

The Impact of Electronic Word of Mouth in Social Networks in Saudi Society on Purchasing Decisions

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Abstract

This study aims to understand the consumer behavior in the Saudi Society with regards to whether or not they search in social networks to ask about a product before deciding to buy it. In addition, the study also examines the effect of Online Word of Mouth on purchasing decisions of Saudi Consumers.

Moreover, another aspect in the study was to identify the differences in consumer purchasing decisions based on various demographic factors (gender, age, educational qualification and income) as well as to see if the Saudi Society is active in sharing its purchasing experiences on social networks.

To achieve all these results the researcher designed and administered an online research that was distributed through “What’s App” on a random sample of Social Networks users in Saudi Arabia.

The most important results of the research were as follows:

1. Most of the sample search sometimes for product related information on Social Networks before buying it and these information do actually affect their buying decisions.
2. The study revealed that most groups affected by online word of mouth are: Females, Young Adults, University & Higher Education qualified individuals and lower income classes.
3. The study found that most of the sample rarely share their purchasing experience online.

Therefore, the most important recommendations of the study includes enticing Marketing Manages and Marketers to utilize Online Word of Mouth concepts and adopt it as a primary method of interacting with the consumers to assess the reaction of the consumers towards their products and utilize such information to improve their products and meet customer requirements. Thus leading them to increasing the sales of their products and improve their company’s position through anticipating consumer trends. The researcher has also recommended conducting more studies on the subject matter as such studies are scarce in the local and Arab environments as well as conduct the study in the services sector.
