compared to rival countries. The results of the questionnaire survey shows that the internet users are more males than females in Saudi Arabia as the number of participants were 86.1% as opposite to the females which were 79%. The literature also support this finding as Bahaddad, Houghton, and Drew (2013) reported that seventy percent of users on Facebook, twitter and YouTube were males in 2012 as compared to thirty percent females.

The data also revealed that social media is trend that is envisaged to dynamically fuse in the life of people and brands advertising communications as fifty-eight percent, which was the majority opined that social media is one of the major channel to involve customers and only thirty-four percent mentioned it was not effective (Muchina and Okello, 2016). The giant like Mark and Spencer Saudi Arabia recognising this fact has already incorporated social marketing tool into its

marketing strategy so that they can interact with customers, which is verified from the responses of the participants of survey as majority of sixty-four percent of participants found information on brand's website informative, whilst twenty-eight did not find it informative. The interviewees also support this as M&SII clearly stated that happy consumers are, generally, more important as listening to consumers is extremely elementary which is a gauge of measuring whether the company is doing well on social media or not (Elder et al, (2014). Moreover, it was also revealed by fifty-nine percent participants that their brand post entertaining but only eight percent did not.

Facebook, twitter were found out the most commonly used network by the brands hence, the majority of thirty-six percent participants mentioned Facebook as the most used social media network, after which twenty-six percent mentioned Instagram as the most preferred network for the attainment of their brand information (Jiang et al, 2016). This is quite in line with the responses of interviewees, who unanimously stated that Facebook is the most used channels by their customers. The element of trust was the most significant point mentioned by all the interviewees for the successful use of social media networking as M&SV mentioned that the interlink of customers by means of social media, for example communities, comments is possible to institute trust in electronic business of companies. However, this was not supported by the questionnaire findings as fifty percent participants found not trusting the comments available on the website and only twelve percent were found trusting them (Mucan and Ozelturkay, (2014). Though the participants were not found trusting the comments but they were found believing in the advertisements liked by their friends and relatives online as the majority of seventy-one percent clicked on the advertisement once their friend like it on Facebook sometimes whilst, only seventeen percent always clicked but twelve percent do not (He et al, 2015). This shows that

clicking on the advertisement after friends' likeness on Facebook does not guaranty the attention of customers towards brands.

The reviews and recommendations on the websites of brands were not found trusted after analysing data obtained through questionnaire as the majority of fifty percent do not trust in the comments available on the website and not only this but the majority of fifty-seven do not even post comments on the brand's website, which shows lack of interest of the participants on comments and reviews. However, the literature do not support this as Abed et al (2015) stated that more constructive remarks, criticism and higher rankings guide to a greater trust level in a retailer as reviews are supposed to be helpful and influence position and objective to purchase in customers through the intuition developed regarding a product. The interviews also revealed that social media network use for the brand development increase brands' sale that is also supported by the questionnaire results as seventy-three percent of the customers stated that Mark and Spencer does post new offers and promotions on their website, which shows that company develop its social media strategy on the belief of attaining more customers.

The analysis of data depicted that social media trend developed various prospects and challenges for business companies and brands as it has now an interactive medium that lets contacts between the firm and customers alongside the exchange between the customers. This is also find supported by the literature as Simsim (2011) wrote that customers on social media transformed from being inert and receivers to promotional communication into being capable of dynamically generate and control it. However, many challenges were mentioned by the participants and social, cultural, religious and political restraints were the main challenges as the interviewees clearly mentioned that social media strategy cannot be made effective by the foreign brands unless they hire the native personnel who are familiarised with the religious and cultural situation

and limitations of the kingdom. The data also revealed that there is no proper way or methods at the disposal of brands through which trust of customers can be obtained other than reviews, and recommendations, which were not found out trustworthy by the responses of the participants as fifty percent of participants did not trust on the comments posted on the brand's websites (Czinkota et al, 2013). The Saudi government efforts for the facilitation of brands in using social media networking for their brand development was admired by all interviewees but simultaneously they also demanded for more endeavours from the governmental side so that interaction between brands and customers through social media networks can be made effective.

The data analysis also revealed that the company's presentation and presence on social media affect the consumers' choice with respect to brand selection as forty-one percent participants mentioned company's presence on social networks as an influencing factor for the selection of a brand. This was also supported by the responses of the participants when fifty-nine percent found their brand post entertaining whilst only twenty-three percent mentioned that it is entertaining but sometimes (Hollebeek et al (2014)

Fifty-nine percent found their brand post entertaining but only eight percent did not. However, twenty-three percent and ten percent sometimes and often find it entertaining respectively. The overall data analysis clearly revealed that social media practice for brand development has been increasing in Saudi Arabia but gradually as certain religious, cultural limitations put check on the rapid and unbridled use of the tool of social media for brand development in Saudi Arabia.

5 Chapter: Five Conclusion and recommendations

5.1 Conclusion

This study was aimed at examining the impact of social media advertisement on development of retail brands by focusing on the case of Mark and Spencer Saudi Arabia. The data was collected by interviewing five senior managerial personnel of the selected company in Saudi Arabia related with the brand development of the company. Alongside, questionnaire survey was also done with the customers of Mark and Spencer Saudi Arabia. The study concludes that brand development is one of the significant conceptions which is quite important for the organisational growth because brands are deemed as extremely priceless organisational assets. The expansion of social media existence has directed the world of internet to the improvement of the mediums that offer accessibility of developing web contents for the achievement of attention of customers. The study also concluded that today consumers need precise and rationalized information regarding the product they intend to buy online and the quality of data available on the social networks of brands underline the features of the firms. It is also found out that the brands keep their customers updated about products and promotions and offer through social media channels as sixty-four percent found information on brand's website informative, which was majority.

The surfacing of social media has been magnificent for the communication approaches of the companies, therefore, has boosted on the utilisation of the incorporation of the company for the sufficient exercise of social media to affect consumer's activities. In addition to this, a brand also affects purchase decisions of the consumers for the commodity. The brand expansion of the retail firms is also raising with the brand growth strategies, which is why retail chains are getting increase with the advertising instruments like digital marketing. The study also concluded that though the use of social media for brand development is rapidly increasing worldwide but this

increase is not as rapid in case of developing countries, such as Saudi Arabia as in case of developed countries. The most famous social media network used for brand development in Saudi Arabia was found Facebook, which is also worldwide famous option of the brands all over the world as the empirical data of 2017 shows that the most popular network of social media, Facebook has shown the active users of 1,871 by January 2017. The analysis of survey data also backed this statistics as the most mentioned social media network by the majority of thirty-six percent participants was Facebook, after which twenty-six percent mentioned Instagram as the most preferred network for the attainment of their brand information. Conversely, Twitter and YouTube were mentioned by seventeen and fifteen percent participants respectively. However, blogs were the least mentioned network with only six percent participants.

The study also concluded that the foreign brands have to face various social, cultural and religious challenges while using social media for their brand development. However, the research recognises the Saudi government untiring efforts to facilitate the use of social media networks for their brand development. It was also found that the users of social media are rather interested to the likes and follows as the majority of seventy-one percent clicked on the advertisement once their friend like it on Facebook sometimes whilst, only seventeen percent always clicked but twelve percent do not. However, though the participants click on the recommendations of their friends but they do not like to comment on brands website as the majority of fifty-seven do not post comments on the brand's website and only ten percent do. The research also concluded that trust is the most important element for the successful social media usage for brand development and reviews and comments are tools that are used by the brands and organisations through which the participants make efforts to gain customers' trust. Put

briefly, the study recognises the increase use of social media for brand development in Saudi Arabia despite social political challenges.

5.2 Recommendations

After concluding this study following recommendations are made:

It is found out through this study that understanding of Saudi culture, religion, political set up and society is immensely required in order to run successful social media campaigns for brand development, particularly for the foreign brands. Therefore, it is recommended that the foreign brands, such as Mark and Spencer needs to hire native marketing personnel with the social media expertise, who is well aware of with the Saudi culture, society, religion and political setting because religion, political set up and society are closely intertwined in Saudi Arabia and any act of the company harming the religious believes or culture of Saudi customers may drastically harm the social media campaign of the brand.

The role of government cannot be overlooked in Saudi context to make any organisational attempt effective and successful. Therefore, it is suggested that brand must do its homework with respect to the policies developed by Saudi government with respect to use of social media for their business or promotional activities. The brand must avoid all kinds of involvements into government matters and perspectives as mostly multinational companies do by impacting governments due to their strong business position worldwide. Challenging local government in Saudi Arabia is no way tolerable so the brands need to solely focus on their business strategies without involving in state policies and matters.

It is also recommended that Saudi government should facilitate foreign brands by offering flexible taxing terms so that more foreign brand attract to Saudi market for their business

expansion. Moreover, the government also need to develop flexible social media policies by imposing less restrictions so that business brands can make the most use of this channel for their business expansion in the kingdom.

It is the need of the brands presented in Saudi Arabia needs to enlarge customers trust for the online purchases because currently the Saudi customers do not trust on the reviews and comments presented on the websites of the brand as the analysis of the survey data shows that fifty percent participants found not trusting the comments available on the website and only twelve percent were found trusting them. Therefore, it is recommended that the brands need to gain customers' trust by offering hand-on experiences of products and services online, as the result of which consumers' trust level on the products of the brand will elevate.

5.3 Future research work

This study is significant in many ways as it is one of its kinds that directly attain data from the consumers regarding their interaction with brands through social media networks. However, the sample size was kept small in this study so that the collected data could be managed and analysed effectively. Considering this limitation, this research invites future work on the topic by using big sample size as compared to the one used in this study. Big sample size will help verifying or rejecting the findings of this study more substantially.

This study also invites future work on e-government in Saudi government, which is not operational in Saudi Arabia currently but is the future of Saudi Arabia because of rapid economic development of the kingdom. It also invite works by including Saudi government personnel to examine the Saudi government plans with respect to modernisation of business in Saudi Arabia through social media networks.

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7 Appendix

7.1 Questionnaire Survey

1. Gender

Male

Female

2. Age Group

18-20

20-30

30-40

40-50

50-60

60-70

3. Do you think the company can engage customers more effectively through social media than without using social media?

Strongly agree

Agree

Disagree

Strongly disagree

No idea

4. Which social media networks do you prefer to get information about your brand?

(Choose only one)

Blogs

YouTube

Twitter

Facebook

Instagram

5. Do you recommend this organisation to your friends on social media?

Strongly agree

Agree

Disagree

Strongly disagree

No idea

6. Which factors influence your brand selection online? (select only one option)?

Income

Purchase motivation

Company presentation

Company or brand's presence on social networks

Method of payment,

Stores types (online or physical)

7. Do you find the content available on the company's website informative?

Strongly agree

Agree

Disagree

Strongly disagree

No idea

8. Does the company post new offers and promotions on its website?

Strongly agree

Agree

Disagree

Strongly disagree

No idea

9. Is information available on the company's website easy to access and use?

Strongly agree

Agree

Disagree

Strongly disagree

No idea

10. Do you find advertisement and information on the company's website credible?

Strongly agree

Agree

Disagree

Strongly disagree

No idea

11. Do you click on the advertisement when your friend like any brand on facebook?

Yes

No

Sometimes

12. Do you find your brand post entertaining?

Yes

Sometimes

often

No

13. Do you post comments on brand websites?

Yes

Sometimes

often

No

14. Do you trust the comments available on the website of the brand regarding products and services?

Yes

Sometimes

often

No

7.2 Interview Questions

1. Which social network site do the customer use the most and how often?
2. In which ways social media help developing your brand image in Saudi Arabia?
3. Do your customers reluctant to store their personal data on your site?
4. Does the information collected through social media network help the company developing its commercial strategy? how?
5. Does your social media campaign yield sales increase?
6. Which challenges do you face while running your social media strategy for your brand development in Saudi Arabia?
7. Are you able to gain consumers' trust on your brand through social media?
8. How do you maintain the reliability of reviews on your website?
9. Is Saudi government supportive to facilitate companies in using social media for the development of their brand?